

YOUR GATEWAY TO NORTH KERALA'S HORECA MARKET

KERALA'S LARGEST HOSPITALITY EXHIBITION • **10th EDITION**



HotelTech

NORTH KERALA

North Kerala's Premier Exhibition for HORECA Sector

North Kerala Only
**FOOD, BAKE &
HOTEL SHOW**

May **20 21 22**

**CALICUT TRADE CENTRE
KOZHIKODE**

Endorsed & Supported by



www.hoteltechkerala.com



HotelTech

NORTH KERALA
North Kerala's Premier Exhibition for HORECA Sector

Calicut will be hosting the 10th edition of HotelTech Kerala, the only exhibition related to the Food, Bakery, Hotel & Restaurant sector in North Kerala to be held from May 20-22, 2022 at Kozhikode.

The exhibition is supported and endorsed by various associations adding strength and value to the event and includes Association of Approved & Classified Hotels of Kerala, Kerala Hotels & Restaurant Association (KHRA), BAKE, Malabar Tourism Society and CAIT.

During the exhibition, companies will showcase the new technology and products for the HORECA sector and offers a unique opportunity to penetrate this market in North Kerala. Exhibitors also will get the golden opportunity to meet thousands of prominent trade visitors from the Bakery & Hospitality sector on a single platform.

This event will be the platform for leading suppliers of products related to the Hotel & Restaurant sector. North Kerala's only trade expo that brings together brands from all over India related to the HORECA Sector under a single platform. A unique opportunity for brands to showcase their products, distribute samples, give live demos, build leads, create visibility, network with other players in the market, explore collaboration opportunities and be part of this business expo for 3 days.

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Exhibitors Profile

Hotel Equipment & Services

- Bakery & Confectionery Equipment
- Coffee/Ice Cream Machines
- Cooking Equipment
- Dish Washers/Glass Washers
- Food Preparation Equipment
- Chilling/Freezing Equipment
- Transportation & Distribution
- Pizza Equipment & Suppliers
- Serving Equipment
- Shop Fitting & Display Equipment
- Cold Storage & refrigeration
- Temperature Control
- Utility Supplier (Gas, Electricity, Water)
- Vending Machines
- Utensils

Furniture, Furnishing & Tableware

- Bathroom Fittings
- Carpets
- Flooring Covering
- Contract Furnishing
- Interior Decorating
- Architecture
- Curtains & Blinds
- Lighting & Accessories
- Cutlery & Crockery
- Glassware
- Fabrics & Table linen
- Table Decorations
- Bed & Bath Linen

Premises & Facilities Management & Technology

- POS/Cashier Software & Systems
- Cleaning Equipment & Supplies
- Environmental & Waste Management
- Gardening & Landscaping
- Security & Safety Systems
- Air Conditioning
- Swimming Pools
- Food Distribution Systems
- Food Technology Institutes
- Government Agencies
- Certifying Bodies
- Distribution & Logistics

Health Leisure & Equipment

- Housekeeping Suppliers & Services
- Leisure Furnishing & Management
- Fitness & Leisure Equipment
- Health & Beauty Products
- Guest Amenities
- Outdoor Furniture
- Games & Amusements
- Sun Beds & Saunas
- Sports Equipment
- Music/Sounds Systems
- TV/Video Systems
- Mobile units/Fabrication

Food & Beverages

- Bakery & Canned Food
- Confectionery & Sweets
- RTE & Ethnic Foods
- Beverages & Drinks
- Ingredients, Additives & Spices
- Health & Natural Food
- Delicatessen Products
- Chilled & Frozen Foods
- Tea & Coffee Brands

Visitor Profile

- Hotel & Resort Owners
- Hotel Development Executives
- General Managers
- Purchasing /Procurement Managers
- Bakery Owners & Professionals
- Hotel Management Executives
- Business Development Managers
- Dealers/Suppliers
- Front Office Managers
- House Keeping Personnel
- IT Managers
- F & B Managers
- Chefs
- Engineering Managers
- Finance Managers
- Hotel Project Consultants
- Security & Safety Managers
- Reservations Managers
- Hotel Maintenance Officers
- Tourism Industry Professionals

Glimpses from our 2019 Edition



Marketing & Promotions

Strategic target marketing to every major sector of the Hotel & Restaurant sector in North Kerala. With the support of respective Industry Associations including BAKE, KHRA, MTS & CAIT visitor promotions will also be carried out to their members.

