



## *International Beverages*

*The First International Exhibition for Alcoholic Drinks  
At General Organization for International Exhibitions & Fairs.  
Exhibition Ground (Hall No. 15) Nasr City, Cairo, Egypt*

**Oct -15 -17- 2009**



Licensed By:  
General Organization for International Exhibitions & Fairs



Organized By



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E-Mail: info@tourex09.com Web-Site: www.tourex09.com



## *Welcome Message*

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### **Dear Exhibitor**

We are very pleased to introduce you to our company. We are **EGB** Company working in the business of local and international conference and exhibition organization.

We are honored to invite you to participate in the first alcoholic beverages exhibition in Egypt under the title:

### **International Beverages**

**Oct -15 -17- 2009**

**The First International Exhibition for Alcoholic Drinks**

**Liquor, Wine, Whiskey, Vodka, Brandy, Champagne,**

**Rum, Gin, Beer and all related Alcoholic Drinks**

There is no doubt that marketing and sales are in need of new mechanisms and ongoing efforts to bring new customers. We understand that this represents the most important main objective of your esteemed company.

Egypt is one of the most important touristy countries in the world, receiving more than 12 million tourists annually, has 1700 hotel, resort and 1500 tourist establishment.

The tourism sector in Egypt consumes large quantities of alcoholic beverages; estimated at \$ 500 million annually.

The exhibition where possibility of direct selling could be available to hotels, resorts, free shops, airlines and embassies. This will provide an opportunity for companies involved in the exhibition to meet with the tourism sector, importers, agents and distributors to establish mutual business relations.

We are honored to have you participate in this event to achieve a better return on promoting and marketing your products. We will be glad to answer all your queries at any time. We wish you all the best and hope to see you soon in Cairo.

In case your company is interested to participate in this event, please fill the reservation form and send it immediately and then we will forward you the company's account number for transferring the value of participation.

Please accept the assurances of my highest consideration and appreciation

Chairman of the Board

***Hany Said***



## Stand Features

### Each Stand has

(For each 9 sq.m)

3 White Partition walls 250 cm high

3 Spots light

Carpet

A sign with company name and booth number in English.

3 chairs

Table 80 x 80 cm

1 Power outlet (220 V)

An ashtray

A bin



## Fees & Terms of Payment

Area	Price	Per Meter
9 sq.m To 27 sq.m.	Euro. 250 (€)	Per Meter
30 sq.m To 72 sq.m.	Euro. 240 (€)	Per Meter
More than 72 sq.m.	Euro. 230 (€)	Per Meter
Space only	Euro. 220 (€)	Per Meter

### Standard Package

3 Partition walls 250 cm high, 3 Spots, Carpet, 3 chairs, Table, Power outlet (220 V.) , An ashtray, A bin, A sign with company name and booth number in English, 2 Dinner Party Invitations.

### Terms of Payment:

- Receiving your application form and the chosen booth.
- 50% down payment on booking.
- 50% (balance) to be paid by Sep. 15, 2009.
- 10% of above prices are added for sales tax.



## Venue

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## Location

The First International Exhibition for Alcoholic Drinks will be held from 15 to 17 Oct. 2009 at General Organization for International Exhibitions & Fairs. Exhibition Ground (Hall No. 15) on an area of 6000 sq.m Exhibition Ground, Nasr City, Cairo - Egypt 15 minutes from Cairo International Airport, Total Exhibition Ground 412,000-sq.m.

## Advertising Campaign

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Advertising campaign includes all the means available to the advertising of these products to ensure access to the largest base of targeted advertising campaign which includes the following means:

- 1 - Card invitation to the hotel managers and food and beverage managers, and directors of procurement.
- 2 - Card invitation to all Hotels, Resort, Floating hotels, Nile Cruise, agents, importers, exporters, free shops, airlines and embassies.
- 3 - Covered advertising which is available in newspapers and magazines.
- 4 - Catalog for the exhibition includes a special data of the products for the companies participating in the exhibition.
- 5 - Distribution of the catalog at all the hotels, tourist villages and embassies before the opening of the exhibition to find existing products in the exhibition to take the purchase procedures.

