



&



Advertising and sponsorship catalogue

Thanks to: **monvinic**
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The Alimentaria Hub
Trends & Innovation

The Experience
Live Gastronomy
by Alimentaria & HOSTELCO

HOSTELCO Coffee Area

HOSTELCO Live Restaurant

HOSTELCO Live Hotel

HOSTELCO Live Arena

Enhance your company's visibility at a key international event

Holding Alimentaria and HOSTELCO together gives you a **110,000 m² platform open to the world**. A chance to highlight and improve your location, stand out from your competitors and present your new products and services to the over **150,000 professionals (45,000 from outside Spain) who will attend** the fair.

This catalogue features the best options **for impacting your target and associating your brand with a leading event in Spain and the Mediterranean Arc**, one which is an **international benchmark** with a positioning that sets it apart in Latin and Central America. Here you will find a wide range of advertising and sponsorship options, their **advantages** and the **expected return**.

Make the most of all the potential of a leading event in your industry.

01. General sponsorship



02. Online advertising

03. Onsite advertising

04. Process and contracting form

1. General sponsorship

Lanyard bearing the accreditation

Visitor accreditation

Exhibitor accreditation

Turnstiles at the event

Alimentaria-HOSTELCO Wi-Fi

Hosted Buyers buses: hotel-fair-hotel

Buyers: Welcome Cocktail

Buyers Lounge: Buffet

Buyers Lounge: Exclusive Service Corner

General considerations.

All sponsors will get:

- **Visibility** for their company's logo.
- Their logo **featured** on the fair's website.
- A **mention** of their sponsorship in all related public communications (press releases, social media, visitor guide, etc.).

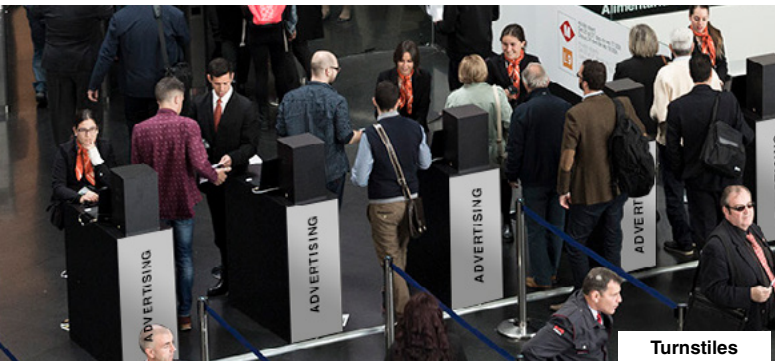
Contact us and we'll tell you all about it.
comercial@alimentaria.com



Exhibitor accreditation



Wi-Fi



Turnstiles

General sponsorship

		Pieces	Exclusivity	Price/pc.	Deadline
Lanyard bearing the accreditation	Give your brand a prominent place on the lanyard bearing the official accreditation for access to the venue. It will bring you mass recognition and maximum publicity among everyone attending Alimentaria and HOSTELCO .				
Exhibitor		25,000	Yes	€ 20,000	21/11/2019
			No	€ 12,000	21/11/2019
Visitor		150,000	Yes	€ 36,000	15/01/2019
			No	€ 20,000	15/01/2019
Exhibitor accreditation	Impact all visitors to the fair through the accreditation giving access to the venue.	150,000	Yes	€ 20,000	20/02/2020
Exhibitor accreditation	Impact all visitors to the fair through the accreditation giving access to the fair. Advertiser profile: full sector service company.	25,000	Yes	€ 10,000	20/12/2019
Turnstiles	Enhance your brand's visibility for all attendees by putting your image on the front of the turnstiles leading into the venue, a place which all professional visitors, Hosted Buyers, exhibitors, press and Alimentaria and HOSTELCO institutions have to go through.	All access: 38 turnstiles	Yes	€ 25,000	20/12/2019
		South access: 15 turnstiles	Yes, per access	€ 15,000	20/12/2019
		North access: 10 turnstiles	Yes, per access	€ 7,000	20/12/2019
		East access 2-3: 9 turnstiles	Yes, per access	€ 7,000	20/12/2019
		Northeast access: 4 turnstiles	Yes, per access	€ 5,000	20/12/2019
Wi-Fi	All eyes will be on you if you sponsor the venue's free Wi-Fi connection for visitors. Promote your brand during the four days of the fair by naming the network, with a welcome splash screen for the connection and the inclusion of your logo throughout the Alimentaria and HOSTELCO Wi-Fi publicity campaign.	Over 300,000 unique sessions (2018)	Yes	€ 12,000	19/03/2020



Buyers Lounge: Buffet (in 2018)

