



# MEDITERRANEAN HALL



## HORECAVA

Horecava has been the national meeting point for hospitality professionals and the largest trade fair since 1957 in The Netherlands.

At Horecava, you have the opportunity to present your brand or product to the hospitality sector, attract high-quality leads, share your expertise, and build lasting international relationships.

Don't miss the chance to exhibit at Horecava 2025, taking place from January 13th to 16th at RAI Amsterdam.





# WHY YOU SHOULDN'T MISS THIS

The essence of hospitality extends beyond a fine dish or a quality drink; it's about offering unique experiences and memorable moments. The sector is ever-changing, demanding that hospitality professionals stay responsive to shifts and trends.

Horecava is the premier venue where professionals can discover the newest trends and developments. From international culinary delights to innovative management solutions and chic interior designs, it has it all.



## Visitor facts

- Number of unique visitors: over 60.000
- Industry distribution figures:
  - Restaurants 42%
  - Hospitality supplier 13%
  - Catering 7%
- Roles/decision-makers
  - Owners/ CEO's 34%
  - Managers 30%
  - Employees 30%
  -

*Based on results from Horecava 2024*

## Exhibitors facts

- Horecava has been around for over 65 years
- It is the largest hospitality trade fair in the Netherlands
- Over 25,000 m<sup>2</sup> of exhibition floor
- Nearly 700 exhibitors

*Based on results from Horecava 2024*

## Facts & Figures

- Italian restaurants are by far the most popular in the Netherlands. 1 in 10 restaurants in the Netherlands offers Italian cuisine.
- In 2023, the revenue of the Dutch hospitality industry grew by 13.2% compared to 2022.
- In the first quarter of 2024, the revenue in the hospitality industry grew by 8.1% compared to the first quarter of 2023.



# HORECAVA

We invite exhibitors who aspire to take Mediterranean cuisine in the Netherlands to new heights and leave a lasting mark on the vibrant Dutch hospitality industry. By showcasing products that embody the essence of Mediterranean cuisine—traditional, local, pure, and simple—you can stand out and make a real difference.

In hall 13, the 'Mediterrané' provides an exclusive platform for producers to display an exceptional selection of products, highlighting authenticity, high quality, and distinctiveness.

## WHY HORECAVA 2025



Horecava 2025, we prioritize quality over quantity. Our goal is to optimize visitor selection, foster authentic collaborations, and carefully choose the best exhibitors to provide the most relevant products and services.

Showcase yourself as a producer at the Mediterané hall and engage with the top-tier of the Dutch hospitality industry. Become part of the exhibitors' community and embrace opportunities for new connections, networking, lead generation, and partnerships.

Online or offline, Horecava is the top platform for connecting with leads of potential of customers. Horecava.nl updates visitors with industry news, trends, and developments 365 days a year.

- Newsletter with 105,000 subscribers
- Approximately 2,000,000 unique visitors to the website per year
- More than 15,000 followers on LinkedIn
- Over 18,500 followers on Facebook
- Nearly 10,000 followers on Instagram





# HORECAVA

During its 4-day duration, Horecava provides a prime opportunity to connect with 60,000 hospitality professionals. Through effective visitor segmentation, you'll engage directly with key decision-makers, including directors, owners, managers, and representatives.

In addition to showcasing your products, Horecava offers a relaxed environment for networking, maintaining client relationships, and exploring new business opportunities at our sub-events and networking sessions.

The Mediterané hall offers a plug-and-play solution.

It features a dedicated exhibition space for suppliers showcasing Mediterranean food and beverage products.

The stands comes pre-built, requiring only setup upon arrival at the fair.



## STANDS & CONDITIONS

### Price

The plug-and-play stands of are offered in pre-fitted modules of 9, 18 and 27m<sup>2</sup>.

The 9m<sup>2</sup> module is available with one or two open sides at a total cost including set-up and registration cost

9 m<sup>2</sup> € 4.000,-

*The prices are excluding VAT*



### In the price of € 4.000 is included:

- Standard 9 m<sup>2</sup>, possible to extend into 18m<sup>2</sup>, 27 m<sup>2</sup>
- Desk including print
- Low table, 3 seats
- Storage cupboard (1m)
- Basis system walls: 250 cm high
- Fascia on open sides with company name
- 1 LED spot per 4m<sup>2</sup>
- 3kW daytime power including wall sockets (including usage)
- Daily (basic) stand cleaning
- Registration cost

# HORECAVA

The Mediterané hall can be found in hall 13,

Centrally positioned between two entrances (C & K)



## Set-up

Exhibitors utilizing standardized stand construction can set up their stands on Sunday, January 12th, from 08:00 to 17:00.

## Dismanteling

Participants who use standardized stand construction must vacate their stand before Thursday, January 16th, at 10:00 PM.



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