

SIRHA+ BUDAPEST

3-5
MARCH
2026

HUNGEXPO
BUDAPEST



HOSTED BUYER PROGRAM PACKAGE DESCRIPTION

STANDARD PACKAGE

As a participant in the SIRHA Budapest Hosted Buyer Program, you will not only enjoy guaranteed business meetings at the region's largest food industry and HoReCa trade show, but we will also ensure that your stay in Budapest is comfortable and smooth. As part of the program, we provide accommodation and transfers so that you arrive as a VIP guest and have everything you need to focus exclusively on building business relationships. You can choose from two types of packages.

Standard package details

A simple and convenient solution for anyone who wants to focus on what matters most: business meetings.

The package includes:

- 2 nights' accommodation
- transfer* up to €100 or 35 000 HUF between accommodation and the HUNGEXPO, so you don't have to worry about logistics from the moment you arrive.
- During the exhibition, you will have exclusive access to the Hosted Buyers Lounge, where we will welcome you with refreshments, a comfortable lounge area, hostess service, and meeting facilities.
- We provide free admission to the exhibition, as well as personal onsite support to ensure that everything runs smoothly and stress-free.

Standard package commitments

- Minimum 6 business meetings per day – **HUNGEXPO will arrange 3 of these**
- Minimum 2 LinkedIn posts about the program
- Short feedback (“testimony”) at the end of the event
- Daily participation in the exhibition during your stay in Budapest

We charge a penalty for no-shows and late cancellations. You can find the details in the contract, which we will send you after selection.

* HUNGEXPO's preferred partner is "City Taxi" company. Hosted buyers are responsible for contacting the service provider themselves. HUNGEXPO will refund transfer costs after the event, based on the invoice. We can only accept invoices issued in the name of HUNGEXPO for refunds.