

## Glimpses from Concurrent Events

### Kerala Culinary Challenge



### Housekeepers Challenge



### 2023 Edition Photos



**Stall Rates**

**Option I :** Shell Scheme Stall **Rs. 8500/-** Per sqm

**Option II :** Raw Space area **Rs. 7500/-** per sqm  
(min. area to book is 24sqm)  
\* 18% GST extra

#### Exhibition Details

#### Event Dates:

**May 15th (Wednesday)**  
to  
**May 17th (Friday)**

#### Exhibition Timings:

**Show Timings :** 10.30 to 18.30 hours daily  
**Trade Visitors :** 10.30 to 14.30 hours  
**General Visitors:** 15.00 to 18.30 hours

#### Venue



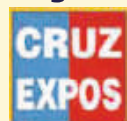
**Bolgatty Palace  
Event Centre, Cochin**



#### Exhibition Organiser

Cruz Expos based in Cochin has more than 15 years of service in organizing Indian Pavilions of International Trade Fairs in Sri Lanka, Maldives, South Africa, Vietnam, Kazakhstan and Bangladesh. HotelTech Kerala have been organized by us since 2008 in Cochin and are also promoting the Hotel shows in Sri Lanka, Maldives & Nepal. In May 2018, we were instrumental in launching the SICA and HPMF Kerala Chapters for the respective associations.

#### Organised by



Food Hospitality Media  
Chingam, K. P. Vallon Road  
Kadavanthra, Cochin - 682020  
Mob: 91 8893304450, 8304063950  
mail: events@cruzexpos.com,  
joeph@cruzexpos.com

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

Your Gateway to  
Kerala's Horeca Sector



**Kerala's Premier  
Food & Horeca Show**

**15 16 17** **MAY**  
**2024**

**Bolgatty Palace Event Centre  
Cochin, India**

Endorsed & Supported by



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



HotelTech Kerala aims to become the most comprehensive product showcase covering the gamut of Food service & Hospitality Equipment, Tableware, Interiors and Design, Housekeeping, Hospitality Technology on a Single Platform.

## Exhibitor Profile

### Food & Beverage

- Hotel & Resort Owners
- General Managers
- Purchasing /Procurement Managers
- Bakery Owners & Professionals
- Business Development Managers
- Dealers/Suppliers
- Front Office Managers
- Housekeeping Personnel
- IT Managers
- F & B Managers
- Chefs
- Engineering Managers
- Finance Managers
- Hotel Project Consultants
- Security & Safety Managers
- Reservations Managers
- Hotel Maintenance Officers
- Tourism Industry Professionals

### Furniture, Furnishing & Tableware Bathroom Fittings

- Carpets
- Flooring Covering
- Contract Furnishing
- Interior Decorating
- Architecture
- Curtains & Blinds
- Lighting & Accessories
- Cutlery & Crockery
- Glassware
- Fabrics & Table linen
- Table Decorations
- Bed & Bath linen

### Premises & Facilities Management & Technology

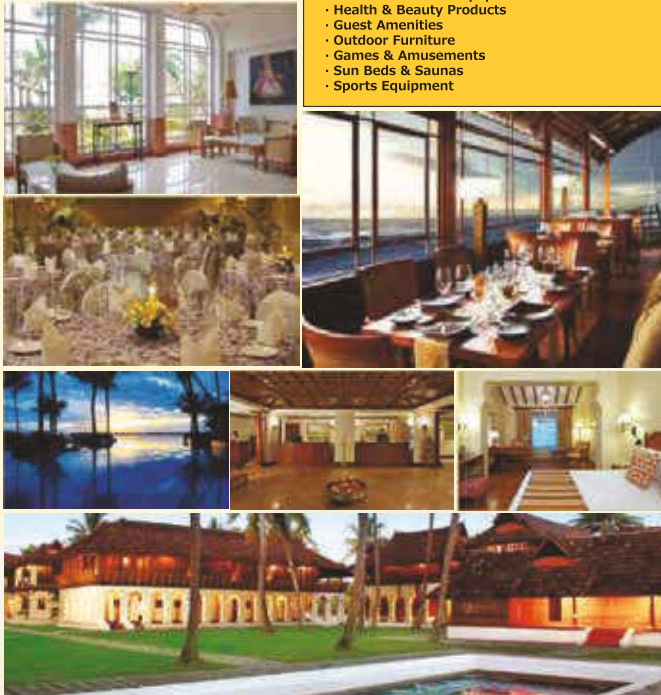
- POS/Cashier Software & Systems
- Cleaning Equipment & Supplies
- Environmental & Waste Management
- Gardening & Landscaping
- Security & Safety Systems
- Air Conditioning
- Swimming Pools
- Food Distribution Systems
- Food Technology Institutes
- Government Agencies
- Certifying Bodies
- Distribution & Logistics

