

Hotel, Restaurant & Catering 2022

The business event for hospitality and foodservice professionals



Exhibiting best practice



Information Involvement Influence

Members



**Hotel, Restaurant
& Catering**

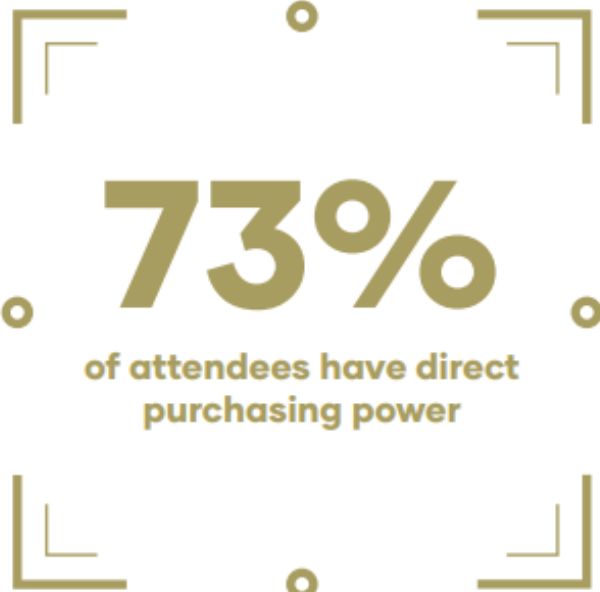
21-23 March 2022 | ExCeL London

What's changed since the days of Hotelympia?

- Refocus on core verticals (rebrand)
- Understanding of route to market
- Data
- Personalisation
- Multi-channel 365 approach
- Co-located live event with IFE, London Fresh Produce Show AND PUB22



What to Expect from HRC Live



Company Profile

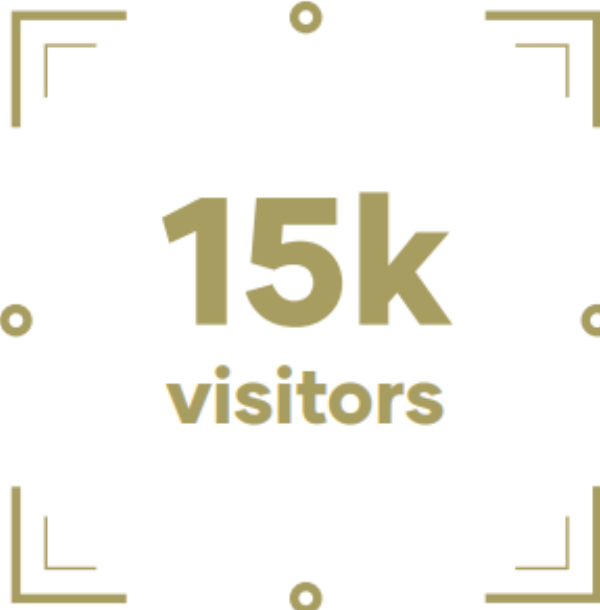
- 43%** Hospitality
- 17%** Foodservice
- 10%** Manufacturer
- 9%** Wholesale/Distributor
- 5%** Retail (inc instore catering)
- 2%** Import/Export
- 14%** Other

Purchasing Power Per Annum

- | | |
|------------------------------------|-------------------------------|
| 7% £5 Million + | 15% £50,000 – £999,999 |
| 10% £1 Million – £4,999,999 | 19% £10,000 – £49,999 |
| 9% £500,000 – £9,999,999 | 9% £5,000 – £9,999 |
| 20% £100,000 – £499,999 | 11% Less than £5,000 |

Job Function

- | | |
|--|---|
| 19% Director/General Manager | 5% Hotel Bar/Restaurant Manager/Landlord |
| 15% Chef | 4% Buying/Purchasing |
| 14% Owner/Partner | 3% Front of House |
| 12% CEO/Chairman/MD | 3% Consultant |
| 7% Sales/Marketing/Business Development | 12% Other |
| 6% Catering or F&B Manager | |





connects

The online resource for hospitality and foodservice professionals

What? A way for us to connect with our visitors (your customers) year-round, online.