General sponsorship

		Pieces	Exclusivity	Price/pc.	Deadline
Hosted Buyers buses: hotel-fair-hotel	Make your brand visible by personalising the bus that Alimentaria lays on for Hosted Buyers between their hotel and the venue.	3 buses	Yes	€ 10,000	05/03/2020
Buyers: Welcome Cocktail*	Position your brand in the welcome event held to thank the Hosted Buyers for coming. It is traditionally held on the first day of the fair with around 750 guests.	Product contribution	Per product category*	€ 1,000 + product contribution	05/03/2020
Buyers Lounge: Buffet	Make your product visible in the rest area for international buyers and VIP visitors. Sponsor the facility by contributing your product to the free buffet available throughout the day.	Product contribution	Per product category*	€ 2,000 + product contribution	05/03/2020
HOSTELCO Live Restaurant	Make your product stand out for everyone in the Live Restaurant. A flexible and adaptable space that will be transformed according to needs and the time of day. The Live Restaurant & Bar will be fully operational and open to the public, offering a space where people can relax and talk about how the day has gone.	Product contribution	Per product category*	€ 1,000 + product contribution	05/03/2020

* Sponsorship reserved for a single company for each product category and respecting The Alimentaria Hub and HOSTELCO Live Restaurant's partners. Selection will be in order of registration and payment.

2. Online advertising

Alimentaria website

HOSTELCO website

Accreditation system

Catalogue of Alimentaria and HOSTELCO exhibitors and products

Alimentaria and HOSTELCO official app

Alimentaria and HOSTELCO newsletters for visitors

Alimentaria and HOSTELCO newsletters for exhibitors

Leverage the online publicity for Alimentaria and HOSTELCO before, during and after the fair to take your place in its communication and get **more impressions, more traffic to your website** and **greater engagement** for your company.

We provide you with a number of online media featuring a wide range of options so you can find the one that's right for you.

Contact us and we'll tell you all about it.
comercial@alimentaria.com



Alimentaria website

Website

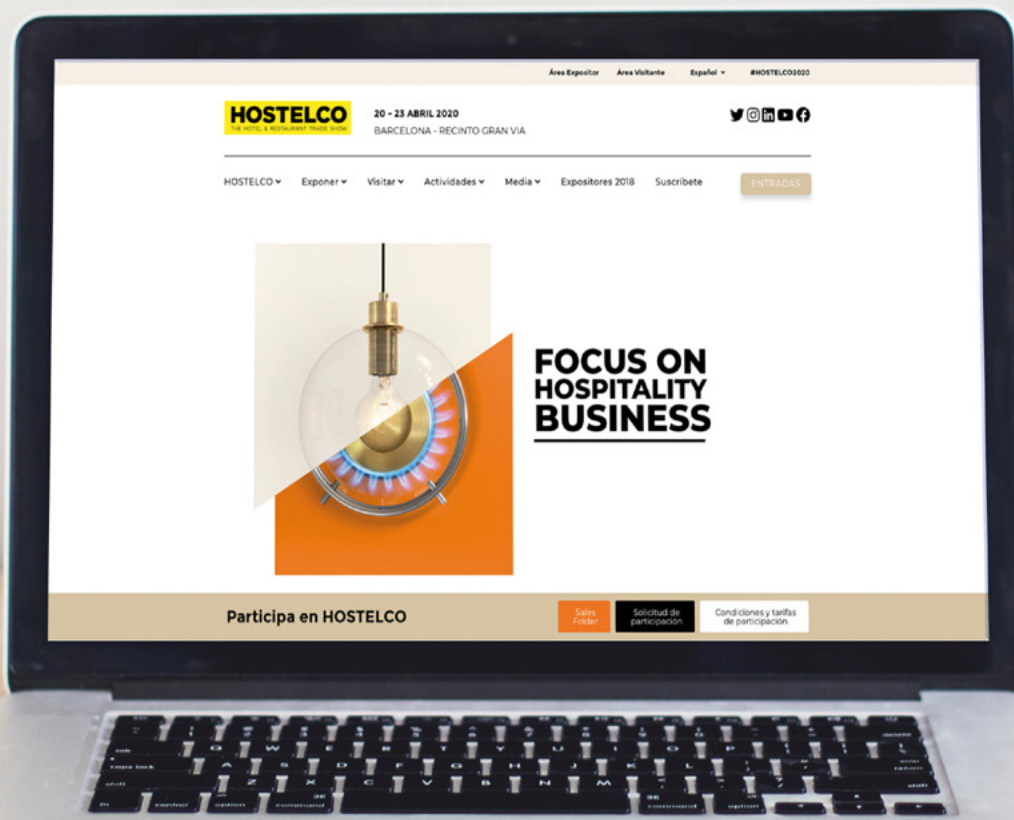
With a specific website for each event, the Alimentaria and HOSTELCO websites offer the ideal platform to enhance the visibility of your company and increase visits to your stand. These portals feature all the fair's content and provide access to the exhibitor catalogue, the exhibitor and visitor areas and the accreditation system.

Between the 2016 and 2018 editions of Alimentaria and HOSTELCO, the two websites registered combined traffic of over **5,000,000** visits.

