

# MARKETING

2025: MODERN CITY

**12.03.2025**

Sofia, Grand Hotel Millennium

2025: BLUE SUMMER

**23.04.2025**

International Hotel, Golden Sands Resort

**29.04.2025**

Dreams Sunny Beach and Spa Hotel, Sunny Beach Resort

[www.hnt-bg.com](http://www.hnt-bg.com)

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## MARKETING AND ADVERTISING

### I. SOCIAL NETWORKS

#### Product presentation

Includes 2 product-specific posts on the event's Facebook and Instagram pages.

For each publication, the company sends specific information - text (up to 300 words) and photos (up to 5).

*Deadline for submission of materials:*

*FBT Modern City - Sofia - until 7.02.2025; FBT Blue Summer - Golden Sands and Sunny Beach - until 14.03.2025. (materials will not be accepted after the specified deadlines).*

*The product presentation takes place in the period 12.02 - 11.03.2025 / 21.03 - 27.04.2025.*

#### Faces and Meetings - **NEW!**

The section presents people - famous and/or established professionals from the HORECA industry - chefs, culinary experts, consultants and others who will attend the events, at the stands of the companies-exhibitors (or will be visitors to the exhibition). The goal is to attract attention both to the event as a whole and to the presentation of the specific company. The section will present the professional with an article - an interesting personal and professional story (the text is prepared jointly by the organizer and the company-exhibitor) and photo material, announcing the upcoming meeting within the framework of the event.

An announcement (150 – 160 words) is published on the forum's Facebook and Instagram pages with a link to the entire material, posted on hnt-bg.com - Media section.

The column is also presented in HORECA news, reaching more than 3500 touristic and HORECA sites in the country with 7 editions planned for 2025.

If you plan to have a professional with the described profile present at your stand, please contact us without hesitation so that we can prepare the most suitable presentation together.

The column is implemented during the period: *HNT Modern City - Sofia - 12.02 - 11.03.2025 and HNT Blue Summer - Golden Sands and Sunny Beach - 21.03 - 27.04.2025*

*Deadline for submitting materials: HNT Modern City - Sofia - by 7.02.2025; HNT Blue Summer - Golden Sands and Sunny Beach - by 14.03.2025 (after the specified deadlines, materials will not be accepted).*

#### HoReCa news / HORECA news - **NEW!**

HORECA news is an upgrade of the previous mailing campaigns of the event (implemented immediately before and after the forum).

HORECA news will have 7 editions (February - May; October - December) and will be sent to more than 3500 Bulgarian tourist/HORECA sites throughout the country, concentrated in the regions where the event is held.

It will announce the events Food and Beverages for Tourism & HOST Industry with different profiles and locations: HNT Modern City - Sofia; HNT Blue Summer: Golden Sands and Sunny Beach; HNT White Winter: Bansko and Pamporovo; 4 seasons.

The newsletter will present the most interesting highlights from upcoming and past events, will provide an opportunity to present individual companies and brands with articles and logo placements, will contain a section with important operational news from the HORECA sector in the country.

Each exhibitor can participate in HORECA news by sending a text of up to 300 words, up to 5 designs/visuals and a logo.

*Deadline for submitting materials: by the 10th of the month selected for publication.*

## MARKETING AND ADVERTISING

### II. HALLS AND ENTRANCE SPACES

#### **Broadcasting of advertising clips - *only for Sofia***

The ballroom of Grand Hotel Millennium Sofia has three large video screens, each measuring 350 x 211 cm (16:9). During the event, advertising clips of the participants, as well as of companies that do not have positions/presence in the forum can be broadcast on the screens. The clips will be broadcast without sound, arranged in a playlist, with the number of broadcasts depending on the number of clips and their duration. Minimum number of broadcasts in the interval 11.00 - 17.00 - 36. Clips can be of different duration - up to 60 seconds and up to 180 seconds. The service will be active with a minimum of 10 requested clips.

*Deadline for submission of materials/clips - 28.02.2025 (materials will not be accepted after the specified deadline).*

#### **Banner position in entrance spaces**

Possibility to participate with an advertising banner in the entrance spaces of the forum. Positions are limited and are filled on a first-come, first-served basis.

Each company positions its own banner on the day of the forum and under the control of a person from the organizer's team.

#### **Advertising cube - display - **NEW!****

Advertising cube displays are vertical totems built from 6 cubes measuring 30 x 30 x 30 cm. With their 24 advertising walls, the displays are an excellent form for advertising and offering guiding information. Advertising cube displays are made of durable PVC and are branded with stickers with high-quality digital printing.

Up to 10 advertising cube displays will be located in each location - in the entrance areas and in the exhibition halls.

You can see the design of the advertising cube displays, rental conditions and prices in the Equipment/OBORUDVANE file.

#### **Promoter position in entrance spaces**

An opportunity for each company to position its promoter in the entrance spaces of the forum. The promoter can distribute advertising materials, direct visitors' attention to the relevant stand, without violating the general rules of the forum. Positions are limited and are filled on a first-come, first-served basis.

