



10<sup>th</sup> Edition

# HORECA JORDAN 2025

The 10<sup>th</sup> International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

**16 - 18 September | 2:00 - 9:00 PM**  
**Jordan International Exhibition Center**  
**Mecca Mall, Amman - Jordan**

Explore the entire foodservice industry at Jordan's annual hospitality and food event

[www.horeca-jordan.com](http://www.horeca-jordan.com)

  #HORECAJO



## About HORECA Jordan

Taking place from 16-18 September 2025, the 10th edition of **HORECA Jordan** promises to attract a record-breaking number of visitors from the region, solidifying its position as the country's largest exhibition for the hospitality and foodservice industries. The annual exhibition covers food and beverage services and all segments of hospitality. In addition to exhibitors from Jordan and the region, including companies from Palestine, Iraq and Egypt, HORECA Jordan will host several international pavilions.

Business networking opportunities will be supplemented by numerous events, activities and competitions, rewarding talent and providing visitors with access to new and innovative business ideas.







# HORECA Network

**HORECA Jordan** is part of the HORECA Network, which empowers the hospitality and foodservice industries in the Middle East with annual events in Beirut, Amman, Kuwait, Jeddah, Riyadh and Muscat. It is considered a must for professionals seeking the latest products, technologies and services, providing an ideal platform to meet, interact and do business.



# Experience HORECA

## Exhibitor Profile & Participating Sectors

- Hotels, restaurants and cafes
- Catering, supermarkets, kitchen and other equipment
- Furniture, fixtures and designs
- Tableware, uniforms, linens and guest amenities
- Mattresses and bedding
- Specialized technology, including apps
- Government agencies, embassies and ministries
- Packaging and labeling
- Consultancy, recruitment and franchising
- Cleaning and maintenance
- Delicatessen, cured meats and cold cuts
- Eggs and dairy products
- Seafood
- Fresh meat
- Fresh poultry
- Frozen products
- Grocery products
- Dried fruits, fresh fruits and vegetables
- Health foods and diet products
- Organic products
- Preserved and canned foods
- Ethnic food
- Confectionery, pastry and chocolate
- Bakery
- Beverages
- Coffee and tea



## Stand Participation

Exhibitors can display their products, services and technologies:

### Space Only:

- US\$ 290 per square meter - **(Minimum area 15 sqm)**

*Prices above exclude 16% tax*

- JD 200 per square meter - **(Minimum area 15 sqm)**

*Prices above exclude 16% tax*

### Octanorm Stand (includes octanorm panels, signboard, two chairs, one table, two spotlights and electrical outlet):

Includes Octanorm Panels, Name panel, 2 chairs, 1 table, 2 spot lights, electricity Outlet, price:-

- US\$ 330.00 per square meter - **(Minimum area 12 sqm)**

*Prices above exclude 16% tax*

- JD 225 per square meter - **(Minimum area 12 sqm)**

*Prices above exclude 16% tax*

### SPECIAL DESIGN:

For an additional charge, participants can upgrade their stand and get a customized booth designed. For special designs, please email the Organizer on [sales@horeca-jordan.com](mailto:sales@horeca-jordan.com)





## Sponsorship Opportunities

As one of the leading exhibitions in the Middle East, HORECA Jordan provides exciting sponsorship opportunities to raise brand awareness.

The team works efficiently to offer a specialized package that meets the goals of each company.

Sponsorship categories include: Strategic Partner (one package available only), Platinum, Telecom Partner, Gold, Silver, Bronze, Official Bank, Corporate sponsor and Product Sponsor, among others.