Alimentaria website

	Location	Measurements	Exclusivity	Price/pc.
Exclusive banner	Homepage	970 px x 90 px	Yes	€ 2,000
	Alimentaria section			€ 1,500
	Visiting section			€ 1,500
	Sector pages			€ 1,200
1/3 banner	Homepage	300 px x 250 px	No	€ 750
	Alimentaria section			€ 500
	Visiting section			€ 500
	Sector pages			€ 500
Promoted content	Sector pages	Image: 240 px x 240 px and 32 characters (title) + 280 characters (description)	Max. 2	€ 800
Brief promoted content	Sector pages	Image: 120 px x 120 px and 32 characters (title) + 90 characters (description)	Max. 3	€ 150

- Deliver the images in PNG, JPG or GIF format not exceeding 150kb and a link (with UTM if you wish) that will open in a new window.
- Any advertising item will be published after purchase until two months after the fair.
- As the website is responsive, the display of the banners may vary depending on the device on which they are viewed.
- Deadline for hiring and delivery of final artwork: 02/04/2020



HOSTELCO website

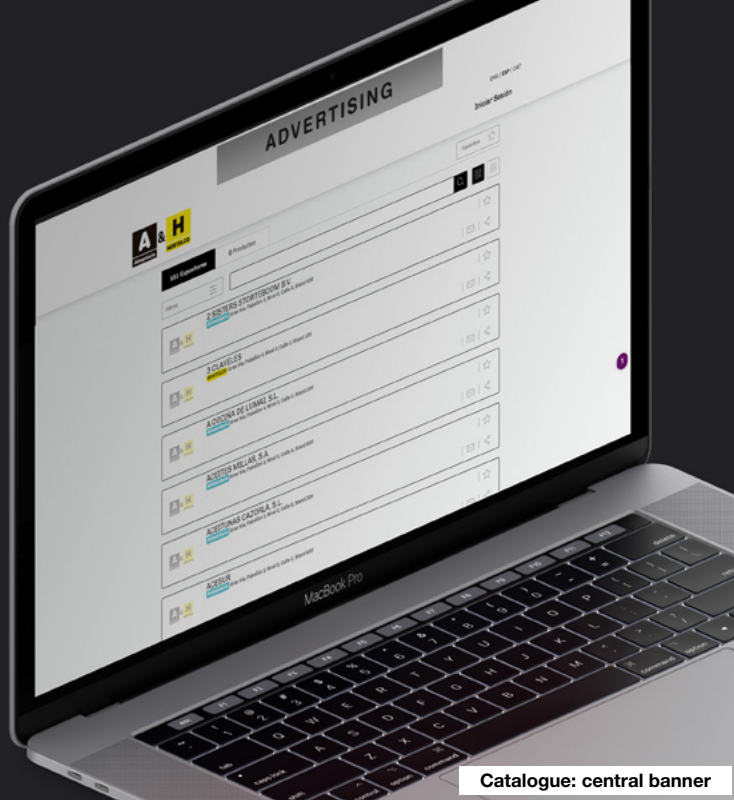
HOSTELCO website

	Location	Measurements	Exclusivity	Price/pc.
Exclusive banner	Homepage			€ 2,000
	HOSTELCO section			€ 1,500
	Visiting section	970 px x 90 px	Yes	€ 1,500
	Sector pages			€ 1,200
1/3 banner	Homepage			€ 750
	HOSTELCO section			€ 500
	Visiting section	300 px x 250 px	No	€ 500
	Sector pages			€ 500
Promoted content	Sector pages	Image: 240 px x 240 px and 32 characters (title) + 280 characters (description)	Max. 2	€ 800
Brief promoted content	Sector pages	Image: 120 px x 120 px and 32 characters (title) + 90 characters (description)	Max. 3	€ 150

Alimentaria and HOSTELCO accreditation system

	Location	Measurements	Exclusivity	Price/pc.
Exclusive banner in the accreditation system	End of accreditation	250 px x 250 px	Yes	€ 5,000

- Deliver the images in PNG, JPG or GIF format not exceeding 150kb and a link (with UTM if you wish) that will open in a new window.
- Any advertising item will be published after purchase until two months after the fair.
- As the website is responsive, the display of the banners may vary depending on the device on which they are viewed.
- Deadline for hiring and delivery of final artwork: 02/04/2020



Catalogue: central banner



App splash screen

Catalogue of Alimentaria and HOSTELCO exhibitors and products

This promotional tool for exhibitors stays available after the event has finished as it remains posted online for two years. Visitors use it to plan their visit, making it the perfect showcase to increase your visibility.

Between the 2016 and 2018 editions of Alimentaria and HOSTELCO, the exhibitor and product catalogue received over 800,000 visits to its pages. Exhibitors who purchase a featured or sponsorship profile immediately increase their number of enquiries.

	Type	Measurements/services	Exclusivity	Price/pc.
Central banner	Advertising + link	970 px x 90 px. PNG or GIF format not exceeding 150kb and a link (with UTM if you wish) that will open in a new window.	Yes	€ 5,000
			Rotating: max. 3	€ 1,900
Information in catalogue	Standard	1 company listing and 3 product listings	All exhibitors	€ 0
	Featured	1 company listing and 5 product listings. Greater visibility	No	€ 350
	Sponsorship	1 company listing and 10 product listings. Greater visibility + top positions in the list	Yes, per sector	€ 850

- When purchasing any of the types, their considerations will be automatically included in the list of exhibitors and products available on the Alimentaria and HOSTELCO official app.
- The deadline for signing up and delivering the materials in the case of the central banner is 13/04/2020.

