



# WORLD ON A PLATE

WORLD CHEFS  
**CONGRESS  
& EXPO**

24-27 SEPTEMBER

**2016**

THESSALONIKI  
**GREECE**



WORLD  
ASSOCIATION  
OF CHEFS  
SOCIETIES

**SPONSORSHIP & MARKETING OPPORTUNITIES**  
JANUARY 2016 EDITION

*WE BRING THE WHOLE WORLD  
TOGETHER ON A PLATE!*

*DON'T GET LEFT BEHIND*

*JOIN THE SPONSORSHIP  
& MARKETING PROGRAMME OF THE  
WORLDCHefs CONGRESS & EXPO 2016!*

*24 - 27 SEPTEMBER 2016  
THESSALONIKI, GREECE*

*The WORLDCHEFS Congress & Expo is a biennial event and a hallmark tradition of Worldchefs; it has an institutional, cultural and economic interest and has been organised in over 35 cities across the world throughout its illustrious 86-year history. During its five-day run, the WORLDCHEFS Congress attracts between 500 and 2000 delegates from the five continents to network and expand their professional bonds. A WORLDCHEFS Congress & Expo comprises a great educational programme, competitions, a trade exhibition and numerous culinary events and activities, such as the Country Presidents' and the Continental Directors Meetings.*

*As the WORLDCHEFS Congress captures the interest of the international culinary community, it is a unique opportunity for your company to showcase its brand and promote its products.*

*Previous six congresses have been hosted in*  
*2014 Stavanger, Norway*  
*2012 Seoul, South Korea*  
*2010 Santiago de Chile, Chile*  
*2008 Dubai, United Arab Emirates*  
*2006 Auckland, New Zealand*  
*2004 Dublin, Ireland*

# THE ORGANIZER

The World Association of Chefs' Societies, or Worldchefs in short, is a global network of chefs associations first founded in October 1928 at the Sorbonne in Paris. At that first congress there were 65 delegates from 17 countries, representing 36 national and international associations, and the venerable August Escoffier was named the first Honorary President of Worldchefs.



**WORLD  
ASSOCIATION  
OF CHEFS  
SOCIETIES**

Today, this global body has 105 official chefs associations as members that represent over 10 million professional chefs worldwide.

## «Worldchefs, the global authority on food»

The World Association of Chefs' Societies (Worldchefs) is a non-political professional organization, dedicated to maintaining and improving the culinary standards of global cuisines.

We accomplish these goals through education, training and professional development of our international membership. As an authority and opinion leader on food, Worldchefs represents a global voice on all issues related to the culinary profession.

To learn more about Worldchefs visit [www.worldchefs.org](http://www.worldchefs.org).

# THE PARTICIPANTS

Leading chefs, master, executive, pastry and new talents, young chefs, international restaurant owners, food producers, gastronomy opinion leaders, importing & exporting companies, culinary equipment and supplies companies, gather under one roof from 5 continents for 5 days to learn, network and grow their businesses and professions.

Join, sense, share and learn about the future trends and challenges of chefs in the future. Promote your company. Taste the flavors. Expand your business internationally! We bring the whole world together on a plate at the Worldchefs Congress & Expo in Thessaloniki, Greece from 24-27 September.

Don't get left behind. Connect with the most recognized international chefs!

# PROFESSIONAL CONGRESS ORGANISER



Please contact **ARTION Conferences & Events,**  
**Worldchefs' Professional Congress Organiser**

74, Ethnikis Antistaseos, GR- 55133, Thessaloniki  
T +30 2310 257816 (direct), +30 2310 272275  
E [corporate@worldchefs2016.org](mailto:corporate@worldchefs2016.org)  
W [www.worldchefs2016.org](http://www.worldchefs2016.org)

Connect with:  
Valentini Amarantidou, Project Leader  
Anna Papatheofilou, Sponsorship & Exhibition Manager

SPONSORSHIP SCHEMES					
Sponsor Benefits	Diamond Partner € 100 000	Platinum Sponsor € 60 000	Gold Sponsor € 30 000	Silver Sponsor € 20 000	Bronze Friend € 10 000
<b>Complimentary Full Package Invitations to the Congress</b>	10	6	3	2	1
<b>Exhibition Booth</b>	60 m <sup>2</sup>	36 m <sup>2</sup>	24 m <sup>2</sup>	12 m <sup>2</sup>	6 m <sup>2</sup>
<b>Booth Positioning</b>	<b>prominent</b>	<b>central</b>	<b>central</b>	<b>visible</b>	<b>visible</b>
Exclusivity	√				
<b>Logo Visibility</b>	<b>prominent</b>	<b>1st priority</b>	<b>2nd priority</b>	<b>3rd priority</b>	
Next to the Congress Logo on all Communication material	√				
Backdrop in Plenary Venue	√				
Congress Mega Banners: Venue Entrance & Buildings	√				
Congress Pen & Lanyard	√				
Congress Communication during Culinary Shows & Exhibitions Worldwide: 2015 & 2016	√	√			
Main screen: before/after the keynote speeches	√	√			
Posters & Signing: Airport & City	√	√	√		
Electronic Announcements	√	√	√	√	
Posters & Signing: Venue	√	√	√	√	

