



Start-up

LAB

HORECAVA

“The Start-upLAB is a vibrant world where the start-up community and the industry are brought together to share knowledge and gain inspiration. Sustainable efforts of people, animals and the environment are taken into account.”



Why you shouldn't miss this



Position yourself as a forerunner

The visitor immediately associates the start-ups and scale-ups with innovation and the future. The visitor wants to know more about your product, because the future is now.



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 leads. Where else can you meet so many potential customers?



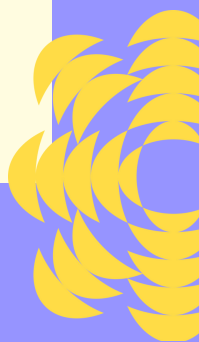
You increase your visibility and brand awareness

Here you get the opportunity to show your start-up and to present your product to a large audience. Share knowledge and come into direct contact with your target group.



Worlds come together

Come together with professionals from the food industry to gain new insights, solutions and collaborations.



Participation & prices

€1.115,-
excl. vat

Start-up*

- Outlet of 4m²;
- Logo panel;
- High table;
- High chair;
- 10 invitation cards for relations;
- Possibility to pitch in the theater.

*Started in the past 4 years. Max. participate for 2 years.



€1.615,-
excl. vat

Scale-up*

- Outlet of 6m²;
- Logo panel and name banner;
- High table;
- High chair;
- 15 invitation cards for relations;
- Possibility to pitch in theater.

*Started in the past 5 years. Max. participate for 2 years.

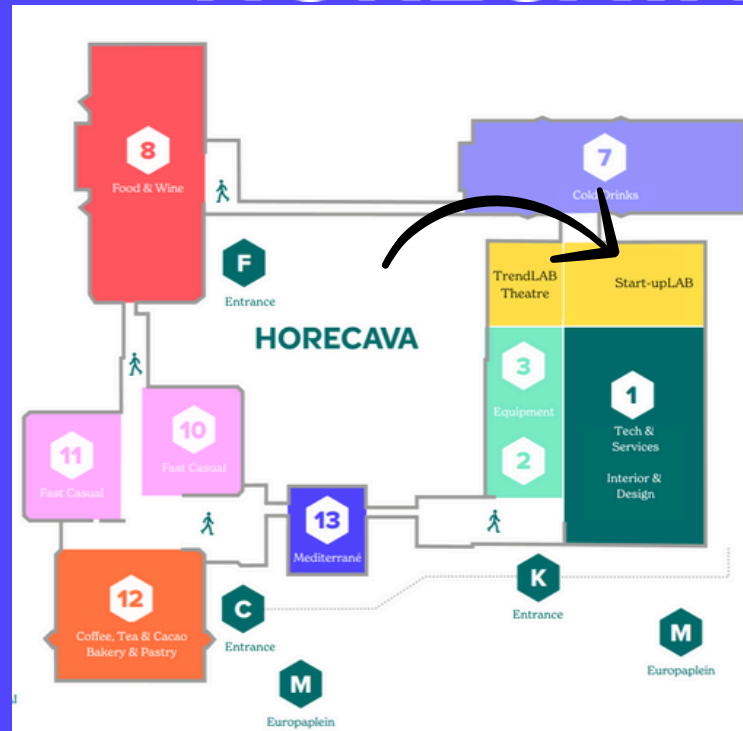


When participating in Start-upLAB you also receive:

- Online and offline communication;
- 1 power point 3 kW daytime power + consumption (excl. nighttime power);
- 2 exhibitor wristbands and 2 set-up badges;
- Stand construction framework from Horecava.

*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.

The Start-upLAB can be found at a central location in Hall 1 as part of the TrendLAB. New initiations, products and services are presented and pitched.



IT IS NECESSARY FOR ENTREPRENEURS TO RESPOND TO CHANGING CONSUMER BEHAVIOR.

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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