



Partner Packages

KOCHWELTEN partners benefit from comprehensive advertising measures as part of the event – before, during, and after the event. In this way, brands and companies are showcased and reach a target group with an affinity for food directly and sustainably.

Partner offers

As a cooperation partner of KOCHWELTEN, we offer you flexible versions and customized options to create visibility and address your target group directly.

INDUSTRY EXCLUSIVE

TOP
PARTNER

EUR 95,000

VIP
PARTNER

EUR 49,000

PREMIUM
PARTNER

EUR 25,000

CLASSIC
PARTNER

EUR 9,000

All prices quoted are exclusive of 20 % VAT. For advertisements, the prescribed advertising tax of 5 % will also be charged.

PARTNER PACKAGES

TOP
PARTNER

VIP
PARTNER

PREMIUM
PARTNER

CLASSIC
PARTNER

BEFORE THE EVENT

Mention as a partner with logo placement or name in the announcement campaign:
Print | Poster | Digital out of Home | “Heute” outdoor advertising | TV | Radio | Online | Press releases

Mention in the logo bar

Mention in the logo bar

Mention in the logo bar

Social media (Facebook, Instagram, TikTok, LinkedIn) – Integration in the general event promotion & partner-specific ad placements in the “Heute” social media universe

500k AI

200k AI

200k AI

Logo integration or naming in B2B and B2C newsletter mailings

X

X

X

Competition in cooperation with the sponsor, e.g. participation in a cooking course or exclusive products

X

X

Advertorial on *Heute.at* and *kochwelten.at*

X

X

X

Digital package – Ads on *Heute.at* (online banner of the partner)

400k AI

1-day tickets for partners, customers and employees

200 pcs.

100 pcs.

80 pcs.

50 pcs.

DURING THE EVENT

Theme stages

2 Theme stages

1 Theme stage

Integration into the live moderation, including naming as a partner in every cooking course

X

X

X

Video spots on screens during the event

High rotation

Medium rotation

Medium rotation

Small rotation

Logo integration on participant invitations and recipe cards

2 Theme stages

1 Theme stage

1 Theme stage

Logo placement on chef’s aprons for star stage participants (approx. 400 pieces)

2 Theme stages

1 Theme stage

Spots on cooking courses and tastings

4 seats star stage
8 seats theme stages
10 seats tastings

2 seats star stage
4 seats theme stages
6 seats tastings

2 seats star stage
2 seats theme stages
4 seats tastings

10 spots tastings

Social Media (Facebook, Instagram, TikTok, LinkedIn)

250k AI

100k AI

100k AI

Print section in the *KOCHWELTEN* exhibitor magazine

4/1 page

2/1 page

1/1 page

1/2 page

Stand space for product presentations and sales excl. furniture, electricity and water

60 m²

30 m²

24 m²

15 m²

Product sampling or inclusion in the goodie bag for trade fair visitors

X

X

Sampling or product integration at shared meals or as a gift for participants

X

Tasting Room: own product presentations for registered guests

4 presentations

2 presentations

2 presentations

1 presentation

Logo placement on lanyards

X

Logo placement on visitor wristbands

10,000 pcs

Ticket branding

X

AFTER THE EVENT

Logo integration in the aftermovie & video compilation of the main stage

2 Theme stages

1 Theme stage

Social media follow-up report (Facebook, Instagram, TikTok, LinkedIn)

X

Logo & content integration in post-show reporting (B2B media)

X

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EUR 9,000

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Thank you for your interest!

If we can invite you to join our culinary journey as a sponsor, we will be happy to provide you with further information and personal advice.

Contact

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