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Printed Congress Programme	√	√	√	√	√
Congress Proceedings edition	√	√	√	√	√
Congress website with hyperlink	√	√	√	√	√
All Sponsors Banners: Venue	√	√	√	√	√
<b>Marketing and Advertising</b>					
Corporate Video during all Breaks in Plenary Venue	√				
Corporate Video on Congress Website	√	√			
Corporate Presentation by a Sponsor's CEO or Top Executive during the Congress Programme (10')	√	√			
Reference during Press Releases and Social & Parallel Events	√	√	√		
Advertisement entry in the Printed Congress Programme	√ (2-page)	√ ( Full page)	√ ( Full page)	√ ( Full page)	
Special reference at the Congress Opening Ceremony	√	√	√	√	√
Company Profile / Brochure in the Congress Bag	√	√	√	√	√

## ADDITIONAL MARKETING OPPORTUNITIES

### SATELLITE EVENT € 10.000

We offer you the opportunity to organize a corporate event on a subject that relates to the Congress objectives as a satellite event to the Congress.

**The package includes:**

- Room rental (for max 300 pax in theater style)
- A/V equipment: microphone, video projector, projection screen
- Communication to the Congress Public

**Requests to organize Satellite Events are subject to approval by the Congress Organizing Committee.**

SOCIAL EVENT SPONSOR				
Events	Coffee Break € 5 000	Welcome Reception € 25 000	Presidents' Dinner € 25 000	Congress Gala & Awards Dinner € 50 000
<b>Complimentary Full Package Invitations to the Congress</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>5</b>
Logo Visibility				
Social Events Invitations		√	√	√
Printed Congress Programme	√	√	√	√
Menu or Buffet	√	√	√	√
Congress website with hyperlink	√	√	√	√
Promotion and Advertising				
Special 10' address at the opening of the event sponsored by the Sponsor CEO		√	√	√
Social event hall decoration with special signage / banner (provided by the Sponsor)	√	√	√	√

<b>CONGRESS MATERIAL SPONSOR – 1000 Pieces</b>	
Congress Bag	€ 15 000
Lanyard	€ 10 000
Congress Pen	€ 5 000
Badge Back Side	€ 5 000
USB	€ 5 000
<b>Exclusive Logo Visibility on the Materials Sponsored</b>	

<b>ADVERTISING SPREADS IN THE CONGRESS PROGRAMME</b>	
Double spread	€ 3 000
Back cover	€ 3 000
Inner front cover	€ 2 500
Inner back cover	€ 2 500
Full page	€ 1 800

<b>PROMOTIONAL MATERIAL* (Flyer, Brochure) – 1000 Pieces</b>	
Inserts in the Congress Bag	€ 3 000
<i>*materials are provided and delivered ready by the Advertiser</i>	

## TERMS AND CONDITIONS

- i. **All** the above mentioned prices are **exclusive** of VAT.
- ii. The Sponsor is responsible for supplying **artwork** or printed materials and should precisely satisfy any technical specifications as defined by **ARTION Conferences & Events**.
- iii. Following the **receipt** of the Sponsoring & Marketing Order Form and **within five (5) days a 50%** payment should be placed by the assignor. The outstanding 50% should be paid right after the invoice receipt and on latest by 31st July 2016, before the Congress.
- iv. **In case of non-payment of the 50% of the total Sponsorship Scheme** within five (5) days following the Sponsorship Command, the **ARTION Conferences & Events** reserves the right to suspend or not to provide the reciprocal benefits as described in this document.
- v. Sponsors selection in based on **priority** (first-come first-served).
- vi. Booths are chosen on **priority** (first-come first-served).
- vii. The Organizing Committee reserves the right to **reject** sponsorship under conditions.
- viii. Sponsors will communicate exclusively with **ARTION Conferences & Events** and the Congress Sponsorship Manager, for information, receipt issues, payments and technical procedures.
- ix. Any detail or further issue not defined or specified by the content of the current document is negotiable. Final decisions are taken by the Organizing Committee after consulting with the Sponsorship Manager.

