

Sponsorship & Marketing Opportunities



WORLD
ASSOCIATION
OF CHEFS
SOCIETIES

Worldchefs Congress

& EXPO 2018

Kuala Lumpur, Malaysia

11-14 July 2018



Supported by



Kuala Lumpur
Convention Centre

www.worldchefs2018.org



**Worldchefs
Congress
& EXPO 2018**
Kuala Lumpur, Malaysia
11-14 July 2018

Supported by



Kuala Lumpur
Convention Centre

www.worldchefs2018.org

ASIA ON A PLATE

Worldchefs congress Bringing worlds together

THE CONGRESS

The **Worldchefs Congress & Expo** is a biennial event and a hallmark tradition of Worldchefs; it has an institutional, cultural and economic interest and has been organised in over 36 cities across the world throughout its illustrious 86-year history. During its five-day run, the **Worldchefs Congress & Expo** attracts between 500 and 2000 delegates from the five continents to network and expand their professional bonds. A **Worldchefs Congress & Expo** comprises a great educational programme, competitions, a trade exhibition and numerous culinary events and activities, such as the Country Presidents' and the Continental Directors Meetings.

As the **Worldchefs Congress & Expo** captures the interest of the international culinary community, it is a unique opportunity for your company to showcase its brand and promote its products.

Previous seven congresses have been hosted in

- 2016 Thessaloniki, Greece
- 2014 Stavanger, Norway
- 2012 Seoul, South Korea
- 2010 Santiago de Chile, Chile
- 2008 Dubai, United Arab Emirates
- 2006 Auckland, New Zealand
- 2004 Dublin, Ireland

THE ORGANIZER

The World Association of Chefs' Societies, or Worldchefs in short, is a global network of chefs associations first founded in October 1928 at the Sorbonne in Paris. At that first Congress there were 65 delegates from 17 countries, representing 36 national and international associations, and the venerable August Escoffier was named the first Honorary President of Worldchefs. Today, this global body has 105 official chefs associations as members that represent over 10 million professional chefs worldwide.



WORLDCHIEFS THE GLOBAL AUTHORITY ON FOOD

The World Association of Chefs' Societies (Worldchefs) is a non-political professional organization, dedicated to maintaining and improving the culinary standards of global cuisines. We accomplish these goals through education, training and professional development of our international membership. As an authority and opinion leader on food, Worldchefs represents a global voice on all issues related to the culinary profession. To learn more about Worldchefs visit www.worldchefs.org.

THE PARTICIPANTS

Leading chefs - Master, Executive, Pastry, Young chefs - emerging culinary talents, opinion leaders, international restaurant owners, food producers, gastronomy opinion leaders, importing & exporting companies, culinary equipment and supplies companies, gather under one roof from 5 continents for 5 days to learn, network and grow their businesses and professions.

JOIN THE SPONSORSHIP PROGRAMME

Expand your business internationally! Connect with the global chefs community!
Promote your company to the chefs of the future. Taste the flavors, sense and share future trends and challenges. Get connected!

PROFESSIONAL CONGRESS ORGANISER



ARTION CONFERENCES & EVENTS WORLDCHefs PROFESSIONAL CONGRESS ORGANISER

E. corporate@artion.com.gr, **W.** www.worldchefs2018.org

T. +30 2310257808 (direct), +30 2310272275

Project Leader: Valentini Amaranidou

Marketing Manager: Marianna Georgitseli

SPONSORSHIP SCHEMES

Sponsor Benefits	Diamond Partner € 80 000	Platinum Sponsor € 50 000	Gold Sponsor € 20 000	Silver Sponsor € 15 000	Bronze Friend € 8 000
Complimentary Full Registrations to the Congress	10	6	3	2	1
Exclusivity	√				
Logo Visibility	prominent	1st priority	2nd priority	3rd priority	
Next to the Congress Logo on all Communication Material	√				
Backdrop in Plenary Venue	√				
Congress Mega Banners: Venue Entrance & Buildings	√				
Congress Pen & Lanyard	√				
Congress Communication during Culinary Shows & Exhibitions Worldwide: 2018 & 2020	√	√			
Main Screen: before/after the Keynote Speeches	√	√			
Posters & Signing: Airport & City	√	√	√		
Electronic Announcements	√	√	√	√	
Posters & Signing: Venue	√	√	√	√	
Printed Congress Programme	√	√	√	√	√
Congress Proceedings Edition	√	√	√	√	√
Congress Website with hyperlink	√	√	√	√	√
All Sponsors Banners: Venue	√	√	√	√	√
Marketing and Advertising					
Corporate Video during all Breaks in Plenary Venue	√				
Corporate Video on Congress Website	√	√			
Corporate Presentation by a Sponsor's CEO or Top Executive during the Congress Programme (10')	√	√			
Reference during Press Releases & Social & Parallel Events	√	√	√		
Advertisement entry in the Printed Congress Programme	√ (2-page)	√ (Full page)	√ (Full page)	√ (Full page)	
Special reference at the Congress Opening Ceremony	√	√	√	√	√
Company Profile / Brochure in the Congress Bag	√	√	√	√	√

ADDITIONAL SPONSORSHIP OPPORTUNITIES

MOBILE APPLICATION SPONSOR

We offer you the unique opportunity to become the Exclusive Mobile Application Sponsor of the Congress. The Company logo will be prominently visible at the homepage of the application. The application is the mostly used communication tool long before, during and after the Congress.