Sponsorship packages can be found on the HORECA Jordan website [horeca-jordan.com](http://horeca-jordan.com). Alternatively, you can send an email to [sales@horeca-jordan.com](mailto:sales@horeca-jordan.com) or call +962 6 4642501/2/3

## Sponsorship Categories (USD)

I Strategic Partner (Exclusive - One Partner Only)	\$100,000	VIII Telecom Partner	\$30,000
I Diamond Sponsor (One Diamond Only)	\$70,000	Friends of HORECA Jordan	\$10,000
II Platinum Sponsor	\$50,000	Lanyard Sponsorship	\$10,000
III Gold Sponsor	\$35,000	Official HORECA Bags Sponsor	\$15,000
IV Silver Sponsor	\$20,000	Beverage Sponsor	\$15,000
V Bronze Sponsor	\$10,000	App Sponsor	\$15,000
VI Corporate Sponsor	\$7,000	Ushers' Sponsor	\$8,000
VII Official Bank	\$25,000	Cleaning Staff	\$5,000
		Garbage Bags	\$5,000
		HORECA Talks Sponsor	\$10,000
		Vegan Sponsor	\$7,000

*Prices above exclude 16% tax*



## Events Sponsorship

The sponsorship program offers an excellent opportunity to promote your brands and services to hospitality and foodservice professionals. For targeted visibility, take advantage of the opportunity to sponsor our events.

### Salon Culinaire: (Live Cooking and Display Competitions)

- Exclusive Salon Culinary Sponsorship (One only)	\$30,000
- Salon Culinary Corporate Sponsorship	\$12,000
- Beef Competition	\$15,000
- Official Hygiene of the Salon Culinary	\$20,000
- Burger Competition	\$10,000
- Pastry Competitions	\$7,000
- Contemporary Jordanian Cuisine	\$5,000
- Contemporary Jordanian Cuisine Ingredients	\$3,000
- Official Chocolate	\$7,000
- Official Nuts	\$5,000
- Official Cream	\$5,000
- Official Frozen Fruits	\$5,000
- Official Sea Food	\$5,000
- Official Chicken	\$10,000
- Official Frozen Food	\$10,000
- Official Bread	\$5,000
- Official Pasta	\$5,000

### Sponsorship of Other Competitions:

<b>Bed Making Competition Sponsor</b>	<b>\$7,000</b>
<b>Barista Competition (Exclusive Sponsor)</b>	<b>\$20,000</b>
<b>Mocktail</b>	<b>\$7,000</b>
<b>Beverage Sponsor</b>	<b>\$15,000</b>
<b>Art of Service Competition</b>	<b>\$15,000</b>

*Prices above exclude 16% tax*

*\*\*Additional competitions to be announced later*

To learn more about sponsorship packages available and the benefits, visit [horeca-jordan.com](http://horeca-jordan.com)  
Alternatively, you can send an email to [sales@horeca-jordan.com](mailto:sales@horeca-jordan.com) or call +962 6 4642501/2/3





## Effective Advertising (USD)

Official visitors' show bags	\$15,000
Flyer distribution in visitors' bags	\$5,000
Banner on official HORECA Jordan 2025 website (homepage)	\$2,500
Logo printed at the Press Lounge (with other sponsor logos)	\$2,000
Logo printed at the Press Lounge (exclusive with the Telecom Partner)	\$4,000
Logo printed at the VIP Lounge (with other sponsor logos)	\$3,000
Logo at the VIP Lounge (exclusive)	\$5,000
Logo printed at the Registration Desks (with other sponsor logos)	\$3,000
Ushers' T-shirt branding	\$8,000
Door branding (individual)	\$2,500
Door branding (for all doors)	\$10,000
Logo printed on visitors' lanyards	\$10,000
Special newsletter sent to database (each)	\$2,000
Logo printed on floor plan (distributed to all visitors)	\$3,000
Official IT company	\$5,000
VIP Lounge	\$12,000
Registration area branding	\$12,000
Valet area/hall entrance	\$12,000
Branding (excluding production)	\$3,000
HORECA Jordan website banner	\$2,800
Pillar advertisement - four sides (special package)	\$2,800
<i>+ 16% sales tax (excluding branding, setting and dismantling)</i>	
Pillar Advertisement - one side or one face	\$1,000
<i>+ 16% sales tax (excluding branding, setting and dismantling)</i>	
<b>Advertisement in HORECA Jordan E-catalog</b>	
HORECA Jordan E-catalog inside page	\$500
<b>Advertisement in Hospitality News Middle East magazine – special publication distributed in the region:</b>	
JORDAN issue	\$1,090 - \$2,475 (depending on the location)

*\* Prices above exclude 16% tax*



## Vegan, Gluten-Free and Organic Food Festival

For the second year, HORECA Jordan will host the Vegan, Gluten-Free and Organic Food Festival, which highlights the best products, brands and innovations in these rapidly growing segments.

