

SIRH/+ BUDAPEST

3-5
MARCH
2026

HUNGEXPO
BUDAPEST



HOSTED BUYER PROGRAM PACKAGE DESCRIPTION

PREMIUM 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.

Premium package details

Arrive in Budapest in complete comfort!

The package includes:

- return travel* up to €260, as well as
- 2 nights' accommodation
- airport transfer** and transfer** between accommodation and the HUNGEXPO up to €130 or 50 000 HUF, 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.

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Premium package commitments

- Minimum 12 business meetings per day – **HUNGEXPO will arrange 6 of these**
- Minimum 3 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 will refund travel expenses up to EUR 260 after the event, based on the invoice. We can only accept invoices issued in the name of HUNGEXPO for refunds. More detailed information about invoicing is provided in the contract.*

*** 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. More detailed information about invoicing is provided in the contract.*