

Vietnamese FOOD LOVERS CARNIVAL

07-16 December 2018
Nguyen Hue Boulevard



Vietnam's best, all on one plate

In the heart of Ho Chi Minh City, we're preparing a true feast of the senses. For ten days, the Vietnamese Food Lovers Carnival will be the quintessential culinary and cultural event of the year.

By showcasing the food of Vietnam, we'll be celebrating the best this country has to offer at this unique annual event. And by pairing delicious food with world-class entertainment and groundbreaking lively competitions and contests, the stage is being set for a one-of-a-kind festival of feasts at the central outdoor venue of Nguyen Hue Boulevard in the center of Saigon.





Dates: 07-16 December 2018

Location: Nguyen Hue Boulevard

Open days & times:

Weekdays: 5:30pm-10:30pm;

Friday-Sunday (weekends): 12:00pm-12:00am

Expected number of exhibitors: 80

Expected number of visitors: 200,000

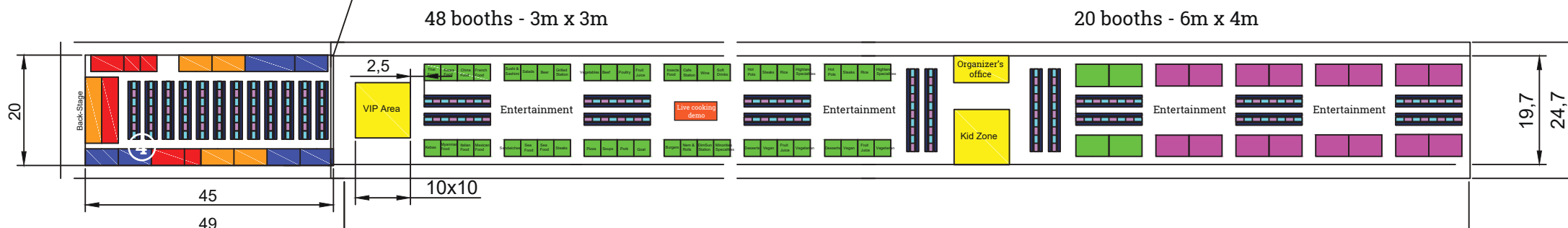
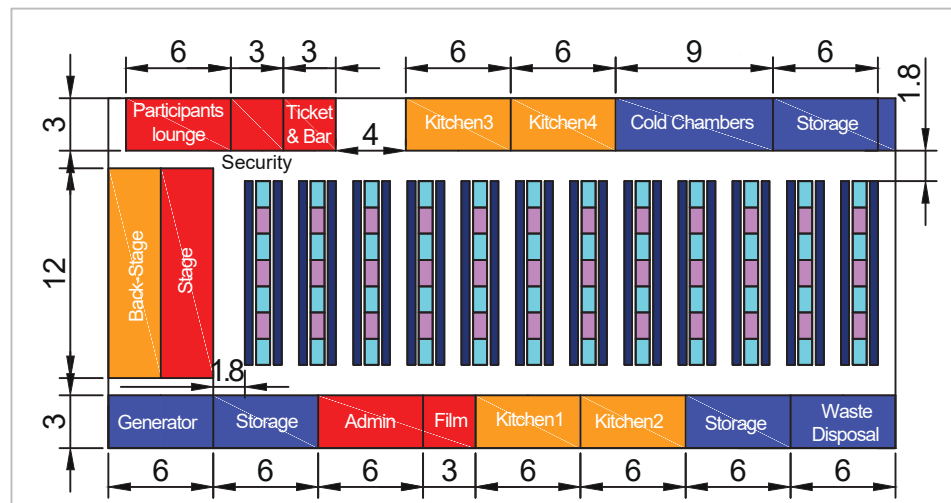
Entertainment: variety of live music, DJs, competitions, contests, live cooking demonstrations, local and international chefs to be confirmed

CATEGORIES



- North Vietnamese cuisine
- Central Vietnamese cuisine
- South Vietnamese cuisine
- Vegan, vegetarian & organic Vietnamese cuisine
- Indian cuisine
- Middle-Eastern cuisine & Halal cuisine
- Food and other retail

- Western/European cuisine
- Other Asian (Japanese, Korean, Thai, Chinese, Malaysian) cuisine
- Snacks & desserts
- Beverages including tea, coffee, juices, wine, beer
- Culinary equipment retail
- Artisan craftware and high-end chinaware