Each company positions the promoter on the day of the forum and under the control of a person from the organizer's team.

#### **Promoter provided by the organizer**

The organizer of the forum offers prepared and suitable promoters to help the exhibitors. Promoters may take up a position in the entrance spaces or at the exhibitor's stand.

*Deadline for promoter application: FBT Modern City - Sofia - until 21.02.2025 / FBT Blue Summer - Golden Sands and Sunny Beach - until 4.04.2025 (applications will not be accepted after the specified deadlines).*

## MARKETING AND ADVERTISING

### III. TOP PRODUCTS CATALOGUE, MAILING CAMPAIGN, LOGO ADVERTISING

#### Top Products and Technologies Catalogue

The catalogue is aimed at hoteliers and restaurateurs and contains a presentation of new and attractive products of the exhibiting companies and the stand where they can be found. The catalogue is provided in advance of the event, at each site, together with the invitations to the forum.

The catalogue enables the exhibitors to announce in advance all of the most interesting elements or moments of their presentation during the event - demonstrations, show cooking and others.

Each page contains: a photo of a product, a company logo, a brief description of the product/technology. To see a sample page, click [HERE](#).

Technical requirements: It is necessary to send a photo of the product in pdf, tif or jpg, company logo in the same formats and a description of the product up to 50 words. Product photo size - 60 x 90 mm with a resolution of 300 dpi.

Circulation: The document will be printed in a circulation of 1500 copies for Sofia and 2500 copies for Golden Sands and Sunny Beach.

*Deadline for receiving the files - 14.02.2025 for Sofia, 21.03.2025 for Golden Sands and Sunny Beach. Each page will be sent to the exhibiting company for approval.*

#### Front cover of the Top Products and Technologies catalogue

The catalogue of the event will reach more than 1500 HORECA sites in Sofia and more than 2500 sites in Golden Sands and Sunny Beach. The first cover is the visual that each recipient comes "face to face" with. Any exhibiting company that wishes to purchase the most visible part of the catalogue (the front cover) can offer its advertising design vision. If you wish to take advantage of this tool, please contact the organizer. You can see an example cover of the catalogue [HERE](#).

#### Visitor's GUIDE - **NEW!**

The Visitor's Guide is a kind of index sheet/folder that each visitor to the event receives. The Guide provides information about the presented product groups and the specific companies offering products in these groups. The companies are indicated by their logos and stand number. The Guide is an excellent tool for directing visitors to the stands of the companies that have applied for participation.

The following 8 product groups have been defined: meat products; dairy products; bakery and confectionery; beverages - beer, wine, concentrates; beverages - vending, coffee and tea, water and juices; fruits and vegetables, canned and frozen foods; host - hygiene and cosmetics; host - kitchen equipment, tableware, textiles.

*Deadline for receiving files with company logos and indicating the desired product groups for participation: HNT Modern City - Sofia - by 14.02.2025; HNT Blue Summer - Golden Sands and Sunny Beach - by 21.03.2025. (after the specified deadlines, materials will not be accepted).*

## MARKETING AND ADVERTISING

### Logo advertising

Publishing the company logo in the following key forum communication materials:

1. Invitation - circulation of 1500 copies for Sofia, 2500 copies for Golden Sands and Sunny Beach;
2. Top Products and Technologies Catalogue - circulation of 1500 copies for Sofia, 2500 copies for Golden Sands and Sunny Beach;
3. Presentation wall - located in the entrance spaces. Visible to all visitors and a favorite photo spot;
4. The newsletter HORECA news;
5. Social media channels of the forum.

*Deadline for receiving files with company logos: HNT Modern City - Sofia - by 14.02.2025; HNT Blue Summer - Golden Sands and Sunny Beach - by 21.03.2025 (after the specified deadlines, materials will not be accepted).*

### IV. Marketing packages

For a better and more efficient presentation before, during and after the forum, each participant can request the use of a marketing package. Each service can be ordered separately, and when using the specified packages, exhibitors get a significant price advantage.

Requested packages or individual tools apply to one forum location only!

#### STANDARD

Product presentation on Facebook and Instagram - BGN 70.  
Banner at the entrance - BGN 75.  
Promoter position - BGN 100.

**Individual prices - BGN 245.**

**Package - BGN 195 ( - 20% )**

#### PLUS

Product presentation on Facebook and Instagram - BGN 70.  
Banner at the entrance - BGN 75.  
Promoter position - BGN 100.

Faces and Meetings - BGN 50.  
HORECA news / article and logo - BGN 100.

**Individual prices - BGN 395.**

**Package - BGN 275 ( - 30% )**

#### PREMIUM

Product presentation on Facebook and Instagram - BGN 70.  
Banner at the entrance - BGN 75.  
Promoter position - BGN 100.

Faces and Meetings - BGN 50.  
HORECA news / article and logo - BGN 100.

Visitor's GUIDE - BGN 50.  
Top Products Catalogue page - BGN 100  
Logo advertising - BGN 100.

**Individual prices - BGN 645.**

**Package - BGN 385 ( - 40% )**

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