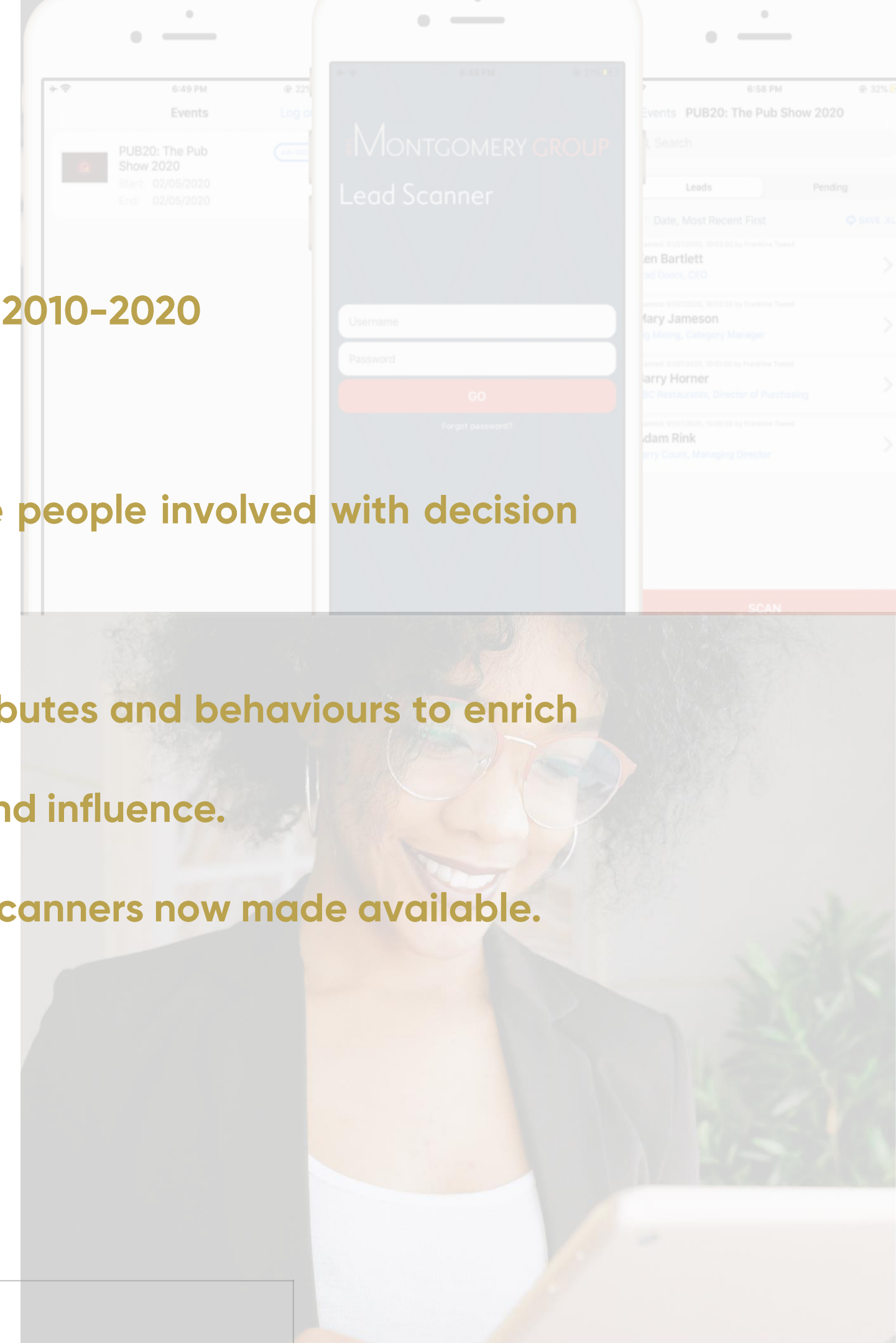
Why? Because the world is changing, some topics need covering in a timely manner, it keeps us connect in a world that is more connected than ever. It also allows us to personalize content. Allows us to develop visitor behavior profiles.

How? Webinars (on-demand), white papers, virtual showrooms, product launches, podcasts. Ability to tag your business to more categories

So what? It allows you to target and approach our data anytime of the year. Work product campaigns, or simple job title targeting.

Data is everything!