## SPONSORSHIP & MARKETING ORDER FORM

### COMPANY DETAILS

COMPANY NAME:		TRADE NAME:	
ADDRESS			
CITY:		POSTCODE:	
PHONE No:			
VAT REG. NUMBER:		TAX AUTHORITY:	
EMAIL:			
WEB:			
ORDER PLACED BY:			

SPONSORSHIP PACKAGES	Amount in €	Selection
1. DIAMOND PARTNER	100 000	<input type="checkbox"/>
2. PLATINUM SPONSOR	60 000	<input type="checkbox"/>
3. GOLD SPONSOR	30 000	<input type="checkbox"/>
4. SILVER SPONSOR	20 000	<input type="checkbox"/>
5. BRONZE FRIEND	10 000	<input type="checkbox"/>
6. SATELLITE EVENT	10 000	<input type="checkbox"/>
7. SOCIAL EVENT SPONSOR		
Coffee Break	5 000	<input type="checkbox"/>
Welcome Reception	25 000	<input type="checkbox"/>
Presidents' Dinner	25 000	<input type="checkbox"/>
Congress Gala & Awards Dinner	50 000	<input type="checkbox"/>
8. CONGRESS MATERIAL SPONSOR		
Congress Bag	15 000	<input type="checkbox"/>
Lanyard	10 000	<input type="checkbox"/>
Congress Pen	5 000	<input type="checkbox"/>
Badge Back Side	5 000	<input type="checkbox"/>
USB	5 000	<input type="checkbox"/>
9. ADVERTISING SPREADS IN THE CONGRESS PROGRAMME		
Double Spread	3 000	<input type="checkbox"/>
Back cover	3 000	<input type="checkbox"/>
Inner front cover	2 500	<input type="checkbox"/>
Inner back cover	2 500	<input type="checkbox"/>
Full page	1 800	<input type="checkbox"/>
10. PROMOTIONAL MATERIAL		
Insert in Congress Bag	3 000	<input type="checkbox"/>
<b>SPONSORSHIP AMOUNT</b>	<b>€</b>	
23% VAT VALUE (if applicable)	<b>€</b>	
<b>TOTAL SPONSORSHIP AMOUNT</b>	<b>€</b>	

I, the undersigned representative of the aforementioned company, whose full details appear on page 10 of this Sponsorship Document, agree to pay 50% of the total sponsorship amount within five (5) days after submission of the Sponsorship Order Form to one of the bank accounts below:

1. Beneficiary: ARTION  
IBAN Nr.: BE61 0016 5768 3217  
Swift/ BIC: GEBABEBB  
Bank: BNP PARIBAS FORTIS, BRANCH: SCHUMAN - Rond Point Schuman 10,  
1040 BRUSSELS

2. Beneficiary: ARTION Conferences & Events  
IBAN Nr.: GR84 0260 3500 0004 1020 0417 312  
Swift / BIC: ERBKGRAA  
Bank: EUROBANK, SINDOS BRANCH (350), THESSALONIKI

For the above mentioned Sponsorship ARTION Conferences & Events will issue an invoicing document to our company, according to the amounts written in this "Sponsorship Order Form".

In addition, I hereby agree to make the payment of the outstanding amount (remaining 50%) right after the receipt of the formal invoice but not later than July 31st, 2016.

I declare that I have read and agree to all of the Terms and Conditions outlined in this document

Full name:	Date:
Signature & Stamp:	

Please complete and send pages 10 and 11 of the Sponsorship Document after initializing page 10 and signing and stamping page 11.

<b>Send to:</b>
-----------------



Project Leader  
Valentini Amarantidou

Sponsorship Manager:  
Anna Papatheofilou

**ARTION Conferences & Events**  
**Worldchefs' Professional Congress Organiser**  
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GR- 55133, Thessaloniki- Greece  
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**E.** [corporate@worldchefs2016.org](mailto:corporate@worldchefs2016.org)  
**W.** [www.worldchefs2016.org](http://www.worldchefs2016.org)

# ARTION

conferences & events •

## Professional Congress Organiser for Worldchefs' Congress

Eth. Antistaseos 74, Sigma Block 1, GR 55133, Kalamaria, Thessaloniki – Greece

Tel.: (+30) 2310 257814 (direct line), 2310 272 275

Fax: 2310 272 276 | E-mail: [corporate@worldchefs2016.org](mailto:corporate@worldchefs2016.org)

[www.worldchefs2016.org](http://www.worldchefs2016.org)

