

WORKING DOCUMENTS

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

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GENERAL TERMS OF PARTICIPATION

I. Request-agreement and conditions for participation

Each company wishing to participate in the **Foods and beverages for Tourism & XOCT industry** forum submits a sample request-agreement (contract). The document is submitted electronically, in a scanned file, in which a wet stamp and signature of the company representative with their name and position are visible, or in original at the address 9000 Varna, 45 Slivnitsa Blvd., floor 4, Patchwork Ltd. The request-agreement can also be submitted with an electronic signature of a person representing the company and entered in the Commercial Register as such at office@patchwork-bg.com.

An integral part of the request-agreement, for each exhibitor who brings in their own equipment or structures, poles, showcases and others, is a technical diagram (exact dimensions and description in free form), as well as a technical specification of the electrical appliances with their maximum power in kW.

If there is a desire to change the originally requested equipment and construction of stands, the same shall be agreed upon with the organizer no later than 10 working days before the date of the forum.

Only one company can participate at one stand. In cases where the organizer finds a violation of this rule, the organizer has the right to remove the company that does not have a request-agreement.

II. Equipment and layout of the stands

The dimensions and specifics of each position are indicated on the hall diagrams/schemes.

Each position consists of: presentation table, conference chairs, side table. The presentation table measures L/W 180-220 x 80-100 cm, and is covered with a tablecloth.

Only in Sofia, the presentation table consists of two modules, each measuring 120 x 60 cm and is available without a cover.

If there are not enough support tables, each participant is provided with another type of support.

Exhibitors can rent a specialized exhibition stand with the possibility of branding (**only for Sunny Beach**) and glass showcases (**only for Golden Sands and Sunny Beach**). See page 8.

The stand position in the forum is selected in order of requests! Requests for participation are accepted until the vacancies are exhausted!

III. Import of food products and use of kitchen equipment and utensils

Each exhibitor has the right to bring their own food products into the territory of the exhibition halls and into the kitchens. Each product must be within the expiration date and with the necessary documents. In case of deviation from the specified norms, representatives of the organizer and the host hotel have the right to refuse the importation of the products.

For the use of kitchen equipment, dishes and refrigerators, the exhibitor submits a sample form **no later than 15 working days before the date of the event**. The form specifies in detail the type and quantity of the requested tableware/utensils, a schedule for use of kitchen equipment, sizes and number of packages to be stored in refrigerators.

In the event that an exhibitor does not submit their form within the specified time, the organizer has the right to refuse the use of kitchen equipment, dishes and refrigerators or the exhibitor will use the specified only in free time intervals.

GENERAL TERMS OF PARTICIPATION

Any representative of an exhibiting company who wants access to the kitchen **must be** in work clothes and have a valid health certificate. In the event that the specified requirements are not met, the organizer and the host hotel have the right to refuse access to the kitchen premises.

IV. Work time

Each exhibitor is obliged to observe the program and working hours of the forum.

In case of violation of the time intervals for bringing in equipment and products on the day preceding the day of the event, the exhibitor owes a **penalty in the amount of BGN 100 excluding VAT for each hour started beyond the specified ones.**

Exhibitors are not allowed to leave the forum, nor to take out equipment and products before 4.15 pm on the day of the event. In case an exhibitor violates this rule, the same shall owe a penalty in the amount of the paid participation fee.

V. Terms

The deadline for applying for participation is until the vacancies are exhausted. The request-agreement (contract) is considered accepted from the moment of receipt of the signed document by e-mail or by courier at the office of Patchwork Ltd.

Requested stands are to be paid within 10 working days from the date of the issued invoice, but no later than 5 working days before the date of the event. After this period, if the payment is not made, the stands will be given to another participant.

In case of refusal to participate up to 60 days before the date for the relevant location, the APPLICANT owes a penalty in the amount of 50% of the requested stand fee (and other relevant fees, if applicable). In case of refusal to participate up to 30 days before the date for the relevant location, the APPLICANT owes a penalty in the amount of 100% of the requested stand fee (and other relevant fees, if applicable).

A clear statement in written form sent with an explicitly stated date of submission is considered a legitimate form of refusal to participate in the forum.

VI. Payment

Payment of the participation fees is done by bank transfer. To make the payment, Patchwork Ltd. issues a pro forma and tax invoice. Regardless of the date of submission of the request-agreement (contract), if payment is not made before the start of the forum, the exhibitor is not allowed to participate.

