

Trade Fair characteristics:

- A trade fair in the Czech Republic focused on gastronomic facilities, equipment of restaurants and hotels, technologies, food and beverages intended for professionals as well as end consumers, gourmets and experts in the culinary arts from all over the Czech Republic, attracting the interest from foreign countries as well
- Representation and cooperation with various unions, associations and companies associating experts as well as entrepreneurs in the HoReCa sector
- Specialised lectures and workshops for professionals as well as the general public with specialised topics
- Accompanying programme practical presentations from gastronomy, workshops, seminars, conferences
- The trade fair offers, on an annual basis, a highly profiled group of as many as 31,000 visitors potential customers with an interest in new trends and inspirations in gastronomy
- Extensive advertising campaign, TV advertising, radio spots, on-line, direct mailing, social networks, Instagram, Facebook

EXAMPLES OF OUTDOOR ADVERTISING CAMPAIGN in PRAGUE:











FOR GASTRO & HOTEL

10th INTERNATIONAL TRADE FAIR FOR HOTEL AND RESTAURANT EQUIPMENT, FOOD AND GASTRONOMY









USE the possibility of addvertising campaign of the trade fair and be more visible!

- Active engagement and product presentations maximise business success and visibility support of the accompanying program
- Affordable cost for the first participation
- We promote your products on the web here: www.for-gastro.cz/najdete
 / short text + image photo in JPG format + the link on your web /
- Extensive advertising campaign in TV spots, radios and outdoor advertising
- Be a part of the outdoor trade fair campaign = billboard area at promotional prices.
- Model/ example of the billboard:



The price is CZK **6 500,- + VAT**/ per month / 1pc of BB / **283,-EURO**Euroformat 5.1m x 2.4 m,
2/3 of space for the client, 1/3 of space for the FOR GASTRO & HOTEL Trade Fair



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CHARACTERISTICS OF THE CONGRESS – a part of the trade fair:

- The largest specialised congress for professionals in the Czech Republic focused on the gastronomy market and hotel services is a part of the international FOR GASTRO & HOTEL Trade Fair
- Place of the event: PVA EXPO PRAGUE Exhibition Centre, Congress Hall, Entrance Hall II, 1st floor
- 700+ professional participants from all over the Czech Republic registered in advance
- Representatives of restaurants, bars and cafés (approximately 45 %), representatives of hotels and pensions (approximately 30 %) and representatives of other professional public, such as associations, professional organisations, specialised schools, suppliers (25 %)
- Owners and managers, operation managers, F&B managers, chefs, sommeliers and others
- Key topics, leading speakers
- HoReCa trends, prospects of the sector
- Lectures, panel debates, case studies, cooking and bartender shows
- Facts, experience, inspirations





The congress is completed with a ceremonial gala dinner with participation of well-known personalities from the HoReCa sector:











C(|)NGRESS

FOR GASTRO & HOTEL

- 1.10.2020
- CONGRESS HALL, first floor ENTRANCE HALL II, at PVA EXPO PRAGUE

www.kongresforgastro.cz

The FOR GASTRO & HOTEL Trade Fair is held simultaneously with the Trade Fair for Furniture, Interiors and Home **Accessories FOR INTERIOR.**

Statistics of both the trade fairs from 2020:

Number of visitors: **30 850 persons**

Occupied net exhibition area: 16,300 m sq

FOR GASTRO & HOTEL: 8,036 m sq

FOR INTERIOR: 8,610 m sq Total number of exhibitors: 551

FOR GASTRO & HOTEL: 320 exhibitors

FOR INTERIOR: 245 exhibitors

Number of accredited journalists: 143 Number of foreign exhibitors: 29 Number of represented countries: 16

(Czech Republic, Germany, Austria, Spain, Italy,

Great Britain, Switzerland, Greece,

Kazakhstan, Russia, Hungary, Holland, Poland,

Korea, Estonia and Slovakia)



Auspices:































Trade Fair Partners:



























MEDIÁLNÍ PARTNEŘI Media Partners:























































