



# PACIFIC HOTEL AND RESTAURANT EXPO

JUNE 4 & 5, 2020

# WE ARE

The Guam Hotel & Restaurant Association (GHRA) is a private, non-profit trade association. It was founded on August 28, 1972. GHRA strives to be an active corporate citizen in the community and work with others to improve the overall quality of life in the Island of Guam. PHARE falls directly in line with one of GHRA's core missions, which is to Promote the highest standards of service and quality in the hotels and restaurants on Guam.



## PHARE 2018 RIBBON CUTTING CEREMONY

Former Lieutenant Governor Raymond Tenorio and the 2018 GHRA Board of Directors cut the ribbon signifying the opening of PHARE 2018 at the Hyatt Regency Guam.



# MESSAGE FROM THE PRESIDENT

**The Guam Hotel & Restaurant Association is delighted to announce that it will host the 2020 Pacific Hotel & Restaurant Expo on June 4th & 5th.**



Be a part of the Pacific Hotel & Restaurant Expo (PHARE). This year's expanded event will feature the promotion of products and services that cater to the hotel and restaurant industry. In addition to learning more about what your company has to offer, attendees will also take part in informative industry training seminars that improve operations and the bottom line. The annual culinary and bartending competitions will again feature the industry's best and attract the large audiences of professionals and consumers.

Past exhibitors have featured new and exciting products and services from throughout the region and world! Exhibition space at this trade show is available on a first come, first serve basis. Secure your spot today for best booth location. The forms and information provided in this kit will help you secure your presence at the PHARE 2020. I look forward to your support for this one-of-a-kind opportunity.

Senseramente,

**MARY P. RHODES**  
PRESIDENT, GHRA

“Don't miss the opportunity to promote your business to the hotel and restaurant industry and local consumers all under one roof.”



# ATTENDEES

## WHO SHOULD ATTEND?

- RESTAURANT OWNERS
- HOTEL OWNERS
- PURCHASERS
- BUYERS
- FOOD AND HOSPITALITY  
DECISION MAKERS



1,000 +  
ATTENDEES

\* Based off estimated daily foot traffic.

# TOP REASONS TO PARTICIPATE



## LAUNCH NEW PRODUCTS

PHARE is the perfect place to launch new products and services and to gauge their potential.



## INCREASE BRAND AWARENESS

Build brand awareness for your company among end-users, distributors, purchasers, and industry representatives.



## MAINTAIN PROFILE WITH YOUR COMPETITORS

Continue to be recognized as an important industry player.



## IDENTIFY & ASSESS NEW MARKETS

Learn from your competitors and talk about the latest sector developments with other trade leaders.



## MEET FACE TO FACE WITH CLIENTS

PHARE is an excellent opportunity to meet face to face with prospective & existing clients.



## MEDIA COVERAGE

Take advantage of the extensive media coverage of the event, including on-site live radio interviews.



## COME SEE THE FUTURE

At PHARE 2020 you'll find the latest technological innovations and concepts in food and beverage service, hotel and restaurant equipment, telecommunications, new product launches, and other business services.

# SPONSORSHIP

## OPPORTUNITIES

Make a bigger impact at PHARE when you take advantage of one of our attractive sponsorship packages.

### PRESENTER SPONSOR

- Presenter position with large logo placement on all promotional materials
- Twelve exhibitor booths (8 x 8) with first choice locations, value = \$21,000
  - One exclusive training room at PHARE value = \$2,500
  - Exclusive lanyard sponsorship
- Exclusive banner placement throughout PHARE value = \$800
  - 50 PHARE invites

**FEE: \$15,000 / TOTAL VALUE: \$24,300**  
(Advertising value not included)

### GOLD SPONSOR

- Gold position on all promotional materials
- Six exhibitor booths (8 x 8) with first choice locations, value = \$10,500
- 12 complimentary seats in any training program at PHARE, value = \$1,200
- Exclusive banner placement throughout PHARE value = \$800
- Co-Presenter sponsorship for the Professional Chef's Competition, value = \$2,000
  - 50 PHARE invites

**FEE: \$12,000 / TOTAL VALUE: \$14,500**  
(Advertising value not included)

### SILVER SPONSOR

- Silver position on all promotional materials
- Five exhibitor booths (8 x 8), value = \$8,750
- 8 complimentary seats in any training program at PHARE, value = \$800
  - 30 PHARE invites
- Co-Presenter sponsorship for the Student Culinary Competition, value = \$2,000

**FEE: \$9,000 / TOTAL VALUE: \$11,550**  
(Advertising value not included)

### EXHIBITOR SPACE ONLY

- One exhibit booth (8' wide by 8' high by 8' deep) with 3 side curtains
  - One IBM display table with two chairs
  - One exhibitor identification sign
  - Exhibitor name badges (4 each)
- Two 13 AMP / single phase / 110V power points
- Daily cleaning and 24-hour security from move-in to move-out
  - 20 PHARE invites
- Company print name on all media coverage (print, TV, Radio)

**FEE: \$ \$1,750 (Member) / \$2,250 (Non-Member)**



# ALSO AT PHARE

IN ADDITION TO VISITING THE EXHIBITORS, JOIN A TRAINING SEMINAR AND CATCH THE EXCITEMENT AT THE PROFESSIONAL CULINARY AND BARTENDING COMPETITIONS.



## TRAINING & SEMINARS

DURING THE TWO DAY EVENT GHRA OFFERS AN ARRAY OF INDUSTRY SPECIFIC TRAINING AND CERTIFICATION COURSES.



## COMPETITIONS

THE BEST IN THE INDUSTRY COMPETE IN THE CULINARY AND BARTENDING COMPETITIONS.





# GHRA

## GUAM HOTEL & RESTAURANT ASSOCIATION

Tourism Industry Members Working  
together since 1972.

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