Visitors will have the opportunity to discover a selection of restaurants that serve vegan food, as well as learning about the advantages of leading a vegan lifestyle.

The festival also invites guests to sample gluten-free delights and organic food.

*So, Let's Eat Healthy  
& Live Long*







## Visitor Profile

**Visitors to HORECA Jordan include buyers, decision makers and professionals from:**

- Hotels, resorts/spa and furnished apartments
- Restaurants and similar establishments
- Franchise and management companies
- Bakery and pastry shops
- Independent and/or retail chains
- Independent and/or supermarket chains
- Institutional and independent caterers
- Hospitals
- Engineers, architects, designers and consultants
- Hotel management schools and universities
- Private and public institutions
- Suppliers
- Services

## Hosted Buyers' Program

The Hosted Buyers' Program at HORECA Jordan invites buyers from Iraq, Palestine and Egypt to discover local products, encouraging linkages and new export opportunities for hospitality and foodservice companies in Jordan.



## Media Coverage

From newspapers and magazines to social media, news sites and TV stations, HORECA Jordan will be advertised extensively. The coverage will offer sponsors regional exposure on Jordan's TV, Ro'ya TV, Radio S as well as regional satellite stations and other channels.

## Endorsements

**HORECA Jordan is endorsed by:**

- Ministry of Tourism & Antiquities
- Jordan Tourism Board
- Jordan Hotels Association
- Jordan Restaurants Association







## About the Organizer



**Lawrence  
& Husseini  
Consult**

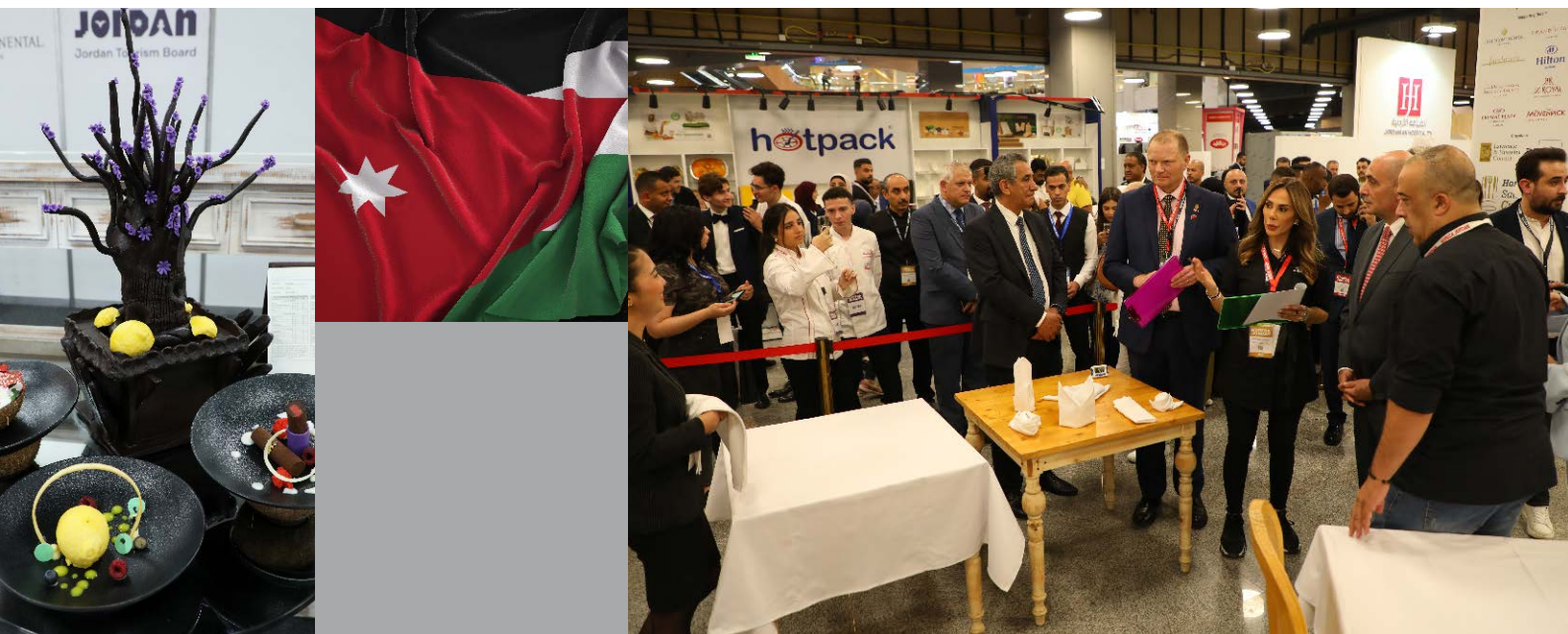
Lawrence & Husseini Consult is an event management and marketing consulting company with more than 25 years of experience in organizing local and international conferences, seminars, corporate events and exhibitions across a variety of sectors and industries.