BOOTH OPTIONS for 9m² (3m x 3m): 50,000,000 VND

For a 10-day event + ½ day for set up and ½ day for breakdown

- (1) Counter (size w970 x h770 x l480 mm)
- (1) Lockable cabinet (size w1050 x h770 x l560 mm)
- (2) Chairs
- (1) 13amp power sockets
- (2) Spot lights
- (1) Waste bin
- 24-hour security



BOOTH OPTIONS for 24m² (6m x 4m): 120,000,000 VND

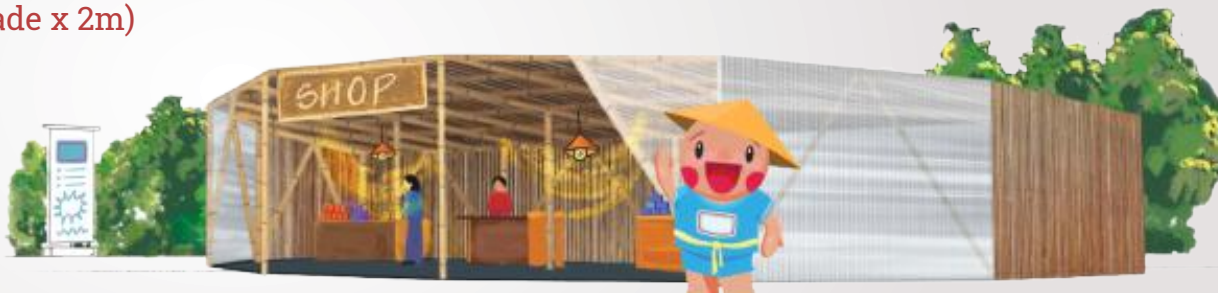
- (2) Counters (size w970 x h770 x l480 mm)
- (2) Lockable cabinets (size w1050 x h770 x l560 mm)
- (4) Chairs
- (2) 13amp power sockets
- (6) Spot lights
- (2) Waste bins
- 24-hour security



PAVILION BOOTH OPTIONS for 6 exhibitors at 36m² (9m x 4m): 198,000,000 VND

Additional exhibitor space at 6m² (3m sales facade x 2m)
available at 33,000,000 VND

Pavilion booth options are ideal for food destinations. Each module of 6m² will contain the same inclusions of **9m² Booth**



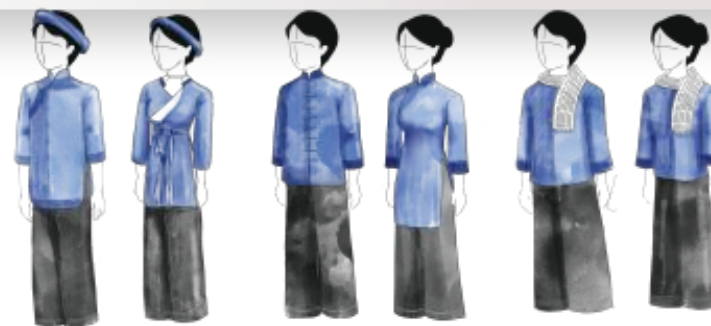
* Images are sample designs only

ADDITIONAL OPTIONS

- Outdoor space for open live cooking (complimentary)
- Gas canister and connections
- Extra power & sockets
- Water supply
- Your logo printed on the top of your booth
- Additional furniture
- LCD screens
- Additional print advertising within the event (ex. standees, etc.)

GUIDELINES

- Exhibitors of same/similar category will be asked to select one or two specialties of that country/region, to promote food diversity within Vietnam and globally. Selection will be prioritized on first come, first served basis
- The organiser will provide high-quality cutlery and dishware at different stations within the event. Visitors will pay a small deposit, which will be refunded when the set is returned.
- No cooking/BBQ will be allowed inside the booth for safety reasons. Each exhibitor may secure a small area to cook directly outside of their booth.



BEFORE Event Package

- Your banner advertising (with link to your website) distributed to 25,000 contacts
- Your web banner in www.vietnamesefoodlovers.com 2 months prior to the event and 1 month post event
- Your logo (with link to your website) on www.vietnamesefoodlovers.com in the exhibitor listing

Discounted price: **20,000,000 VND**

8,000,000 VND

11,000,000 VND

3,500,000 VND

TOTAL: 22,500,000 VND

DURING Event Package

- Your logo on the event map at all entrances (total: 6)
- Your logo on the program broadcasted on large LCD screens in the event (total: 6)
- Your advertising page in the event program distributed at the entrance of the event

Discounted price: **28,000,000 VND**

3,500,000 VND

3,500,000 VND

25,000,000 VND

TOTAL: 32,000,000 VND

AFTER Event Package

- Your logo in the thank you email sent to participants
- Your advertorial space on www.vietnamesefoodlovers.com

