

BOOKING GUIDE



25^{TO} 28
OCT
2022

FHA–HoReCa introduces Flexible Pricing Model

As a result of direct customer feedback, our pricing model has been designed to offer all exhibitors the opportunity to select a stand that generates the most value from your participation at the event.

The result is our Flexible Pricing Model which allows you to see the difference reflected in the price of your exhibition space according to your exact requirements: number of open sides, stand layout and location. This means the price is tailored to your budget requirements.



How do you benefit?



More flexibility in
your choice of stand
layout options



A stand purchase
tailored to your
requirements



A choice of stand location
that matches your brand
strategy and budget

How to calculate the cost of your stand in

4 SIMPLE STEPS:

01

What type of stand space would you require?

- If you would like to book Space Only, please refer to the Space Only pricing table and go to Step 3. *(Space only: minimum 18 sqm)*
- If you would like to book a constructed stand, please go to Step 2 *(Minimum 9 sqm for all except Premium Package which needs a minimum of 15 sqm)*

02

Which Package is applicable?

- Determine the number of square metre you wish to have
- If you have chosen your package and determined number of square metre, refer to the pricing table and move to Step 3

03

Decide how many open sides you would like to have.

- Refer to the pricing table with regards to the number of open sides

04

Decide which preferred location you would like to have.

- You are now able to view the price per square metre on the basis of your booking

SPACE ONLY [^]		1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
LOCATION	SILVER	SGD 670	SGD 685	SGD 690	SGD 695
	GOLD	SGD 685	SGD 700	SGD 705	SGD 710
	PLATINUM	SGD 690	SGD 705	SGD 710	SGD 715

SPACE + SHELL STAND*		1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
LOCATION	SILVER	SGD 745	SGD 760	SGD 765	SGD 770
	GOLD	SGD 760	SGD 775	SGD 780	SGD 785
	PLATINUM	SGD 765	SGD 780	SGD 785	SGD 790

SPACE + STANDARD PACKAGE*		1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
LOCATION	SILVER	SGD 755	SGD 770	SGD 775	SGD 780
	GOLD	SGD 770	SGD 785	SGD 790	SGD 795
	PLATINUM	SGD 775	SGD 790	SGD 795	SGD 800

SPACE + COUNTER PACKAGE*		1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
LOCATION	SILVER	SGD 765	SGD 780	SGD 785	SGD 790
	GOLD	SGD 780	SGD 795	SGD 800	SGD 805
	PLATINUM	SGD 785	SGD 800	SGD 805	SGD 810

SPACE + PREMIUM PACKAGE [#]		1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
LOCATION	SILVER	SGD 775	SGD 790	SGD 795	SGD 800
	GOLD	SGD 790	SGD 805	SGD 810	SGD 815
	PLATINUM	SGD 795	SGD 810	SGD 815	SGD 820

* MINIMUM 9 SQM

MINIMUM 15 SQM

[^] MINIMUM 18 SQM



Contact us today!

Organising Office and Principal
Sales Office in Asia:

Martyn Cox / Jorinda Tan
enquiry@foodnhotelasia.com

Principal Sales Office in
EMEA and Americas:

Fraser Hawkes
Fraser.Hawkes@informa.com