The package includes:

- Exclusivity
- Website Hyperlink to the Sponsor's website
- 3 Push Notifications to all participants with content chosen by the Sponsor, before, during or after the Congress

€ 8 000

SATELLITE EVENT SPONSOR

We offer you the opportunity to organise your corporate event on a Congress relevant topic, as a satellite event to the Congress

The package includes:

- Room rental (for max 300 pax in theater style)
- A/V equipment: microphone, video projector, projection screen
- Communication to the Congress Public

Requests to organize Satellite Events are subject to approval by the Congress Organizing Committee

€ 8 000

SOCIAL EVENT SPONSOR

Events	Coffee Break € 4 000	Welcome Reception € 20 000	Presidents' Dinner € 20 000	Congress Gala & Awards Dinner € 40 000
Complimentary Full Registrations to the Congress	0	2	2	5
Logo Visibility				
Social Events Invitations		√	√	√
Printed Congress Programme	√	√	√	√
Menu or Buffet	√	√	√	√
Congress Website with hyperlink	√	√	√	√
Promotion and Advertising				
Special 10' address at the opening of the event sponsored by the Sponsor CEO		√	√	√
Social event hall decoration with special signage / banner (provided by the Sponsor)	√	√	√	√

CONGRESS MATERIAL SPONSOR

1500 Pieces	
Congress Bag	€ 10 000
Lanyard	€ 8 000
Congress Pen	€ 4 000
Badge Back Side	€ 4 000
USB	€ 4 000
Exclusive Logo Visibility on the Materials Sponsored	

ADVERTISING SPREADS IN THE CONGRESS PROGRAMME

Doublespread	€ 2 000
Back cover	€ 2 000
Inner front cover	€ 1 500
Inner back cover	€ 1 500
Full page	€ 1 000

PROMOTIONAL MATERIAL*

Flyer, Brochure – 1500 Pieces**	
Inserts in the Congress Bag	€ 2 000

*materials are provided and delivered ready by the Advertiser

**the size of any printed material must not exceed the size of A4 paper and must not be longer than 16 pages

TERMS AND CONDITIONS

- i. All the above mentioned prices are **exclusive** of VAT.
- ii. The Sponsor is responsible for supplying artwork or printed materials and should precisely satisfy any technical specifications as defined **by ARTION Conferences & Events.**
- iii. Following the receipt of the Sponsoring & Marketing Order Form and **within five (5) days** a 50% payment should be placed by the assignor. The outstanding 50% should be paid right after the invoice receipt and on latest by 30 June 2018 before the Congress.
- iv. In case of non-payment of the 50% of the total Sponsorship Scheme within five (5) days following the Sponsorship Command, the **ARTION Conferences & Events** reserves the right to suspend or not to provide the reciprocal benefits as described in this document.
- v. Sponsors selection is based on **priority** (first-come first-served).
- vi. The Organizing Committee reserves the right to reject sponsorship under conditions.
- vii. Sponsors will communicate exclusively with **ARTION Conferences & Events** and the Congress Sponsorship Manager, for information, receipt issues, payments and technical procedures.
- viii. Sponsorship Manager, for information, receipt issues, payments and technical procedures.
- ix. Any detail or further issue not defined or specified by the content document is negotiable. Final decisions are taken by the Organizing Committee after consulting with the Sponsorship Manager.

Sponsorship & Marketing Opportunities Order Form

COMPANY DETAILS

COMPANY NAME:	TRADE NAME:
ADDRESS:	
CITY:	POSTCODE:
PHONE No:	
VAT REG. NUMBER:	TAX AUTHORITY:
EMAIL:	
WEB:	
ORDER PLACED BY:	

SPONSORSHIP PACKAGES	Amount in €	Selection
1. DIAMOND PARTNER	80 000	
2. PLATINUM SPONSOR	50 000	
3. GOLD SPONSOR	20 000	
4. SILVER SPONSOR	15 000	
5. BRONZE FRIEND	8 000	
6. MOBILE APPLICATION	8 000	
7. SATELLITE EVENT	8 000	
8. SOCIAL EVENT SPONSOR		
Coffee Break	4 000	
Welcome Reception	20 000	
Presidents' Dinner	20 000	
Congress Gala & Awards Dinner	40 000	
9. CONGRESS MATERIAL SPONSOR		
Congress Bag	10 000	
Lanyard	8 000	
Congress Pen	4 000	
Badge Back Side	4 000	
USB	4 000	
10. ADVERTISING SPREADS IN THE CONGRESS PROGRAMME		
Double Spread	2 000	
Back Cover	2 000	
Inner Front Cover	1 500	
Inner Back Cover	1 500	
Full Page	1 000	
11. PROMOTIONAL MATERIAL		
Insert in Congress Bag	2 000	
SPONSORSHIP AMOUNT	€	
24% VAT VALUE (if applicable)	€	
Minus 15% discount for Orders until 20 December 2017		
TOTAL SPONSORSHIP AMOUNT	€	

I, the signing party, representative of the aforementioned company, whose full details appear in the Sponsorship Order Form, agree to pay 50% of the total sponsorship amount within five (5) days after submission of the Sponsorship Order Form to the bank account below:

Beneficiary: ARTION
IBAN Nr.: BE61 0016 5768 3217
Swift BIC: GEBABEBB
Bank: BNP PARIBAS FORTIS, BRANCH: SCHUMAN - Rond Point Schuman 10,
1040 BRUSSELS

For the above mentioned Sponsorship **ARTION Conferences & Events** will issue an invoicing document to our company, according to the amounts written in this "Sponsorship Order Form".

In addition, I hereby agree to make the payment of the outstanding amount (remaining 50%) right after the receipt of the formal invoice but not later than 30 June 2018.

I declare that I have read and agree to all of the Terms and Conditions outlined in this document.

Full name:	Date:
Signature & Stamp:	



ARTION CONFERENCES & EVENTS
WORLDCHefs PROFESSIONAL CONGRESS ORGANISER
E. corporate@artion.com.gr, **W.** www.worldchefs2018.org
T. +30 2310257808 (direct), +30 2310272275