Alimentaria and HOSTELCO official app

Your company at the fingertips of all attendees at the fair. Get more visitors to your stand with the Alimentaria and HOSTELCO app, an interactive guide for planning time at the fair featuring a continuous flow of updated information.

Approximately 10,000 downloads at the last edition for the two fairs. The Alimentaria and HOSTELCO app will be free and compatible with iOS and Android operating systems.

	Type	Measurements/services	Exclusivity	Price/pc.
App splash screen	Full image on opening the application	2732 px x 2732 px with the information in the centre in an area of 1200 px x 1200 px. PNG format	Yes	€ 5,000
Screen footer banner	Image at the bottom of the home screen and useful information + link	960 px x 175 px. PNG or GIF format not exceeding 150kb and a link (with UTM if you wish) that will open in a new window.	Yes	€ 1,500

- Deadline for hiring and delivery of final artwork: 27/03/2020



Newsletter for sponsors and informative notes

Alimentaria and HOSTELCO newsletters

Strategically enhance your visibility by taking out ad space in the Alimentaria and HOSTELCO newsletters with an exclusive presence in the body of the message and a link to your website in the last mass mailings before the event is held.

Alimentaria and HOSTELCO newsletters for visitors

	Type	Measurements	Exclusivity	Price/pc.
Sent to pre-registered Spanish and international visitors with all the information they need to plan their visit.	Sponsor	Central banner in the body of the newsletter (600 px x 100 px)+ link	Max. 2	€ 5,000
Last five newsletters before the fair is held (approx. 230,000 contacts/newsletter)	Informative note	Image (158 px x 151 px), title (30 characters) and description (120 characters) + link	Max. 3	€ 2,500

Alimentaria and HOSTELCO newsletters for exhibitors

	Type	Measurements	Exclusivity	Price/pc.
Sector and general contents plus the latest news to generate maximum participation. Advertiser profile: full service company.	Sponsor	600 px x 100 px + link	Max. 2	€ 2,000
Two newsletters before the fair is held (estimated database of 5,000 contacts/newsletter)	Informative note	Image (158 px x 151 px), title (30 characters) and description (120 characters) + link	Max. 3	€ 700

- Deliver the images in PNG or GIF format not exceeding 150kb and a link (with UTM if you wish) that will open in a new window.
- As the website is responsive, the display of the banners may vary depending on the device on which they are viewed.
- Deadline for signing up and delivery of graphic materials: 02/04/2020

3. Onsite advertising

Guides

Advertising outside the venue

Advertising inside the venue

Alimentaria and HOSTELCO have a number of informative media and areas to make visiting the fair easier and deliver a better visitor experience.

Optimise your visibility during the event and get **more traffic to your stand**.

Contact us and we'll tell you all about it.
comercial@alimentaria.com



Double page in the Visitor Guide



Logo on map in Visitor Guide

Guides

Visitor guide

Direct visibility for Alimentaria and HOSTELCO visitors

Bilingual medium for professionals visiting Alimentaria and HOSTELCO. It contains all the useful information: opening hours, access, food options, list of exhibitors and maps, activity programmes, etc.

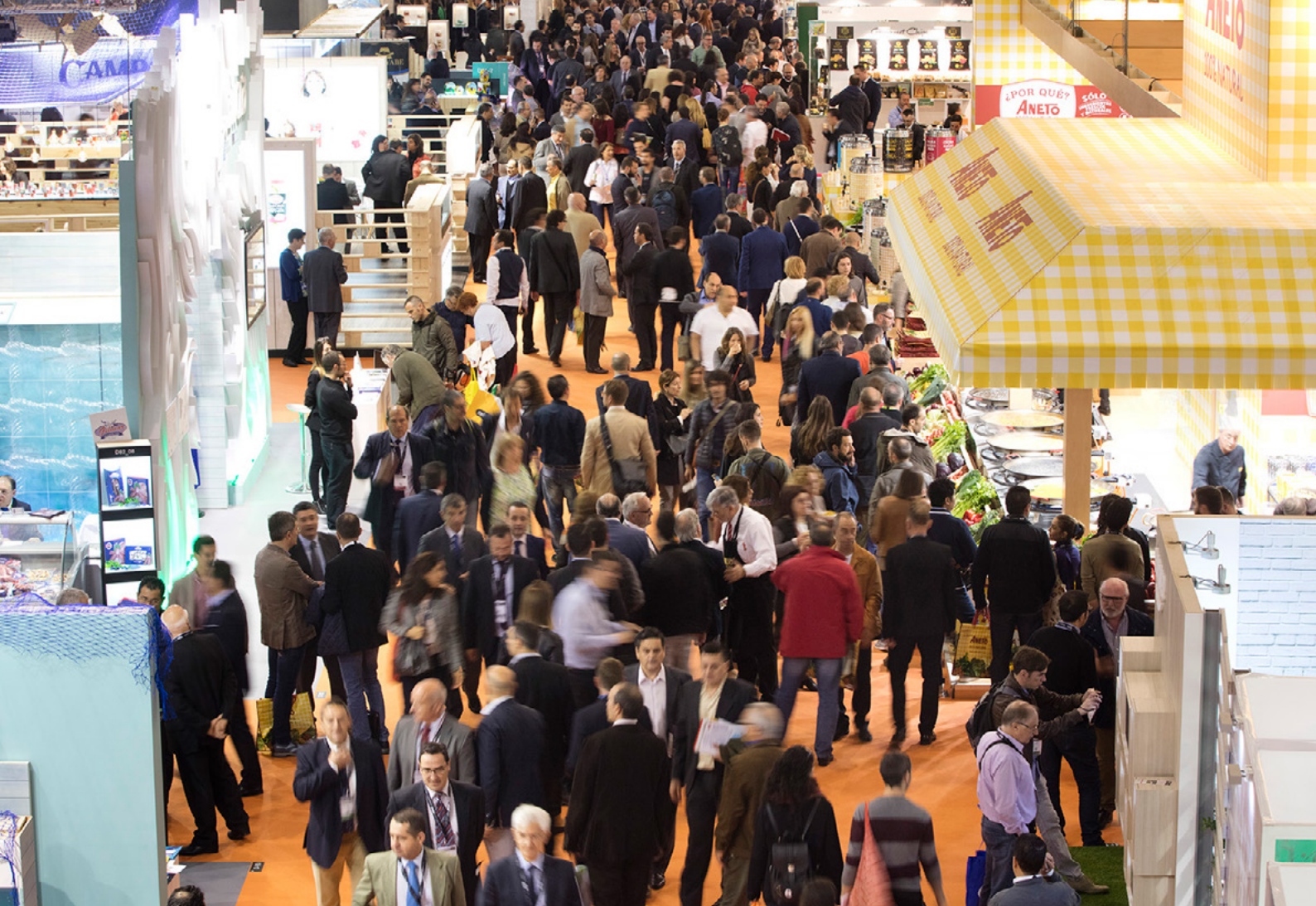
It will be available as a hardcopy at all the access to the fair and at the accreditation and information points set up in the venue. It will also be available in digital format on the fair's website and will be publicised to all accredited visitors through the newsletter.