### Exhibits Profile: Hotel Equipment & Services

- Commercial Kitchen Equipment
- Coffee/Ice Cream Machines
- Cooking Equipment
- Dish Washers
- Food Preparation Equipment
- Chilling/Freezing Equipment
- Transportation & Distribution
- Pizza Equipment & Suppliers
- Serving Equipment
- Shop Fitting & Display Equipment
- Cold Storage & refrigeration
- Temperature Control
- Utility Supplier (Gas, Electricity, Water)
- Vending Machines
- Utensils

### Health Leisure & Equipment

- Housekeeping Suppliers & Services
- Leisure Furnishing & Management
- Fitness & Leisure Equipment
- Health & Beauty Products
- Guest Amenities
- Outdoor Furniture
- Games & Amusements
- Sun Beds & Saunas
- Sports Equipment



The 14<sup>th</sup> edition of HotelTech Kerala, the premier exhibition related to the Hotel/Resort, Restaurant, Café, Catering & Food sector in Kerala will be held from May 15<sup>th</sup> to 17<sup>th</sup> 2024 at Cochin.

The exhibition is supported by various associations adding strength and value to the event and includes Association of Approved & Classified Hotels of Kerala, All Kerala Caterers Association, SICA-Kerala Chapter, Kerala Professional Housekeepers Association and HPMF – Kerala Chapter.



### Kerala Culinary Challenge

The Kerala Culinary Challenge is one of the highly anticipated event at Hotel Tech Kerala. Chefs and Service personnel from across the Hotels/Resorts & Cafes from Kerala vie for top honors at this prestigious event. The culinary Challenge itself adds a unique and diverse face to the event, harnessing the best of talent in the states in one common place. The judging panel will comprise of internationally recognized Culinary professional. The Awards and Certificates that are given in recognition of the skill and quality of the chefs are regarded as endorsements for this participants nationally, Kerala Culinary Challenge will be held for the 11<sup>th</sup> Edition this year and will be presented by SICA-Kerala Chapter.



### Housekeepers Challenges 2024

Is being organized in conjunction with the 14<sup>th</sup> edition of HotelTech Kerala at Cochin. This event is supported and endorsed by Kerala Professional Housekeepers Association (KPHA). It will be held from May 15<sup>th</sup> & 16<sup>th</sup> 2024 at Cochin and will showcase some of the finest housekeeping creations by individuals and teams from the leading Hotels & Resorts in Kerala. The prime objective of the event is to establish a professional platform where housekeeping professionals across Kerala can display the individual and collective skills, creativity, learn and share experience, partner and network in a purely competitive and business like environment.

### Hotel Owners & General Managers Conclave

The Hotel Owners & GMs Conclave to be held concurrent to HotelTech Kerala would be an exclusive event, where in the GM's and Owners of the Hotels across Kerala will be attending this exclusive session. Attendance would be strictly by invitation and would comprise top management and VIP's from the Hospitality Sector in Kerala.

## Visitors Profile

- Hoteliers
- Restaurateurs
- Executive Chefs
- Distributors
- Importers
- E Commerce Buyers
- Baristas & Cafes
- Cash & Carry
- Bakers
- Ice Cream parlour Owners
- Airline, Cruise, Rail & Travel Caterers
- F&B Professionals
- CEOs
- General Managers
- Executive Housekeepers
- Purchase Managers
- Professional Caterers
- Government & Trade Associations
- Cruise Managers
- Project Consultants
- Architects
- Kitchen Consultants
- System Integrators

## Marketing & Promotions

Strategic target marketing to every major sector of the Hotel & Restaurant sector in Kerala. With the support of respective Industry Associations, visitor promotions will also be carried out to their members.

- Direct Mailing of over 20,000 free invitations to trade buyers through a professional database.
- Distribution of over 15,000 personalized invitations covering key important decision makers from this sector.
- Press ads in leading trade magazines.
- Targeted visitor campaign: direct mailing, mail blasts, invites distribution, show preview.
- Direct Visits and promotions to Resorts & Hotels
- Internet Marketing & regular updates of the show on the web.
- Outdoor Advertising, Electronic & Print Media Promotions etc.