**(20000 VIP Invitation) (5000 Catalogue Exhibition)**



## Catalogue

Advertising Rates	Price Euro.
1) Outside Back Cover	2000 (€)
2) Double Page Spread	1500 (€)
3) Inside Front Cover	1200 (€)
4) Inside Back Cover	1200 (€)
5) Opposite Inside Back Cover	1000 (€)
6) Full Page	750 (€)

- Type Area                                      Full Page        23 cm x 23 cm
- Bleed-off                                        Full Page        22.5 cm x 22.5 cm
- All advertisements are in 4 Color.

The editorials can be sent under Microsoft Word format. And the advertisement can be sent under Freehand (converted text) or photo – shop formats with minimum resolution of 300 dpi.

Advertisements and editorial matters must be submitted 45 days before exhibition date.

## Sponsor

### To participate in the sponsorship:

Each sponsor will enjoy the following privileges:

- \* 21 square meter (3 m x 7m) booth in the entrance of the hall.
- \* 1m x 2m banner in the entrance.
- \* Name and logo of each sponsor will be on invitations (20000 Invitation & 5000 Catalogue).
- \* Name and logo of each sponsor will be on all advertisements.
- \* Page in the Catalogue in the exhibition with the name and logo of each sponsor.
- \* 4 dinner party invitations

### Sponsor fees:

Only ten thousand Euros. (10,000 €)

### Terms of Payment:

- 50% down payment on booking.
- 50% (balance) to be paid by Sep. 15, 2009.
- 10% of above prices are added for sales tax.



## Exhibitor Services

### **Official Travel Agent. (Thomas Cook)**



You can contact the official Travel sponsor directly

Name of the company: Thomas Cook Overseas Ltd.	
Name of the Responsible: Mrs. Sahar Reda	
Address: Street 9, No 88 -2 Floor Station Square, Maadi, P.O. Box 165-Cairo-Egypt.	
Tel No: +202 27685662 - 664	Mobil: +2012-1064378 / +2010-1623031
Fax No: +202- 23582651	<a href="http://www.Thomascookegypt.com">www.Thomascookegypt.com</a>
E-mail: <a href="mailto:saharreda@thomascook.com.eg">saharreda@thomascook.com.eg</a>	/ <a href="mailto:tcfairs@thomascook.com.eg">tcfairs@thomascook.com.eg</a>

### **Official shipping Co. (Express Cargo)**



Option to ship your goods from all parts of the world to your chosen stand(s) and return same to your country by "Draw- back" system, besides, finalizing all relevant procedures.(You can contact the official shipping sponsor directly).

Name of the company: Express Cargo Ltd. (Door to Door Service)	
Name of the Responsible: Mrs. Lillian Geris	
Address: 60 Abdel Moneim Riad St., Mohandessin, Giza, Egypt	
Tel No: +202- 3467926 + 202- 3456556 /	Mobil: +2012-2108563 / +2012-8002878
Fax No: + 202- 3456556	<a href="http://www.Express-cargo.net">www.Express-cargo.net</a>
E-mail: <a href="mailto:export@express-cargo.net">export@express-cargo.net</a>	/ <a href="mailto:import@express-cargo.net">import@express-cargo.net</a>

### **Contact Us: (Organized EGB Co.)**

Contact Person: Mrs. Irene Maurice - Marketing Manager  
 Mob: + 2012-3790814  
 E-Mail: [Irene.maurice@tourex09.com](mailto:Irene.maurice@tourex09.com)  
 Contact Person: Mr. Mina Hany - Sales Manager  
 Mob: + 2010-4012737  
 E-Mail: [mina.hany@tourex09.com](mailto:mina.hany@tourex09.com)  
 Tel: + 202-24870624 Fax: +202- 24870625  
 13 Sabil El Khezindar Abbasia – Cairo, Egypt  
 E-Mail: [info@tourex09.com](mailto:info@tourex09.com)