- According to statista, 64.2 Zettabytes of data were collected between 2010-2020
- Your customers are expecting you to understand them better
- Quality over quantity. Fewer people in procurement teams, BUT more people involved with decision making. 6.5 KDM behind every key purchasing decision.
- We have over 100,000 contacts in our database. We are adding attributes and behaviours to enrich this data via HRC Connects. Giving you more opportunities to target and influence.
- A KPI for most exhibitors is the number of leads acquired. Free badge scanners now made available.
- Retention of data for up to 9 months after the event.
- Digital is easier to upload to your CRM and follow up with en-masse.

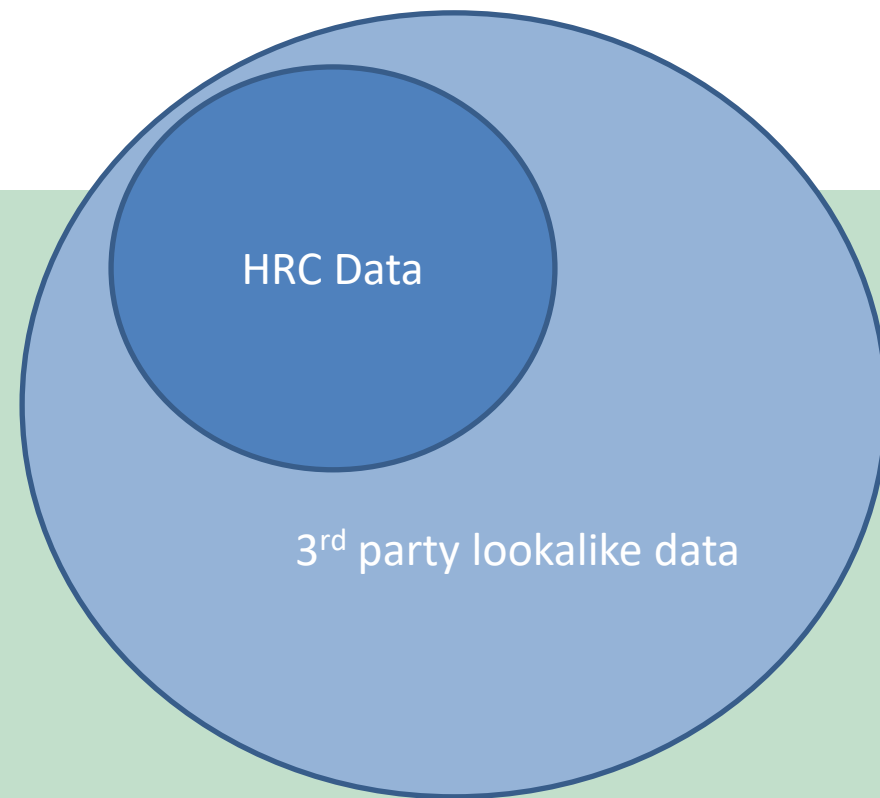


Audience Extension

A PPC digital campaign, but rather than using google's data as a base, you get to use our in-house data.

How does it work?