Estimated print run	Type	Measurements	Exclusivity	Price/pc.
40,000* pc on paper (Medium measurements: closed: 200 mm x 220 mm open: 400 mm x 220 mm) and digital format	Back cover	Width: 200 mm + 3 mm (indent) Height: 220 mm + 3 mm (indent)	Yes	€ 5,000
	Double page	Width: 400 mm + 3 mm (indent) Height: 220 mm + 3 mm (indent)	No	€ 2,500
	Inside back cover	Width: 200 mm + 3 mm (indent) Height: 220 mm + 3 mm (indent)	Yes	€ 2,000
	Colour page	Width: 200 mm + 3 mm (indent) Height: 220 mm + 3 mm (indent)	No	€ 1,500
	Logo on exhibitor map**	Vectorised logo	Max. 10 logos per hall	€ 1,200
	1/2 page	Width: 200 mm + 3 mm (indent) Height: 110 mm + 3 mm (indent)	No	€ 800

* The number of printed copies has been decreased from the last edition to enhance the sustainability of the event.

** Signing up to this option means your logo automatically goes on the venue's signage maps in all its halls (see page 16).

• Deadline for hiring and delivery of final artwork: 05/03/2020



Exhibitor guide

Direct visibility for Alimentaria and HOSTELCO exhibitors

Bilingual medium for everyone taking part in Alimentaria and HOSTELCO which helps with any event procedures while it is taking place. It is given out as a hardcopy (approximately 50 pages) free of charge to all exhibitors and is posted on the fair's website in the Exhibit section and

in the Exhibitor Area services portal. Its availability is announced by newsletter to all exhibitors.

Advertiser profile: full service companies from the sector.

Estimated print run	Type	Measurements	Exclusivity	Price/pc.
4,500 pc on paper (Medium measurements: closed: 110 mm x 210 mm open: 220 mm x 210 mm) and digital format	Back cover	Width: 110 mm + 3 mm (indent) Height: 220 mm + 3 mm (indent)	Yes	€ 3,000
	Front cover banner	Width: 110 mm + 3 mm (indent) Height: 45 mm + 3 mm (indent)	Yes	€ 1,800
	Inside front cover	Width: 110 mm + 3 mm (indent) Height: 220 mm + 3 mm (indent)	No	€ 1,500
	Inside back cover	Width: 110 mm + 3 mm (indent) Height: 210 mm + 3 mm (indent)	Yes	€ 1,200
	Colour page	Width: 110 mm + 3 mm (indent) Height: 210 mm + 3 mm (indent)	No	€ 900

- Deadline for hiring and delivery of final artwork: 05/03/2020



XXL billboard



Square tower



3D tower



Totem

Advertising outside the venue

Medium	Location	Actual size	Useful size	Exclusivity	Price/pc.
XXL billboard*	South access	45 m x 11 m	30 m x 11 m	Yes, shared with the organisers	€ 30,000
Masts with advertising flags*	South access, taxi rank (15 pc.)				€ 15,000
	South access, goods area (10 pc.)	1 m (wide) x 4 m (high)		Exclusive per area	€ 9,000
	North access, plaza (6 pc.)				€ 5,000
Square tower	South access, to transport (Metro/FGC)				€ 3,000
	East access, to transport (Metro/FGC)				€ 3,000
	Northeast access	4 sides measuring 1 m (wide) x 4 m (high)		No	€ 2,000
	North access				€ 2,000
3D tower	Exits from visitor car parks A and B	4 sides measuring 2.16 m (wide) x 4 m (high) x 1 m (side)		Yes	€ 5,000
Totem	Exits from visitor car parks C, D, E and F	4 sides measuring 1.20 m (wide) x 2.04 m (high)		Yes	€ 3,000

* Although exclusivity is specified, the medium's size means that the space will be shared with the organisers who will take up 1/3 of the actual size.