## Reservation Form

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### International Beverages

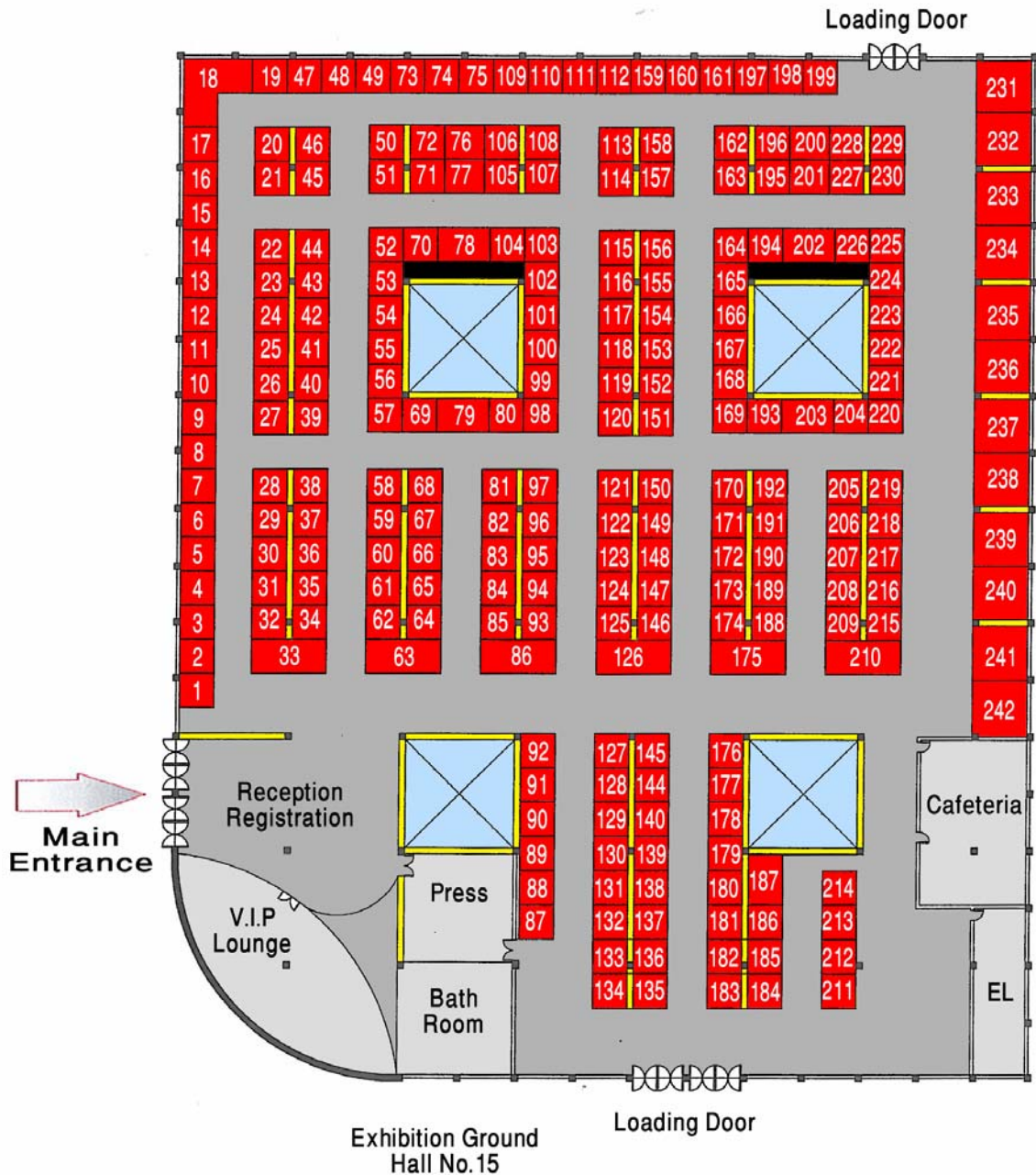
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<b>Name of the company:</b>	
<b>Products:</b>	
<b>Brands:</b>	
<b>Name of the Responsible:</b>	
<b>Title:</b>	
<b>Address:</b>	
<b>Tel No:</b>	
<b>Fax No:</b>	
<b>PO Box:</b>	
<b>E-mail:</b>	
<b>Web Site:</b>	
<b>Adv- Catalogue:</b>	<b>Value:</b>
<b>Booth No:</b>	
<b>Space requirements:</b>	
<b>Total Value:</b>	
<b><u>Date:</u> / / 2009</b>	
<b>Name:</b>	
<b>Signature:</b>	



## Floor Plan



Booth No. (33 - 63 – 86 – 126 – 175 – 210) **sponsorship**

Booth No. (231 To 242) 25 Sq.m (5 m x 5m)

Booth No. (18) 27 Sq.m (Booth No. 78 – 79 – 202 – 203) 12 Sq.m

Booth No. All Booths No. 9 Sq.m (3 m x 3m)

The possibility of providing the required spaces as desired by the customer.