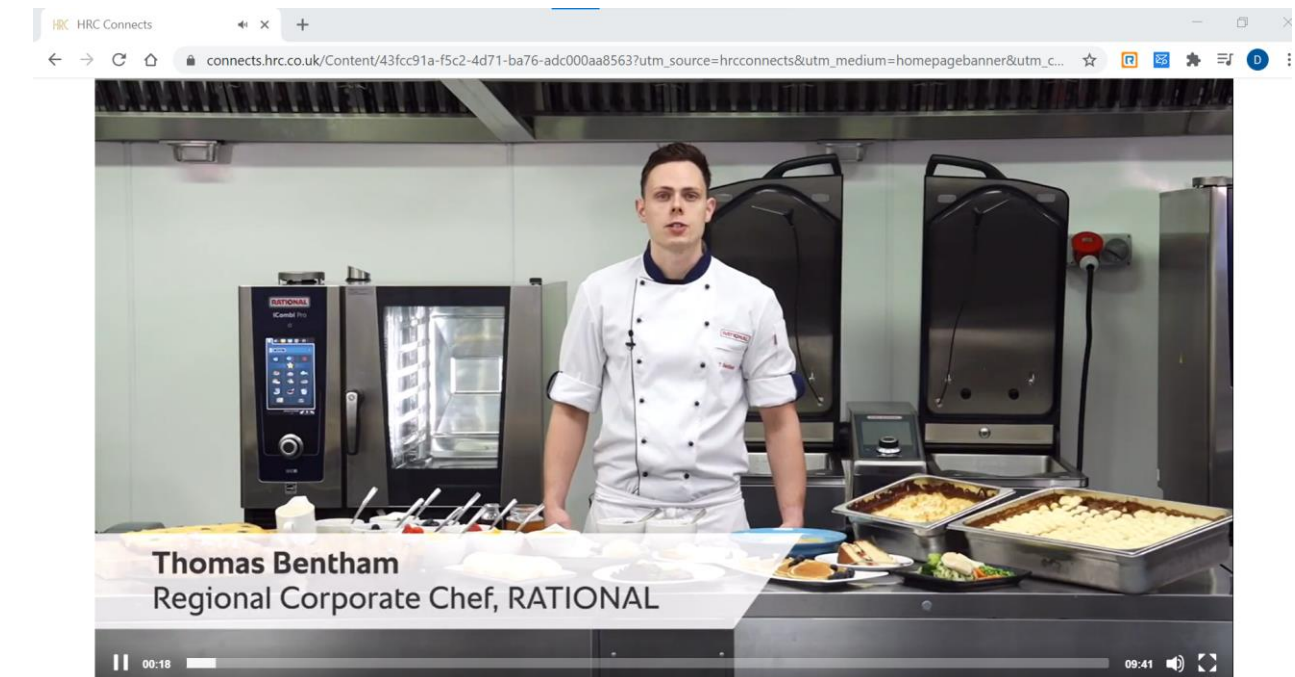
1. Select your data



2. Create your ads



3. Campaign directs leads to your landing page



Where will ads be seen?

facebook



LinkedIn



How to turn 3 days into a 6 month campaign

June-March-Jan-Nov

Pre show

- Announce participation
- Let your hard (in house) data know
- Product WITH people on social media
- Free media packs, co-marketing (signatures)
- Leverage our brand and mention your presence at least once per week.

At show

- Use the content we are producing
- Use discussions we are covering to shoehorn your products
- Film your stand LIVE and post it
- Do not post all organic content
- Tag people you have spoken to on your stand.

Post show

- Your onsite data
- "Throw back Thursdays"
- Keep leveraging our brand
- Utilise content from show to create organic SEO-friendly content

Paid enhancements

- Pre-show newspaper ad
- Banner on HRC / Connects
- Audience Extension campaign
- Advertise at-show only products and offers
- Enhanced HRC Connects

At show

- Sponsor daily eshot native ads
- Sponsor a show feature
- Run at-show competitions via our social media channels

Post show

- Buy a post-show eshot campaign to those who attended
- Audience extension with our post-show visitor data



Visitor feeling



What our exhibitors say

“HRC not only opens up avenues and leads we haven’t come across before, but also helps to put Fermod on the map with wider hospitality universe”

Marcus Stephens
General Manager



“After 2 years of zoom calls and social distancing, HRC is what the trade needs right now. It really is the UK’s leading event for everything foodservice and hospitality”

Paul Anderson
Managing Director



“AutoQuotes is looking forward to returning to HRC 2022, We see HRC as the leading event for the UK FES market and the best place to connect with our clients as well as meeting new companies.”

Natalie Courbet
UK Sales



“RATIONAL are exhibiting at HRC as we believe there is still very much a need to connect face to face with our customers and industry key decision makers. We are looking forward to the exhibition as it will be the largest in the UK in 2022”.



Graham Kille
Technical Sales Director

“HRC is the BIG one for us, especially this year, there is so much opportunity in the marketplace at the moment and we hope to capitalise on site next year!”



Andrew Clarke
National Account Manager

“Adande look forward to HRC every year, put simply, you MUST be there if you are serious about selling catering equipment in the UK”



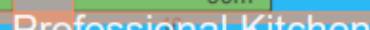
Caroline Parker
Head of Marketing

“HRC is THE must attend event for foodservice equipment suppliers. If you’re serious about growing your UK market share you need to be there, demonstrating your products in-person.”



Lawrence Hughes
Sales and Marketing Director

David.Fisher@MontgomeryGroup.com



Glenn Danks
UK Branch Manager