



# WORLD ON A PLATE

WORLD CHEFS  
**CONGRESS  
& EXPO**

24-27 SEPTEMBER

**2016**

THESSALONIKI  
**GREECE**



WORLD  
ASSOCIATION  
OF CHEFS  
SOCIETIES

EXHIBITION OPPORTUNITIES

*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.

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).



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# 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



**WORLD CHEFS  
CONGRESS  
& EXPO**  
24-27 SEPTEMBER  
**2016**  
THESSALONIKI  
GREECE

## Exhibitor Reservation Form & Contract

Participation to the **WORLD CHEFS EXPO 2016** is made by filling in and sending to **ARTION Conferences & Events** the application form below (please use CAPITAL LETTERS):

### I. Exhibitor Information

**Company Name**

Address: \_\_\_\_\_ City: \_\_\_\_\_  
Post Code: \_\_\_\_\_ Country: \_\_\_\_\_  
VAT Number: \_\_\_\_\_ Tax Id \_\_\_\_\_  
EU Invoicing Directive 2001/115 art.117 Countries outside EU  
Website \_\_\_\_\_ e-mail: \_\_\_\_\_  
Telephone (including area code): \_\_\_\_\_  
Social Media \_\_\_\_\_

**Person in Charge of Contract:** Mr. ☐ Mrs. ☐ Full Name: \_\_\_\_\_

Should be filled by the person in charge of all exhibition issues and correspondence

Position / Title: \_\_\_\_\_  
Direct Tel Line: \_\_\_\_\_ Direct e-mail: \_\_\_\_\_

**Booth Manager**

Mr. ☐ Mrs. ☐ Full Name: \_\_\_\_\_

Direct Tel Line: \_\_\_\_\_ Direct e-mail: \_\_\_\_\_  
Mobile Phone: \_\_\_\_\_

### II. Invoicing Information (if different from above data)

Company Name \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
Post Code: \_\_\_\_\_ Country: \_\_\_\_\_  
VAT or TAX Id Number: \_\_\_\_\_ e-Mail: \_\_\_\_\_

### III. Booth Sign & Exhibitor's Catalogue Listing (if different from above data)

Company Name \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
Post Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Website \_\_\_\_\_ e-mail: \_\_\_\_\_  
Telephone (including area code): \_\_\_\_\_



## IV. Activity


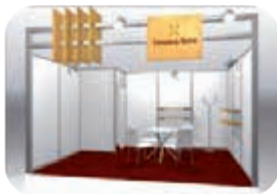

Please describe in detail below the main activity of your company

Main Activity

Check all that apply

- ☐ Food and Beverages
 ☐ Herbs & Spices
 ☐ Delicatessen
 ☐ Pastry
 ☐ Natural Products  
☐ Wines, Beers & Alcoholic Beverages  
☐ Restaurant and Hotel Supplies
 ☐ Equipment
 ☐ Information and management systems  
☐ Education
 ☐ Associations
 ☐ Professional Groups
 ☐ Official Participations  
☐ Publications
 ☐ Media & Entertainment
 ☐ Service Providers

## V. Booth Options

Standard Booth Modules	Basic	Advanced	Excel
<b>Description / Amenities</b>			
<b>Floor</b>	Carpet Alma Elea, in beige color	Carpet Alma Elea, in dark red color.	Carpet Alma Elea, in beige color.
<b>Structure</b>	Aluminium construction of Octanorm Maxima system (H:2.50m).	Aluminium construction of Octanorm Maxima system (H:2.50m).	Aluminium construction of Octanorm Maxima system (H:2.50m).
<b>Wall covering</b>	Beige panel.	White panel.	Black panel with combination of osb pane.l
<b>Fascia</b>	Aluminium construction of Octanorm Maxima system with flimsy (perforated) pvc.	Aluminium construction of Octanorm Maxima Aluminium with melamine surfaces.	Aluminium construction of Octanorm Maxima system with black panel.
<b>Sign</b>	Corporate logo in white pvc sign.	Corporate logo in square sign.	Corporate logo in oval sign.
<b>Furniture Equipment</b> (number of pieces correspond to 6m <sup>2</sup> ; larger booths enjoy more furniture)	<b>Office:</b> in gray metallic, 1piece. <b>Chairs:</b> gray color, 3pieces	<b>Storage:</b> Aluminium construction of Octanorm Maxima system, 1piece. <b>Table:</b> with glass surface, 1piece. <b>Chairs:</b> white color, 4pieces. <b>Shelves:</b> 100x30cm, 4pieces	<b>Infodesk:</b> Aluminium construction of Octanorm Maxima system with osb, 1piece. <b>Stool:</b> in black leather, 1piece <b>Table:</b> with glass surface, 1piece <b>Chairs:</b> black color, 3pieces <b>Showcase:</b> with 3 glass shelves, 1piece <b>Shelves:</b> 100x30cm, 2pieces
<b>Lighting Electrical</b>	Socket 500W : 2TMX. Halogen spots : 3TMX	Socket 500W : 2piece. Hqi spots/150W: 5piece.	Socket 500W : 2TMX. Hqi spots/150W: 3TMX.
<b>6 m<sup>2</sup></b> <b>9 m<sup>2</sup></b> <b>12 m<sup>2</sup></b> Additional m <sup>2</sup> Please fill the appropriate field with required additional m <sup>2</sup>	€ 1950 <input type="checkbox"/> € 2340 <input type="checkbox"/> € 3120 <input type="checkbox"/> € 180/m <sup>2</sup> .....	€ 2350 <input type="checkbox"/> € 2790 <input type="checkbox"/> € 3720 <input type="checkbox"/> € 215/m <sup>2</sup> .....	€ 2750 <input type="checkbox"/> € 3240 <input type="checkbox"/> € 4320 <input type="checkbox"/> € 250/m <sup>2</sup> .....
<b>Space Only min. 18 m<sup>2</sup></b> Additional m <sup>2</sup> Fill with required additional m <sup>2</sup>	€ 3240 <input type="checkbox"/> € 125/ m <sup>2</sup> .....		
<b>Total Booth cost</b>			€ .....