[www.lawrenceconferences.com](http://www.lawrenceconferences.com)

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Showcase  
your products at  
HORECA Jordan





## Venue

Jordan International Exhibition Center  
Mecca Mall  
Amman, Jordan

HORECA Jordan is organized by Modern for Conferences & Exhibition Services, based on a license agreement with Hospitality Services SAL.

**Hospitality**  
SERVICES







### Special Rates:

Take advantage of special hotel rates at Intercontinental Hotel Amman and Grand Hyatt Amman

For more information, email [hotel@horeca-jordan.com](mailto:hotel@horeca-jordan.com)

### Organizer



**Lawrence  
& Hussein  
Consult**

**TheForum**  
Event Management  
Dubai - Riyadh

[www.horeca-jordan.com](http://www.horeca-jordan.com) / [sales@horeca-jordan.com](mailto:sales@horeca-jordan.com)

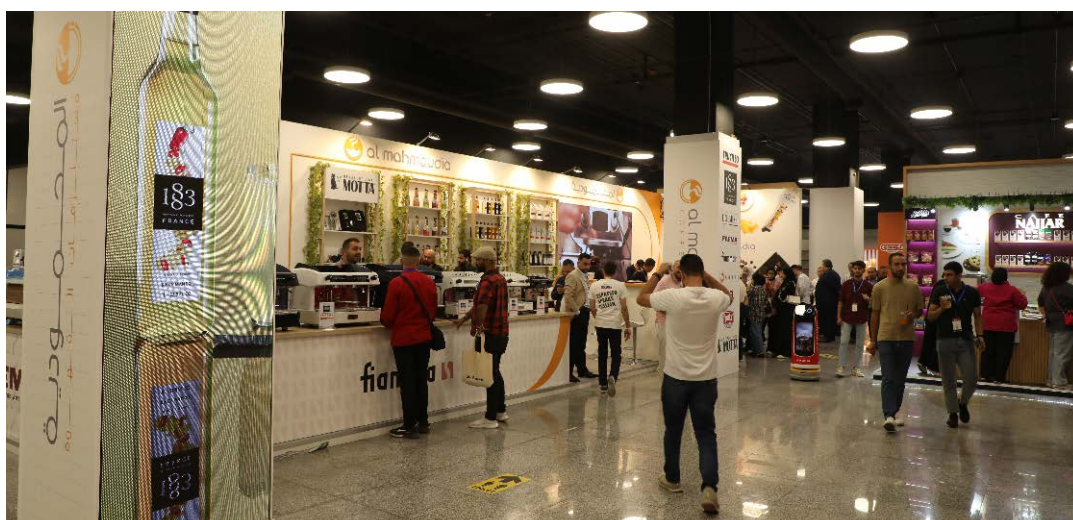
Tel: +962 6 4642501, 2, 3 / +962 79 1600594

[www.facebook.com/horecajo](https://www.facebook.com/horecajo)



















11<sup>th</sup> Edition

**SAVE THE DATE**

# **HORECA** **JORDAN 2026**

The 11<sup>th</sup> International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

**October | 2:00 - 9:00 PM**  
**Jordan International Exhibition Center**  
**Amman - Jordan**

Organizer



**Lawrence  
& Hussein  
Consult**

**TheForum**  
Event Management  
Dubai - Riyadh



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