Discounted price: **12,000,000 VND**

3,000,000 VND

12,000,000 VND

TOTAL: 15,000,000 VND

FULL COMMUNICATION Package

Discounted price: **60,000,000 VND**

TOTAL: 69,500,000 VND

LOGO Package

- Your logo (with link to your website) on www.vietnamesefoodlovers.com in the exhibition listing
- Your logo on the event map at all entrances (total: 6)
- Your logo on the program broadcasted on large LCD screens in the event (total: 6)

Discounted price: **10,000,000 VND**

4,500,000 VND

4,500,000 VND

4,500,000 VND

TOTAL: 13,500,000 VND



DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	IN-KIND
\$180,000 VND 4,086 Mil.	\$75,000 VND 1,702 Mil.	\$35,000 VND 794 Mil.	\$10,000 VND 227 Mil.	\$7,000 VND 159 Mil.	N/A N/A

Limited to 04

Limited to 06

Brand Name & Exclusivity Rights

Top logo and exclusivity to your brand/company	✓					
Enlarged logo and branded as official sponsor	✓	✓	✓	✓		
Logo inclusion and use of the sponsor title	✓	✓	✓	✓	✓	✓
Complimentary booth (24m ²) at prime location	✓					

Signage & Logo Visibility

Your logo on the entrance signage of the carnival	✓					
Your logo and banners at the VIP area	✓					
Your logo on the Facebook cover photo	✓					
Your logo at the entrance signage of the stage area	✓	✓				
Your logo on the carnival ticket	✓	✓				
Your logo on the carnival poster and other collateral	✓	✓	✓	✓	✓	✓
Your logo on the official Vietnamese Food Lovers website	✓	✓	✓	✓	✓	✓
Your logo displayed on screens during the event	✓	✓	✓	✓	✓	✓

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Media Exposure

Your logo on the press kit front page	✓				
Your logo on the press kit back page		✓			
Your company introduction in the press release	✓	✓			
Your company name in the press release			✓	✓	✓
Your company name mentioned during the press conference	✓	✓			
Your company name mentioned during opening ceremony	✓	✓			
A sponsored Facebook post 1 week before the event	✓				
A sponsored Facebook post 2 weeks before the event		✓			
A sponsored Facebook post 3 weeks before the event			✓		
Your logo on the thank you Facebook post (post event)	✓	✓	✓	✓	✓

Concerts & Other Stage Events

Your logo on concerts tickets	✓				
Your logo in the artists lounge	✓				
Your logo displayed on screen during the concerts	✓	✓			
Your logo on concert posters & other collateral	✓	✓	✓	✓	✓
Your logo displayed on stage during the other stage events			✓	✓	✓
Your logo on other stage events posters & other collateral	✓	✓	✓	✓	✓



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Limited to 04	Limited to 06				

Golden Spoon Awards Arena

Your logo in the kitchens	✓	✓	✓	✓	
Your logo on the backdrop behind the jury tasting table	✓	✓	✓		
Your logo on the Golden Spoon Awards photo backdrop	✓	✓	✓	✓	✓

Golden Spoon Awards

Your logo on the official trophy	✓				
Seat at the jury tasting table	✓				
Your advertisement displayed on screen during Golden Spoon Awards	✓	✓			
Your logo on the audience tasting tables				✓	✓
Your product as part of the Golden Spoon Awards ingredients	✓	✓	✓	✓	✓

Golden Spoon Awards team sponsorship - 115,000,000 VND/team*

Showcase your brand in the Golden Spoon Awards Cooking Competition. By sponsoring one of 20 exclusive chef teams, you will gain access to our highest level of brand promotion. The winning teams will return for another day in the spectacular grand finale.

For 24 hours, your company logo will be featured in the GSA VIP arena, where a bespoke kitchen will be tailor-decorated.

Your brand will also appear on other marketing and promotional materials.



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Invitations & Networking

Invitations to the press conference	02	01			
Invitations to the opening ceremony	02	01			
Tickets for the concerts (per night)	10	05	02		
Seats at the Golden Spoon Awards audience tables	04	02			
Concerts and Golden Spoon Awards tickets' discount	50%	30%	15%	5%	5%

Ly Sang
Project Owner



Leonard Lecoq
Sales Director



Patrick Gaveau
CEO



Paul Espinas
CMO



Pamela Haake
Project Manager



Thu To
CEM



To register with us for Vietnam Food
Lovers Carnival 2018,
[click here](#)