### ☐ Customized Booth Constructions

If you are interested to discuss tailor made solutions, please call or write [corporate@worldchefs2016.org](mailto:corporate@worldchefs2016.org) about your particular needs and we can connect to discuss further and provide designs or further options.

## VI. Compulsory Registration Fee per Exhibitor

Registration fee includes:

- Administrative costs
- Exhibitor's badges according to surface area booked. 1 badge per 3m<sup>2</sup> (maximum 15 badges)
- Exhibitor's catalogue listing (printed and electronic)
- Water & Coffee Supply in the Exhibition Venue and Light Snacks two times a day for booth staff
- Insurance
- Cleaning
- Security
- Welcome Reception & Gala Dinner for one representative (extra invitations can be purchased)

Registration fee € 500 ☐

## VII. Additional Promotion Opportunities

Advertisement in the Exhibitor's Catalogue (4 colour)		
Half page	€ 500	<input type="checkbox"/>
Full page	€ 900	<input type="checkbox"/>
Inside back cover	€ 1500	<input type="checkbox"/>
Double Spread	€ 1600	<input type="checkbox"/>
Inside front cover	€ 2000	<input type="checkbox"/>
Back cover	€ 2500	<input type="checkbox"/>

Giga Screen Promotional Video Display		
3-5 min video playing 10 times/day	€ 5000	<input type="checkbox"/>
1-2 minute video playing 10 times/day	€ 3000	<input type="checkbox"/>

Individual event using the specially created event venue for 200 persons / Hour			
Venue for 200 persons; possibility to invite the Congress & Expo Public and have a place in the Congress & Exhibition Programme	€ 1000/hour	X hours	€

**Total amount for all Products and Services**

Minus 20% discount for Orders until 31/12/2015

**Total After Discount**

Plus VAT 23%\*

**Grand Invoice Total**

**Advance Payment 40%**

\* VAT may not be applicable

### DATA PROTECTION

*We would like to inform you that all personal data collected by the present forms are exclusively used for the purposes of the Worldchefs Congress & Expo. In no case are they sold, rented or released to third persons; their treatment is in accordance with the EU legislation and the EC Directives 95/46 and 2002/58 on the protection of individual and data of personal character.*

## VIII. Terms & Conditions

1. **AGREEMENT.** With the submission of the signed Form, exhibitors acknowledge and accept all terms and conditions of the present participation contract. All terms define the legal framework of participation and govern the rental of exhibition space and equipment by exhibitors from ARTION. Any changes to the terms of this document are made by a common written agreement between the two parties.
2. **PAYMENT TERMS.** In order for this reservation form to be valid and guarantee the reservation of exhibition space the exhibitor must comply with the following payment terms:
  - a. An advance payment of 40% of total amount must be paid with the submission of the Exhibitor Reservation Form & Contract.
  - b. 60% of the outstanding amount payable by 30/05/2016



3. **CANCELATION POLICY**

- a. Written Cancellations by 31 December 2015 Full Refund
- b. Written Cancellation by 30 May 2016 40% of the Total Order
- c. Written Cancellation after 31 May 2016 No Refunds

4. **EXHIBITION FLOORPLAN & REGULATION** With the submission of the signed Exhibitors Reservation Form & Contract, exhibitor receives the floorplan for choosing their booth position as well as the Exhibition Regulation.

5. **EXTRA EQUIPMENT CATALOGUE** The Extra Equipment Catalogue is made upon request

6. **ACCOMMODATION & SOCIAL EVENTS FOR EXHIBITORS** These are available at [www.worldchefs2016.org](http://www.worldchefs2016.org) with a possibility to register online.

**IX. Please Read & Sign**

I, the undersigned representative of the aforementioned company, whose full details appear on the first page of this Reservation Form agree to pay 40% of the Grand Invoice Total Amount immediately with the submission of the Reservation Form & Contract to one of the bank accounts below:

BNP PARIBAS (BELGIUM): BE61 0016 5768 3217 (Swift Code / BIC: BNPABEBBXXX)

EUROBANK (GREECE): GR84 0260 3500 0004 1020 0417 312 (Swift Code / BIC: ERBK GRAA)

Account holder: ARTION Conferences & Events | D. & V. AMARANTIDOU O.E.

For the above mentioned Grand Total Amount **ARTION Conferences & Events** will issue an invoice to our company.

In addition, I hereby agree to make the payment of the outstanding amount as described in the payment terms above.

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

Full name:	Date:
Signature & Stamp:	

**X. Please Send to:**



Project Leader  
Valentini Amarantidou

Exhibition Manager:  
Anna Papatheofilou

**ARTION Conferences & Events**  
**Worldchefs' Professional Congress Organiser**  
**P.** 74, Ethnikis Antistaseos  
GR- 55133, Thessaloniki- Greece  
**T.** +30 2310 257816 (direct), +30 2310272275  
**F.** +30 2310272276  
**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

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