VII. Anti-epidemic measures and conditions, force majeure

The forum is held in compliance with the current anti-epidemic measures. Responsibility for violation of the mentioned measures is personal and cannot lead to financial sanctions for the organizer. Illness of the representatives of the exhibiting company is not a force majeure circumstance and is not a reason to waive the penalty due in case of refusal to participate.

Any refusal to participate, based on force majeure circumstances, is considered justified only and solely on the basis of a force majeure certificate issued by the BCCC (Bulgarian Construction and Commercial Consortium).

VII. Organization and logistics

Each exhibitor, up to 10 days before the date of the event, for the respective location, receives information about the forum program, logistics - entrances and exits for importing / exporting products and equipment, parking options and others.

Each exhibitor is obliged to strictly follow the event program and logistics rules.

AGENDA

Sofia

Grand Hotel Millennium

11.03.2025, Tuesday

13.00 - 17.00 - preparation of participants, laying the presentational tables

12.03.2025, Wednesday

08.00 - 11.00 - preparation of participants, laying the presentational tables

11.00 - 17.00 - free admission for the guests of the meeting

16.00 - 16.15 - presentation of Awards

17.00 - 19.00 - Participants and guests leave the room

Golden Sands Resort

International Hotel

22.04.2025, Tuesday

13.00 - 17.00 - preparation of participants, laying the presentational tables

23.04.2025, Wednesday

08.00 - 11.00 - preparation of participants, laying the presentational tables

11.00 - 17.00 - free admission for the guests of the meeting

17.00 - 19.00 - Participants and guests leave the room

Sunny Beach Resort

Dreams Sunny Beach Hotel

28.04.2025, Monday

13.00 - 17.00 - preparation of participants, laying the presentational tables

29.04.2025, Tuesday

08.00 - 11.00 - preparation of participants, laying the presentational tables

11.00 - 17.00 - free admission for the guests of the meeting

16.00 - 16.15 - presentation of Awards

17.00 - 19.00 - Participants and guests leave the room

PRICE OFFER - SOFIA

Stand and equipment	Price	Marketing and advertising	Price
Stand A (6 sq m)	975.00	A commercial clip* - up to 1 minutes on screens I hall A	300.00
Stand B (9.00 - 10.00 sq m)	1050.00	Roll banner in the entrance spaces	75.00
Stand C (10.00 - 18.00 sq m)	1050.00	Advertising cube - display	70.00
Stand D (6.00 sq m)	855.00	Position for a promoter	100.00
Kitchen and power supply	Price	Promoter (until 6 hours)	150.00
Kitchen equipment and dishes	100.00	A page in Catalog of new products	100.00
Refrigerator + / -	60.00	A first cover of a Catalog of new products	300.00
Power supply until 200 W	35.00	Visitor's GUIDE	50.00
Power supply over 200 W	60.00	Logo placement in advertising materials	100.00
Marketing and advertising	Price	Presentation set (free for exhibitors)	100.00
Product presentation on Facebook/Instagram	70.00	Marketing packages	Price
Faces and Meetings	50.00	Marketing package Standard	195.00
HORECA news	100.00	Marketing package Plus	275.00
A commercial clip* - up to 1 minute on screens I hall A	200.00	Marketing package Premium	385.00

*Only for Sofia

PRICE OFFER - GOLDEN SANDS and SUNNY BEACH

Stand and equipment	Price	Power supply until 200 W	35.00
Stand A (Golden sands)	875.00	Power supply over 200 W	60.00
Stand B (Golden sands)	915.00	Marketing and advertising	Price
Stand C (Golden sands)	815.00	Product presentation on Facebook/Instagram	70.00
Stand A (Sunny Beach)	915.00	Faces and Meetings	50.00
Stand B (Sunny Beach)	955.00	HORECA news	100.00
Stand C (Sunny Beach)	995.00	Roll banner in the entrance spaces	75.00
Stand D (Sunny Beach)	1050.00	Advertising cube - display	70.00
Stand E (Sunny Beach)	695.00	Position for a promoter	100.00
Stand S1 (Sunny Beach)	1150.00	Promoter (until 6 hours)	150.00
Stand S2, S3, S4, D3, D4 (Sunny Beach)	1050.00	A page in Catalog of new products	100.00
Stand D1, D2 (Sunny Beach)	1250.00	A first cover of a Catalog of new products	300.00
Specialized exhibition stand**/showcase	Price	Visitor's GUIDE	50.00
Specialized exhibition stand	120.00	Logo placement in advertising materials	100.00
Front branding	85.00	Presentation set (free for exhibitors)	100.00
Header branding	40.00	Marketing packages	Price
Glass exhibition showcase	100.00	Marketing package Standard	195.00
Kitchen and power supply	Price	Marketing package Plus	275.00
Kitchen equipment and dishes	100.00	Marketing package Premium	385.00
Refrigerator + / -	60.00		

