



HORECAVA

“At Pop-upBAR, the visitor will be introduced to various producers and suppliers who deal with cocktails, mixers, mocktails, kombucha, sodas, now- and low alcoholic drinks, beers and more.”



WHY YOU SHOULDN'T MISS THIS

HORECAVA



You are part of the experience of Hall 7

Pop-upBAR is highlighted in Horecava's online and offline communications. The location is listed as a highlight on the map and is therefore very easy to find.



You meet your (potential) customers

For four days, more than 60,000 visitors and a central location on the exhibition floor. The ideal situation to generate new leads. Where else can you meet to so many potential customers?



You increase your visibility and brand awareness

Here you get the opportunity to show your brand and to present your product to a large audience. Share your knowledge and get in touch with your target group.



You boost your sales figures

You have the option of direct sales. Consider a special trade fair offer that encourages a (future) customer to carry your product(s).

€ 3.015,-
EXCL. BTW

Details*

- Outlet with an area of 6m²
- Shelving unit;
- Counter (including own visual);
- Spotlights;
- Access to washing machine;
- Access to ice maker;
- Shared storage;



When participating in Pop-upBAR you also receive:

- Online and offline communication;
- 1 power point 3 kW daytime power + consumption (excl. nighttime power);
- 4 exhibitor wristbands and 4 set-up badges;
- 5 invitation cards for Horecava for relations.

*To guarantee the appearance of the concept, all branding, visuals & accessories on the stand must be approved by the organization. Without agreement, the organization reserves the right to remove it.

PLEASE NOTE: carpet color is not yet final.

Pop-upBAR can be found in hall 7, within the Cold Drinks segment. At a central location around the 'Horecava pop-upBAR content square' where various sessions take place over four days.



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AT POP-UP BAR IT'S ALL ABOUT QUALITY AND THE STORY BEHIND THE PRODUCT.

If you show yourself as a supplier and position yourself as an expert, you can easily start a conversation and transfer your expertise.



Together with you and other entrepreneurs, we join forces. Horecava offers a platform to share the story behind your unique product(s), the ingredients, origin and the production process.



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