



# HORECAVA

“At Pop-upBAR, the visitor will be introduced to various producers and suppliers who deal with cocktails, mixers, mocktails, kombucha, sodas, now- and low alcoholic drinks, beers and more.”



## Why you shouldn't miss this



### You are part of the experience of Hall 7

Pop-upBAR is highlighted in Horecava's online and offline communications. The location is listed as a highlight on the map and is therefore very easy to find.



### You meet your (potential) customers

For four days, more than 60,000 visitors and a central location on the exhibition floor. The ideal situation to generate new leads. Where else can you meet to so many potential customers?



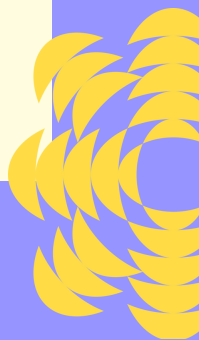
### You increase your visibility and brand awareness

Here you get the opportunity to show your brand and to present your product to a large audience. Share your knowledge and get in touch with your target group.



### You boost your sales figures

You have the option of direct sales. Consider a special trade fair offer that encourages a (future) customer to carry your product(s).





## Participation & price

€ 3.015,-  
EXCL. BTW

€3.015,-  
excl. vat

### Details\*

- Outlet with an area of 6m<sup>2</sup>
- Shelving unit;
- Counter (including own visual);
- Spotlights;
- Access to washing machine;
- Access to ice maker;
- Shared storage;



### When participating in Pop-upBAR you also receive:

- Online and offline communication;
- 1 power point 3 kW daytime power + consumption (excl. nighttime power);
- 4 exhibitor wristbands and 4 set-up badges;
- 5 invitation cards for Horecava for relations.

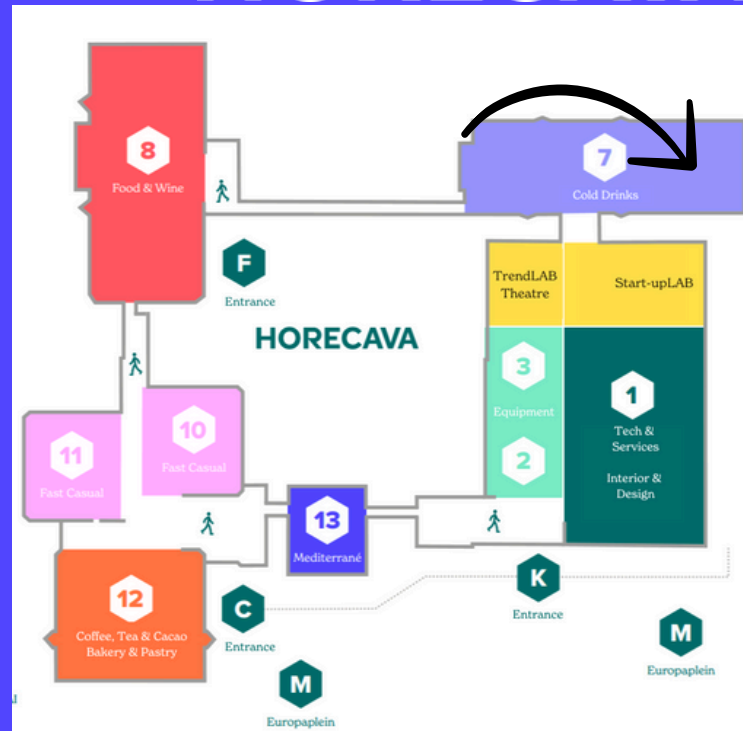
\*To guarantee the appearance of the concept, all branding, visuals & accessories on the stand must be approved by the organization. Without agreement, the organization reserves the right to remove it.

PLEASE NOTE: carpet color is not yet final.



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Pop-upBAR can be found in hall 7, within the Cold Drinks segment. At a central location around the 'Horecava pop-upBAR content square' where various sessions take place over four days.



AT POP-UP BAR IT'S ALL ABOUT QUALITY AND THE STORY BEHIND THE PRODUCT.

If you show yourself as a supplier and position yourself as an expert, you can easily start a conversation and transfer your expertise.

Together with you and other entrepreneurs, we join forces. Horecava offers a platform to share the story behind your unique product(s), the ingredients, origin and the production process.



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