The deadline for hiring and sending graphic materials as a printable high-resolution PDF file is 26/03/2020. After that date a surcharge of 5% of the price will be charged. If you have any questions or require further information about advertising at the venue (indoors or outdoors), please contact **Nivell Publicitari**, the official supplier which receives the final artwork and produces and places advertising items: Claudia Salinas (claudia@nivellpublicitari.com) and Carlos Chiesa (carlos@nivellpublicitari.com).



Escalators



Front-lit canvas



Travelators in walkway



Circular towers

Advertising inside the venue

Medium	Location	Actual size	Useful size	Exclusivity	Price/pc.
Totem	Walkways between halls	4 sides measuring 1.20 m (wide) x 2.04 m (high)		Yes	€ 3,000
Front-lit canvas in south access*	South access, left-hand side	7 m (wide) x 4.55 m (high)	4.66 m (wide) x 4.55 m (high)	Yes, shared with the organisers	€ 12,000
	South access, right-hand side	6 m (wide) x 4.48 m (high)	4 m (wide) x 4.48 m (high)		€ 12,000
Circular towers (walkway)	Hall 4	33.02 m (wide) x 3.60 m (high)		Yes	€ 7,500
	Hall 5	33.22 m (wide) x 3.48 m (high)			€ 7,500
	Hall 6	33.28 m (wide) x 3.60 m (high)			€ 7,500
Escalators (support rails)	South access, connection with walkway	8 sides: 12.65 m x 0.57 m		Yes, per escalator	€ 10,000
	South access, connection with press room and indoor Metro access	7 sides: 12.8 m x 0.58 m			€ 7,000
	Between the walkway and the hall 2, 3 (two escalators), 4, 5, 6, 7 and 8.1	6 sides: from 12.90 m x 0.57 m to 17.70 m x 0.63 m			€ 9,000

* Although exclusivity is specified, the medium's size means that the space will be shared with the organisers who will take up 1/3 of the actual size.

** Measurements are approximate. Ask Nivell Publicitari for a template to adjust the final artwork design for these media.

The deadline for hiring and sending graphic materials as a printable high-resolution PDF file is 26/03/2020. After that date a surcharge of 5% of the price will be charged. If you have any questions or require further information about advertising at the venue (indoors or outdoors), please contact **Nivell Publicitari**, the official supplier which receives the final artwork and produces and places advertising items: Claudia Salinas (claudia@nivellpublicitari.com) and Carlos Chiesa (carlos@nivellpublicitari.com).



Advertising on sides and company logo on maps

Advertising inside the venue

Medium	Location	Actual size	Useful size	Exclusivity	Price/pc.
Travelators in walkway**	Hall 2, 3, 4-5, 6-7 and 8.1		6 sides: from 37.40 m x 0.57 m to 45.50 m x 0.57 m	Yes	€ 7,500
Company logo on the fair's "You Are Here" maps ***	Per hall		Vector logo	Max. 10 advertisers per hall	€ 1,200
Advertising on the sides of the fair's "You Are Here" maps	In the entire venue (estimated two maps per hall)		2 sides: 0.40 m (wide) x 3 m (high)	Yes	€ 6,000
Handing out advertising in passageways (away from stand)	Per hall		Authorisation signed by the organisers is required	Max. 2 companies per hall/day	€ 600

*** Hiring this option means your logo automatically goes on the Visitor Guide maps (see page 12) provided that you sign up before 05/03/2020.

The deadline for hiring and sending graphic materials as a printable high-resolution PDF file is 26/03/2020. After that date a surcharge of 5% of the price will be charged. If you have any questions or require further information about advertising at the venue (indoors or outdoors), please contact **Nivell Publicitari**, the official supplier which receives the final artwork and produces and places advertising items: Claudia Salinas (claudia@nivellpublicitari.com) and Carlos Chiesa (carlos@nivellpublicitari.com).

Outdoor and Indoor Advertising Gran Via Venue

- Square tower
- Masts
- ▲ Totem
- 3D tower
- Escalators
- Travelators in walkway
- Circular tower in walkway
- Canvasses / Billboard
- Organisers' medium
- Shuttle bus



4. Process and contracting form



Contracting process

If you have any questions, please contact your salesperson who will guide you and suggest special packages to suit your needs.