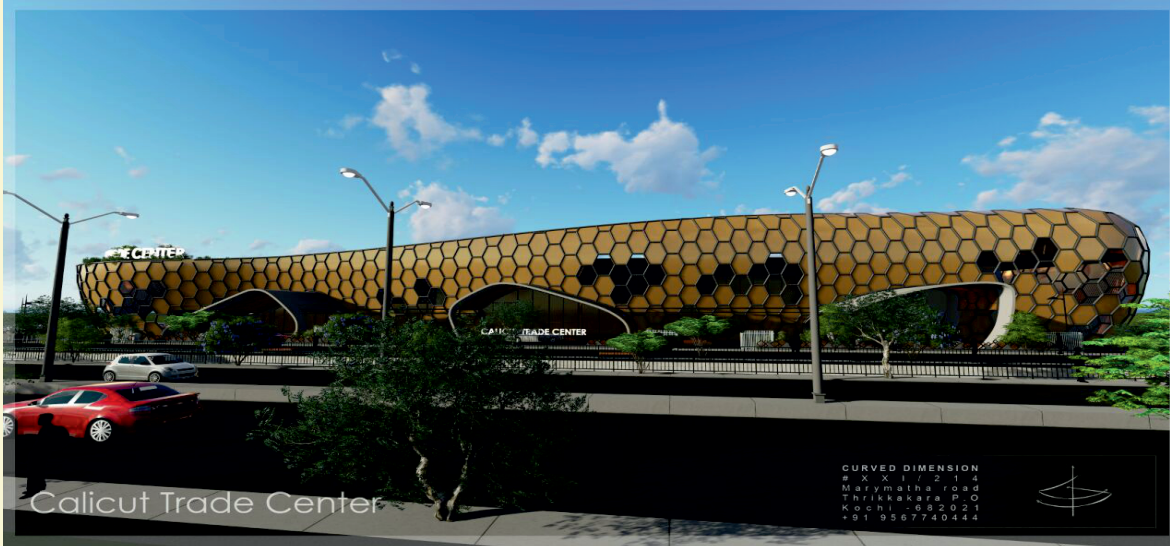
- Direct Mailing of over 20,000 free invitations to trade buyers through a professional database.
- Distribution of over 15,000 personalized invitations covering key important decision makers from this sector
- Press ads in the local media
- Targeted visitor campaign: direct mailing, mail blasts & show invites
- Direct Visits and Promotions to Resorts & Hotels
- Internet marketing & regular updates of the show on the web.
- Outdoor Advertising--Hoardings & Bus Ads Promotions

Participation Costs

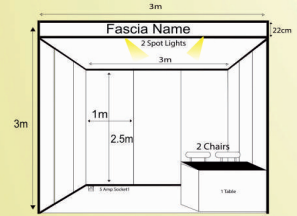
Indian Exhibitors: Shell Scheme Stall : Rs.7,500/- per sqm (min area 6sqm)

Raw Space Area : Rs.6500/- per sqm(min area 18sqm)

*18% GST extra



Shell Scheme Perspective View



Raw Space



Venue
Calicut Trade Centre, Kozhikode

Exhibition Details

Exhibition Dates

Friday, May 20th to Sunday, May 22nd

Exhibition Timings:

Show Timings : 11am to 8.00pm daily

'Covid Protocols to be followed: All Exhibitors & Visitors to wear masks inside the exhibition venue and Children under 18 years are not allowed.'

Professional Exhibition Organiser

The expo is organised by Kochi based Cruz Expos, who have been organizing the HotelTech/FoodTech Kerala series for the past 12 years. Besides we are also promoting Pro-Foods/Pro-Pack Sri Lanka, Hotel Asia, Maldives, FoodPro Bangladesh & VietFood shows in India since 2010 for the India Pavilion. Within a short span of 15 years, Cruz Expos has become one of South India's foremost professional exhibition organizer based in the B2B segment of trade fairs.

Organised by:



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