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Main accompanying programme in 2020:

PASTRY CHEF OF THE YEAR 2020 - nation-wide competition of pastry chefs from all over the Czech Republic (Czech Chefs Association)

GASTROTOUR – news and trends in gastronomy

CZECH BARTENDERS ASSOCIATION – competitions and exhibitions of young bartenders and baristas

CONGRESS FOR GASTRO & HOTEL 2020 CONGRESS – Keynote speakers, HoReCa trends, Facts, Experinces

GALA EVENING – ceremonial meeting of professionals from HoReCa segment

MAKRO HoReCa – cooking shows and exhibitions

WINE ZONE & TAPAS -

Overview of microbreweries and a tapping school

GRAND PRIX – competition for the best exhibit of the trade fair organised in two categories Technology & Equipment and Food & Beverage

PRESENTATION of INTERNATIONAL CUISINE

The 3st edition of the GastroJobs Career Day, specialised presentation of job opportunities in gastronomy and the hotel industry helds as well. The event which is organised by the popular job portal GastroJobs.cz was attended by a dozen of exhibitors from leading hotel chains as well as restaurants and several hundreds of guests – applicants for employment in the HoReCa sector. On the basis of the great interest, on the part of both employers and potential employees.



Within the framework of accompanying programmes the trade fair supports, on a long-term basis, new projects in the HoReCa sector across the Czech Republic, new start-ups, business projects, it refers to world trends and recommends their application in our country, as well as the use of new technologies and systems.

It presents key firms from the field of gastronomy from individual regions to visitors from the general public interested in cooking, as well as various matters of interest of individual regions and areas, where by it attracts visitors not only from the Czech Republic but also from neighbouring countries.



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www.for-gastro.cz



PVA EXPO PRAGUE

The most modern trade fair and exhibition premises in Prague

- the most modern and the largest exhibition centre in the capital city of the Czech Republic
- exhibition halls for organisation of trade fairs, exhibitions, sports events and concerts, conferences, congresses, seminars, workshops and corporate
- total area of 105,000 m2 of indoor and outdoor spaces
- 7 modern steel halls with a surface area of 35,000 m²
- large-capacity parking area, 3,000 parking places
- 101 event yearly with participation of more than 6,500 firms from more than 35 countries and more than 1,000,000 visitors
- partners:Ford Motor Company, Stones Catering, AV MEDIA, CENTRUMSPED, Apsara hostes

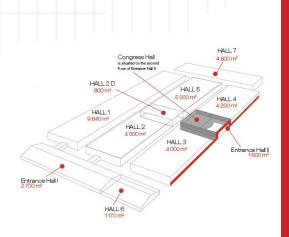
All in one place

The PVA EXPO PRAGUE Exhibition Centre will satisfy requirements of all organizers as well as visitors. Under one roof you will find all relating facilities – restaurants, cafés, cloakrooms, rest zones, press centre, business centre or conference Halls with the capacity of 30 or 150 persons and with the Congress Hall with a capacity of 650 seats.





C()NGRESS FOR GASTRO & HOTEL



Congress hall

- unique area with a capacity of 650 seats
- situated in the Entrance Hall II between Halls 3 and 4
- suitable for congresses, conferences, corporate meetings, social evenings as well as accompanying programmes within the framework of trade fairs and exhibitions organised in the adjacent halls
- •possibility of various arrangements: school, theatre, catwalk, banquet
- VIP skybox
- facilities for catering, event organisers and interpreters
- large foyer, which is ideal for receptions

www.kongresforgastro.cz

The hall is equipped with modern audiovisual equipment AMX which allows intuitively control not only the projection, sound and lighting of the hall, but shading and air conditioning as well. Furthermore, the hall is equipped with a wideangle HD projection, speaker's desk and mobile stage that can be required by the layout of the hall to be placed both in width and in length. During the event could be used Wi-Fi/LAN connection. Congress Hall is barrier-free accessible.





FOR GASTRO & HOTEL

TRADE FAIR &

CONGRESS FOR GASTRO & HOTEL



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