- If you are clear about what you want, please fill in the contracting form and send it to your assigned salesperson.
- The Sales Department will confirm availability and validate your application.
- To process the chosen item, you have to pay the fee and email proof of payment along with this duly completed form to comercial@alimentaria.com.
You can pay by cheque or by bank transfer to FIRA INTERNACIONAL DE BARCELONA

CAIXABANK, S. A.
IBAN: ES49 2100 0927 5602 0001 7660
SWIFT: CAIXESBBXXX
Av. Diagonal, 530, plta. baja. 08006 Barcelona

- You will receive an invoice from Fira Internacional de Barcelona for the items you have signed up for.
- Once you have paid and/or we have received your proof of payment, we will then reserve the advertising space for your company.
- Depending on the type of advertising, you need to send the graphic material following the instructions in this catalogue (measures, formats) for each medium and always within the deadlines set.
- If you have not provided the graphic material with the correct specifications by the deadline, and even if you have paid, the insertion or application of the advertisement in the contracted medium cannot be guaranteed and except in the event of force majeure the amount paid will not be refunded.

Contracting T&C

- To contract any of the advertising options, you have to fill in the form and email it to comercial@alimentaria.com. You will receive written notification of the availability and acceptance of the contracted service.
- The design of each of the graphic promotional items will be the responsibility of the contracting company.
- Each service must comply with the technical specifications stipulated for each medium.
- By signing the form you accept the fair's advertising standards and terms and conditions and any additional ones that may be introduced during the course of the fair.
- The organisers reserve the right not to accept a graphic design if it conflicts with the fair's rules and values.
- In no case will it conflict with the event's general sponsors and partners, which will appear whenever the organisers consider it appropriate.
- Prices do not include VAT. Companies whose tax address is outside Spain are exempt from VAT.

Contracting form



Contact person Company

Tax ID Address

Postcode Town Province/County/State

Country Phone

E-mail Place and date

General sponsorship

	Exclusivity	Price/pc.
<input type="checkbox"/> Lanyard bearing the exhibitor accreditation	√	€ 20,000
<input type="checkbox"/> Lanyard bearing the exhibitor accreditation	x	€ 12,000
<input type="checkbox"/> Lanyard bearing the visitor accreditation	√	€ 36,000
<input type="checkbox"/> Lanyard bearing the visitor accreditation	x	€ 20,000
<input type="checkbox"/> Visitor accreditation	√	€ 20,000
<input type="checkbox"/> Exhibitor accreditation	√	€ 10,000
Turnstiles		
<input type="checkbox"/> All access	√	€ 25,000
<input type="checkbox"/> South access	√	€ 15,000
<input type="checkbox"/> North access	√	€ 7,000
<input type="checkbox"/> East access	√	€ 7,000
<input type="checkbox"/> Northeast access	√	€ 5,000
<input type="checkbox"/> Alimentaria-HOSTELCO Wi-Fi	√	€ 12,000
<input type="checkbox"/> Hosted Buyers buses: hotel-fair-hotel	√	€ 10,000
<input type="checkbox"/> Buyers: Welcome Cocktail*	√	€ 1,000
<input type="checkbox"/> Buyers Lounge: Buffet*	√	€ 2,000

* To sponsor the selected activity, please state the type of product or service supplied by your company.

** For these online sponsorship items, please select the sector and/or the activity you want.

Sector Lands of Spain Interlact Everywhere

Snacks, Biscuits & Confectionery Restaurama Moments

Grocery Foods Expoconser Atmosphere

Mediterranean Foods Alimentaria Trends

International Pavilions Fully Equipped

Intercarn Setting

Online advertising

Alimentaria website

	Exclusivity	Price/pc.
Exclusive banner		
<input type="checkbox"/> Homepage	√	€ 2,000
<input type="checkbox"/> Alimentaria section	√	€ 1,500
<input type="checkbox"/> Visiting section	√	€ 1,500
<input type="checkbox"/> Sector pages	√	€ 1,200
1/3 banner		
<input type="checkbox"/> Homepage	x	€ 750
<input type="checkbox"/> Alimentaria section	x	€ 500
<input type="checkbox"/> Visiting section	x	€ 500
<input type="checkbox"/> Sector pages	x	€ 500
<input type="checkbox"/> Promoted content**	x	€ 800
<input type="checkbox"/> Brief promoted content**	x	€ 150

HOSTELCO website

	Exclusivity	Price/pc.
Exclusive banner		
<input type="checkbox"/> Homepage	√	€ 2,000
<input type="checkbox"/> HOSTELCO section	√	€ 1,500
<input type="checkbox"/> Visiting section	√	€ 1,500
<input type="checkbox"/> Sector pages	√	€ 1,200
1/3 banner		
<input type="checkbox"/> Homepage	x	€ 750
<input type="checkbox"/> HOSTELCO section	x	€ 500
<input type="checkbox"/> Visiting section	x	€ 500
<input type="checkbox"/> Sector pages	x	€ 500
<input type="checkbox"/> Promoted content**	x	€ 800
<input type="checkbox"/> Brief promoted content**	x	€ 150

Alimentaria and HOSTELCO accreditation system

<input type="checkbox"/> Exclusive banner in the accreditation system	√	€ 5,000
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Catalogue of Alimentaria and HOSTELCO exhibitors and products

