

# International Hospitality Forum

28 - 30 September 2004

Amman - Jordan

## Fact Sheet

### ► Event Profile

The 4<sup>th</sup> annual International Hospitality Forum (IHF 2004) will be held between **28 & 30 September 2004**. It is a comprehensive event for the hospitality, catering and foodservice sectors of Jordan and the Middle East.

### Featuring:

- An international trade exhibition
- Seminars, workshops and press conferences
- Jordan's 3<sup>rd</sup> Culinary Art Show
- 2<sup>nd</sup> Design and Décor Showcase for architects and interior designers
- Other features include the 3<sup>rd</sup> Table Setting Competition, the 1<sup>st</sup> barmen competition and several other special events.

### ► Venue

IHF 2004 will be held at Zara Expo Amman - Jordan's most advanced exhibition and conference centre situated in the heart of the capital within a walking distance from the Grand Hyatt Hotel.

### ► Visitor Profile

Hotel, resort, furnished apartment  
Restaurant, nightclub, pub, club, pastry shop, bakery  
Supermarket, retail store  
Architect, interior designer, contractor  
Consultant, franchise, finance  
Equipment supplier  
Food & Beverage supplier  
Independent caterer, Institutional Catering  
Investors and Media

### ► Marketing Campaign

IHF 2004 will actively be promoted to trade visitors in the Middle East region through a comprehensive marketing campaign using

- Targeted invitations sent to trade visitors
- Coverage in local and Pan Arab newspapers and trade magazines
- Radio and Television coverage

► A **hosted buyers program** will attract the main buyers from the region namely from Iraq, Palestine, Syria and Lebanon.

► **Press Coverage** IHF 2004 will host a group of regional and local press, supported by JTB, to cover IHF's various events and Jordan's tourist attractions.

► **IHF is supported** by the Ministry of Tourism and Antiquities, the Jordan Tourism Board, the Jordan Hotel Association and the Jordan Restaurant Association.

### ► Exhibitor Profile

#### HALL A (1000m<sup>2</sup>):

Furniture, Furnishings, Fixtures & Tableware  
Hotel Amenities & Accessories  
Bathroom & Bedroom Accessories  
Interior Decorating & Building Material  
Indoor & Outdoor Lighting  
Uniforms, Linen & Bedding  
Security, Safety Equipment, IT & Software  
Health, Leisure, Electronics & Entertainment  
Hygiene & Maintenance, Franchise & Management  
Hospitality Services

#### HALLS B & C (1800m<sup>2</sup>):

Food & Beverages  
Foodservice Equipment, Catering, Baking & Refrigeration, Packaging and Laundry Equipment

### ► Stand Costs

US\$ 160 / m<sup>2</sup> Equipped Shell Scheme

US\$ 140 / m<sup>2</sup> Space Only

Plus Sales Tax (prevalent rate)

Quantity discounts available for areas over 25m<sup>2</sup>

An equipped shell scheme includes carpets, wall panels, signboard with company name & stand number, 2 spot lights, 1 table, 2 chairs, 2 shelves and a wastebasket per 9 m<sup>2</sup>

### ► Sponsorship and Advertising Opportunities

Opportunities are available for exhibitors to maximise their marketing exposure at IHF 2004 by selecting from a range of sponsorship and advertising options.

### ► Travel and Accommodation:

Special rates at Jordan's leading hotels are offered for regional and international exhibitors and visitors supported by a range of other services and sight seeing trips.

### ► Additional Services Available to Exhibitors:

Exhibitors at IHF 2004 can benefit from a number of additional services which include:

- Free parking facilities at the Grand Hyatt hotel
- Discount on the use of meeting rooms and the auditorium at Zara Expo
- Complementary guided tour of Petra on 1 October 2004
- Assistance in arranging meetings and site visits

**Hospitality**  
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