

# Food & Drink at Hotelympia 2010



hotelympia®  
café • restaurant • pub • bar  
hotel • contract catering

28 Feb – 04 Mar 2010 • ExCeL London



**Hotelympia 2010 is serving up more of the latest product innovations, award winning displays, competitions and practical demonstrations to inspire its visitors.**

Hoteliers, restaurateurs, publicans and catering operators make Hotelympia their destination of choice, to review and source the latest food and drink products and ideas to develop their businesses.

From hard-to-find speciality ingredients to leading food brands, Hotelympia has more food & beverage exhibiting companies than any other hospitality event.

**40,230\***  
reasons to be cheerful!



\*Hotelympia 2008 attendance audited by the Audit Bureau of Circulation

Over

**20,000**

visitors at Hotelympia 2008 highlighted a specific interest in the Food & Drink area of the show.

Not only has Hotelympia updated its look for 2010, it also promises an inspiring line-up including:

**>> THE INNOVATION AWARDS** – enter your product into the Food & Drink Category. Visit [hotelympia.com/innovationawards](http://hotelympia.com/innovationawards) for more info.

**>> THE INSPIRATION TEAM** – A panel of 12 high profile professionals is being recruited from across the industry to guide Hotelympia 2010 – including a well-known Wine Expert, Pub Chef, Barista Champion, Cost Sector Catering Chef and Up and Coming Chef.

**>> THE STAGE** – heady mix of displays, insight and demonstrations covering topics such as Sustainability and Food Trends.

**>> SALON CULINAIRE** – Le Salon Culinaire International de Londres will incorporate Live Theatre with its **10 KITCHENS** and host some 30 different competition classes and **400 CHEFS** in front of a live audience.

## EXPERIENCE THE POWER OF HOTELYPMIA

Wherever in the world you want to do business, you can do so much more, face-to-face, at an exhibition. Even in the digital age people will always need to meet face-to-face. Exhibitions are a highly cost-effective way to generate sales leads and enter new export markets.

**You can make more contacts, and acquire more market intelligence, during five days at Hotelympia than you might otherwise achieve in months.**

When times are hard, Hotelympia will work harder for your marketing budget than any other media. Only at Hotelympia can you:

- >> Simultaneously generate publicity
- >> Demonstrate products
- >> Answer questions
- >> Overcome objections
- >> Close sales
- >> Meet new prospects
- >> Develop relationships with your existing customers

**There has never been a more exciting or rewarding time to participate at Hotelympia than in 2010!**

With the upcoming London 2012 Olympics, Hotelympia is your best chance to be at the forefront of the UK hospitality industry which will be attracting international visitors in hundreds of thousands:

- >> UK Tourism will be worth **£2.3BILLION** before, during and after the Olympic period
- >> Currently there are **100,000 HOTEL ROOMS** in London – this will increase by **20,000** by 2012
- >> Over **908,000 VISITORS WILL COME TO THE OLYMPICS – 322,000** from overseas
- >> A predicted **7.6 MILLION HOTEL NIGHTS** will be booked during 2012
- >> 2012 will bring an estimated **£1.47 BILLION** tourism revenue for London alone

Source: Visit London 2008

# Food & Drink at Hotelympia 2010

Nearly  
**8,000 chefs**  
visited Hotelympia 2008 \*

**85%**  
of Hotelympia 2008 visitors  
found Salon Culinare useful \*\*

**65%**  
of Hotelympia visitors  
primarily attend the show  
to see the wide range of  
products and services on  
display \*\*

\* ABC audited \*\* Fusion Post Show Research



## Exhibiting Options

### SPACE ONLY

	PER M <sup>2</sup>
1-50m <sup>2</sup> . . . . .	£265 + VAT
51-100m <sup>2</sup> . . . . .	£240 + VAT
101m <sup>2</sup> + . . . . .	£220 + VAT

### SHELL SCHEME

**As above plus additional £60 + VAT per m<sup>2</sup>**  
**INCLUDES:** walls, carpet, fascia & name board

Note: an additional £175 + VAT on-line listing fee is payable by all exhibitors providing company, logo and product information on [www.hotelympia.com](http://www.hotelympia.com)

For further details  
on exhibiting in  
the Food & Drink  
section contact:

### CORA STRACHAN

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**E. [cora.strachan@freshrm.co.uk](mailto:cora.strachan@freshrm.co.uk)**



## Hotelympia 2008 attracted...

Regional Purchasing Manager	Savoy Hotel
Head of Catering	John Lewis Plc
Category Manager Hot Drinks	Compass Group
Customer Services Director	Virgin Trains
Executive Development Chef	Sodexho Education
F&B Concept Manager	Center Parcs Ltd
Director education & Govt Service	Compass Group UK & Ireland
Chef/ Patron	Brian Turner Mayfair
Group Food Innovation Director	Brakes
Head of Npd	Compass Group UK
Corporate Director of F&B	Mandarin Oriental Hotel Group
Commodities Buyer	The Restaurant Group Plc
Assistant Director of Catering	Metropolitan Police Service
Operations Director	Aramark
Purchasing Manager	Fifteen Restaurant
Head of Prison and Pe Services	Hm Prison Service
Purchasing Director	Eat
Catering Manager	Bmi Healthcare
Buyer	Pelican Buying Company Ltd
Head of Food	BBC Club
Head Chef	Roux Fine Dining
F&B Development Manager	Intercontinental Hotels Group
Buyer	Maxwell's Restaurants Ltd
Head of Conferencing & hosp	Ipswich Town football club
Director F&B Hilton Uk&Ireland	Hilton International
Buyer - Convenience Food	Whitbread
Catering Procurement Officer	House of Lords
Catering Development Manager	Punch Taverns
Purchasing Executive	Millennium Hotels
Executive Chef	Roux Fine Dining
Senior Buyer - F & B	Accor Hotels
Head Food Development	Greene King
Regional Director PO	Pizzaexpress