<input type="checkbox"/> Exclusive central banner	√	€ 5,000
<input type="checkbox"/> Exclusive rotating banner	√	€ 1,900
<input type="checkbox"/> Featured	x	€ 350
<input type="checkbox"/> Sector sponsorship	x	€ 850

Alimentaria and HOSTELCO official app

<input type="checkbox"/> App splash screen	√	€ 5,000
<input type="checkbox"/> Exclusive screen footer banner	√	€ 1,500

Alimentaria and HOSTELCO newsletters

Newsletters for visitors

<input type="checkbox"/> Sponsors	x	€ 5,000
<input type="checkbox"/> Informative note	x	€ 2,500

Newsletters for exhibitors

<input type="checkbox"/> Sponsors	x	€ 2,000
<input type="checkbox"/> Informative note	x	€ 700

Onsite advertising

Guides

	Exclusivity	Price/pc.
Visitor guide		
<input type="checkbox"/> Back cover	√	€ 5,000
<input type="checkbox"/> Double page	x	€ 2,500
<input type="checkbox"/> Inside back cover	√	€ 2,000
<input type="checkbox"/> Colour page	x	€ 1,500
<input type="checkbox"/> Logo on map (hall)*	x	€ 1,200
<input type="checkbox"/> 1/2 page	x	€ 800

Exhibitor guide

<input type="checkbox"/> Back cover	√	€ 3,000
<input type="checkbox"/> Front cover banner	√	€ 1,800
<input type="checkbox"/> Inside front cover	x	€ 1,500
<input type="checkbox"/> Inside back cover	√	€ 1,200
<input type="checkbox"/> Colour page	x	€ 900

Advertising outside the venue

<input type="checkbox"/> XXL billboard	√	€ 30,000
<input type="checkbox"/> South access masts – area for taxi queue (15 pc.)	√	€ 15,000
<input type="checkbox"/> South access masts – goods area (10 pc.)	√	€ 9,000
<input type="checkbox"/> North access - plaza (6 pc.)	√	€ 5,000
<input type="checkbox"/> Square tower in south access - access to transport (Metro/FGC)	x	€ 3,000
<input type="checkbox"/> Square tower in east access - access to transport (Metro/FGC)	x	€ 3,000
<input type="checkbox"/> Square tower in northeast access	x	€ 2,000
<input type="checkbox"/> Square tower in north access	x	€ 2,000
<input type="checkbox"/> 3D tower	√	€ 5,000
<input type="checkbox"/> Totem	√	€ 3,000

Advertising inside the venue

<input type="checkbox"/> Totem	√	€ 3,000
<input type="checkbox"/> Front-lit canvas in south access – left-hand side	√	€ 12,000
<input type="checkbox"/> Front-lit canvas in south access – right-hand side	√	€ 12,000
<input type="checkbox"/> Circular tower (hall 4 walkway)	√	€ 7,500
<input type="checkbox"/> Circular tower (hall 5 walkway)	√	€ 7,500
<input type="checkbox"/> Circular tower (hall 6 walkway)	√	€ 7,500
<input type="checkbox"/> Company logo on the fair's "You Are Here" maps*	x	€ 1,200
<input type="checkbox"/> Advertising on "You Are Here" maps	√	€ 6,000
<input type="checkbox"/> Handing out advertising in passageways*	x	€ 600

Escalators (support rails)

<input type="checkbox"/> South access, connection with walkway	√	€ 10,000
<input type="checkbox"/> South access, connection with press room and indoor Metro access	√	€ 7,000
<input type="checkbox"/> Between walkway and hall 2	√	€ 9,000
<input type="checkbox"/> Between walkway and hall 3A	√	€ 9,000
<input type="checkbox"/> Between walkway and hall 3B	√	€ 9,000
<input type="checkbox"/> Between walkway and hall 4	√	€ 9,000
<input type="checkbox"/> Between walkway and hall 5	√	€ 9,000
<input type="checkbox"/> Between walkway and hall 6	√	€ 9,000
<input type="checkbox"/> Between walkway and hall 7	√	€ 9,000
<input type="checkbox"/> North access, connection with hall 8.1 and walkway	√	€ 9,000

Travelators in walkway

<input type="checkbox"/> Hall 2	√	€ 7,500
<input type="checkbox"/> Hall 3	√	€ 7,500
<input type="checkbox"/> Hall 4-5	√	€ 7,500
<input type="checkbox"/> Hall 6-7	√	€ 7,500
<input type="checkbox"/> Hall 8.1	√	€ 7,500

* For these onsite advertising items, select the hall of your choice.

- | | | |
|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> Hall 1 | <input type="checkbox"/> Hall 2 | <input type="checkbox"/> Hall 3 |
| <input type="checkbox"/> Hall 4 | <input type="checkbox"/> Hall 5 | <input type="checkbox"/> Hall 6 |
| <input type="checkbox"/> Hall 7 | <input type="checkbox"/> Hall 8 | |

Company stamp and signature

For any questions, please contact your salesperson.
Fill in and email this form to comercial@alimentaria.com and we'll confirm whether the medium is available. Once proof of payment has been received, the space will be purchased and blocked.

Enhance your visibility



BARCELONA
14 - 17 September 2020
www.alimentaria.com
www.hostelco.com

