

GLIMPSES FROM PAST EVENT



Key Brands @ 2024 Edition

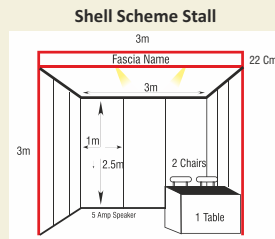


Participation Cost

Option I : Shell Scheme Stall : **Rs. 8,500/- per Sqm**
 * (Min. Area to book is 9 Sqm)

Option II : Raw Space Area : **Rs. 7,500/- per Sqm**
 * (Min. Area to book is 36 Sqm)

* 18% GST Extra



Venue :
 J. N. Intl. Stadium
 Kaloor, Cochin, Kerala

Exhibition Details
22 23 24 May 2025

Timings : 11 am to 8 pm daily
 Trade Visitors : 11 am to 4 pm | General Visitors : 5 pm to 8 pm

ORGANISER

Cruz Expos based in Cochin has more than 18 years of service in organizing Indian Pavilions of International Trade Fairs in Vietnam, Sri Lanka, Maldives, South Africa, Nepal and Bangladesh. HotelTech Kerala have been organized since 2008 in Cochin and are also promoting the Hotel shows in Sri Lanka, Maldives & Nepal.

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www.hoteltechkerala.com

Your Gateway to Kerala's Horeca Sector



May 22 23 24 2025

**J. N. Intl. Stadium
 Kaloor, Cochin**

Concurrent Events



www.hoteltechkerala.com

The 15th edition of HotelTech Kerala, the premier exhibition related to the Hotel/Resort, Restaurant, Café, Catering & Food sector in Kerala will be held from May 22nd to May 24th 2025 at Cochin.

The exhibition is supported by various associations adding strength and value to the event and includes AACCHK, AKCA, SICA-Kerala Chapter, KPHA, HPMF—Kerala Chapter.

THE DEALS YOU WANT THE ALLIANCE YOU SEEK

- Enjoy three days with leading National brands under one roof.
- Network, Build relationships and create alliance with key industry players.
- Focused Pavilions on Food, Horeca & Processing Sectors
- Knowledge sharing through Panel discussions
- Barista Workshop & Wine Tasting Sessions
- Aggressive Multimedia Campaigns

Kerala Barista Workshop

The Kerala Barista Workshop is being organised along with HotelTech Kerala and F&B Professionals from all over the State are being invited to take part in this pro-active workshop. This workshop will be conducted by Coffee Board and will be a 5 Day interactive session, giving delegates an unmissable opportunity to keep up-to-date with the latest industry innovations, best coffee making and new technology solutions.



Wine Tasting Session

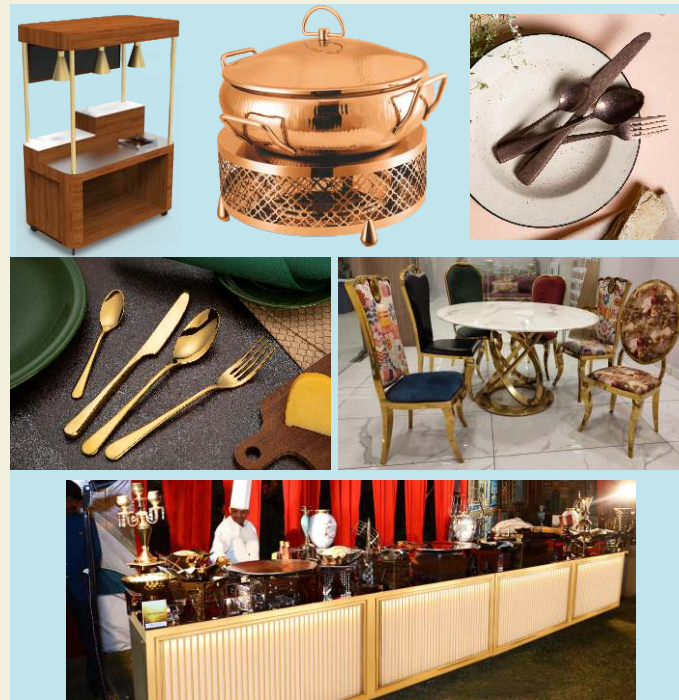
Concurrent to HotelTech Kerala, a Wine Tasting Session will also be held and the session will be conducted by Karnataka Wine Board. All bartenders & wine professional are being invited to attend this session.

Hotel Owners & General Managers Conclave The Hotel owners & GMs Conclave to be held concurrent to HotelTech Kerala would be an exclusive event, where in the General Manager's and Owners of the Hotels across Kerala will be attending this exclusive session. Attendance would be strictly by invitation and would comprise top management and VIP's from the Hospitality Sector in Kerala.

EXHIBITOR PROFILE

HotelTech Kerala aims at becoming the most comprehensive product showcase covering the gamut of Food Service & Hospitality Equipment, Tableware, Interiors/Design, Housekeeping, Hospitality Technology, Specialty Coffee & Tea on a Single Platform.

- ▶ Commercial Kitchen & Refrigeration Equipment
- ▶ Chilling & Freezing
- ▶ Food Catering
- ▶ Microwave
- ▶ Coffee & Beverage Equipment
- ▶ Hospitality Technology
- ▶ In room Technology
- ▶ Access Control
- ▶ Cash Registration
- ▶ Biometrics
- ▶ Communication Entertainment
- ▶ Front Office Technology
- ▶ Interior Designs
- ▶ Furniture & Furnishing
- ▶ Lighting
- ▶ Bedding & Upholstery
- ▶ Hardware
- ▶ Flooring
- ▶ Landscape
- ▶ Housekeeping
- ▶ Cleaning Equipments
- ▶ In room services
- ▶ Guest Supplies
- ▶ Services & Processes
- ▶ Linen
- ▶ Tableware
- ▶ Crockery
- ▶ Table Mats
- ▶ Table Accessories
- ▶ Cutlery



VISITORS PROFILE:

- ▶ Hoteliers & Restaurateurs
- ▶ Executive Chefs
- ▶ Distributors & Importers
- ▶ Commerce Buyers
- ▶ Baristas & Cafes
- ▶ Bakers
- ▶ Ice Cream Parlour Owners
- ▶ Airline, Cruise, Rail & Travel Caterers
- ▶ Food & Beverage Professionals
- ▶ General Managers
- ▶ Executive Housekeepers
- ▶ Purchase Managers
- ▶ Professional Caterers
- ▶ Government & Trade Associations
- ▶ Cruise Managers
- ▶ Project Consultants & Architects
- ▶ Kitchen Consultants
- ▶ System Integrators

MARKETING & PROMOTIONS

Strategic target marketing to every major sector of the Hotel & Restaurant sector in Kerala. With the support of respective Industry Associations, 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 leading trade magazines.
- Targeted visitor campaign: direct mailing, mail blasts, invites distribution, show preview.
- Direct Visits and promotions to Resorts & Hotels
- Internet Marketing & regular updates of the show on the web.
- Outdoor Advertising, Electronic & Print Media Promotions etc.

