



# Pop-up Bar

## Your drinks, your stage

Are you an innovative beverage maker or an ambitious entrepreneur in the world of cocktails, mocktails, mixers, or no- & low-alcohol drinks? Do you want to grow your brand and present your creations to a broad hospitality and retail audience, without the hassle of logistics? Then the Pop-up Bar is the place for you!

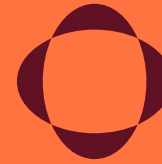
This Plug & Play concept offers small entrepreneurs and innovative brands in the beverage industry an accessible yet professional presentation space. Let potential customers taste your unique drinks and meet hospitality entrepreneurs, bar and restaurant managers, and buyers who are looking for innovation in their offerings.



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# Why participate in Pop-up Bar?

- **Hassle-free setup** – arrive to a completely prepared stand, simply add your products.
- **Perfect audience** – connect directly with hospitality professionals and buyers seeking fresh ideas.
- **Stylish ambiance** – a speak-easy, vintage, roaring twenties atmosphere that enhances your product presentation.
- **Budget-friendly** – get professional exhibition presence without the investment in custom stand construction.



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# What's included in your exhibition package?

You'll receive a fully equipped stand of 6 m<sup>2</sup>, including:

- A stylish counter (100x50 cm, 100 cm high) with your logo
- A display case to beautifully present your products
- A forex panel on the counter for your branding
- Company name on the fascia board for extra visibility
- Access to glass washing machine and ice machine
- Shared storage space for added convenience
- Power supply (3 kW daytime power + consumption, excl. night power)
- 2 exhibitor wristbands and 2 setup badges
- 5 invitation cards to Horecava for your contacts

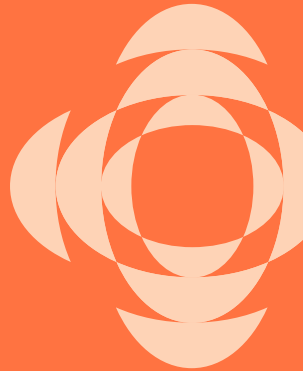
Price per stand: € 3.065,- (including registration fee)



# Visitor target group

The visitor target group for the Pop-up Bar consists of hospitality entrepreneurs, bar and restaurant managers, buyers, and other professionals involved in offering beverages in the hospitality industry.

The Pop-up Bar also focuses on companies that are looking for innovation in their drink offerings and are seeking inspiring ideas to surprise their customers with innovative cocktails, mocktails and premium mixers.



## Good to know

To maintain the professional and atmospheric appearance of the Pop-up Bar, there are some guidelines for using your stand:

- Keep your presentation airy - reserve approximately one third of your space for an open appearance
- Use the available presentation options such as your forex panel, display cabinet and branded counter
- Additional items such as posters, beach flags or roll-up banners are not allowed
- The stand and furniture have been carefully selected and cannot be modified or replaced

When you make your reservation, you will receive the complete stand construction regulations. These specify exactly what is and is not possible, so that you can prepare perfectly for a successful trade fair participation.

# Don't miss out!

The Pop-up Bar is located in Hall 7, with only 11 exclusive stands available. Spaces are limited—once it's full, it's full!

Do you want to showcase your innovative drinks at the Pop-up Bar? Get in touch and let key decision-makers in the hospitality industry taste your brand!

**Reserve your spot or get more info?**

Let's talk! Call or email us to find the best solution for you.

+31 (0)6 188 912 67

[horecava@rai.nl](mailto:horecava@rai.nl)

Or visit: [www.horecava.nl](http://www.horecava.nl)



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"Too much of anything is bad, but too much good whiskey is **barely enough**"

Mark Twain