**Available only for Sunny Beach.

A trade discount of 3 percent is charged on the total amount when participating in Modern City, Sofia and one location of Blue Summer. A trade discount of 5 percent is charged on the total amount when participating in Modern City, Sofia and two locations of Blue Summer - Golden Sands and Sunny Beach.

ADDITIONAL SERVICES (Free for all exhibitors)

With the idea of providing more opportunities for a fulfilling participation to all exhibitors, as well as making the event accessible to those companies that have not been able to claim stands, we offer the following options for participation and additional presence in the meeting negotiation **Foods and beverages for Tourism & XOCT industry - summer 2025**.

ADDITIONAL SERVICES (Free for all exhibitors)	Price (BGN, VAT excluded)	
	EXHIBITORS	OTHERS
1. Preparation of an event invitation design ¹	0.00	-
2. Presentation of the forum participants on the Facebook ²	0.00	-
3. Badges for the participants in the forum ³	0.00	-
4. Cardboard plate with the name of the company and a QR code ⁴	0.00	-
5. Presentation kit ⁵	0.00	100.00
6. A report about the number and type of visitors ⁶	0.00	50.00

¹ Each participant receives a visual/template with the event logo, dates and locations. The visual is transparent and allows for an image/photo to be placed, at the participant's discretion, under the template. The finished invitation can be sent to clients and partners by e-mail and/or published on the participating company's social networks. If it is impossible to "edit" the invitation, each participant can send the Organizer suitable images and will receive a finished version of the visual.

² A brief general presentation of the participants on the event's Facebook and Instagram pages. The presentation of each exhibitor is in a group with other participants and includes an announcement of their subject of activity and presentation during the forum. If the exhibitor company wishes to use this tool, it must send specific information - text (up to 50 words) and 1 photo or video.

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).

The presentation of the companies will happen in 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.

³ Badges for the participants in the forum - 3 per company for each location. Each additional badge must be requested in free text at the e-mail addresses of Patchwork Ltd. by February 28, 2025.

⁴ A small cardboard sign with the name of the company and a QR code with a link to its website will be placed on each stand. If you want the link to lead to another place on the Internet, please send an exact address by February 28, 2025.

⁵ Each guest-visitor receives a presentation package/advertising bag, including catalogues, brochures, flyers, offers of interested companies. The presentation materials should be sent to the Patchwork office by March 5, 2025 in a circulation of 300 copies for each venue.

⁶ The final report contains accurate information on the number and type of visitors, specifying by name the sites (hotels, restaurants) and companies that visited, as well as graphs and stats.

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%)

ACCOMPANYING SERVICES

Preferential accommodation prices for exhibitors, for the days of the forum:

Grand Hotel Millennium, Sofia

- Premium room, two guests - 260 Euro/night, including VAT
- Exclusive room, one guest - 240 Euro/night, including VAT

The price includes: accommodation, breakfast, gym.

Contacts for reservations: Reservations Department, phone 02 445 75 75,
e-mail: reservations@ghms.bg

Hotel International, Golden Sands resort

- Superior/Deluxe room, two guests - BGN 180/night, including VAT
- Superior/Deluxe room, one guest - BGN 153/night, including VAT

The price includes: accommodation, breakfast, indoor parking, indoor pool, gym.

Contacts for reservations: Reservations Department, phone 0896 666 111,
e-mail: reservations@interhc.com

Dreams Sunny Beach Hotel, Sunny Beach resort

- Double room, two guests - BGN 100/night, including VAT
- Double room, one guest - BGN 80/night, including VAT

The offer is valid for the period April 28 - 30. **The price does not include breakfast!** Free parking.

Contacts for reservations: Velimira Evtimova, phone 0886 196 836,
e-mail: Velimira.Evtimova@hyattic.eu

In order to use the preferential prices for accommodation, it is necessary to make a reservation at the indicated coordinates by presenting yourself as an exhibitor or a guest of the event. Patchwork Ltd. does NOT mediate the booking and accommodation process.

ATTENTION! The indicated prices are offered in the month of January 2025 and are subject to change!

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



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