



Welcome to TASTE of the CARIBBEAN

A SHOWCASE OF CARIBBEAN CUISINE

WYNDHAM GRAND BARBADOS SAM LORD'S CASTLE RESORT

NOV
16-19

2026



EVENT PARTNERSHIP GUIDE



Taste is the region's premier culinary competition, food and beverage educational exchange, Caribbean cultural showcase. Since its inception, Taste of the Caribbean has attracted food enthusiasts, culinary professionals and aficionados. This event provides a dynamic forum where food and beverage professionals can gather practical information, develop their skills, sample and purchase the finest products, and strengthen and establish supplier relationships while meeting new vendors.



CHTA



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



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PARTNERSHIP PACKAGES

BENEFITS	PARTNERSHIP LEVEL		
	Premier \$8K	Standard \$5K	Baseline \$3K
Registration	4	3	1
Display Space in CHIEF Exchange Hub	Included	50% discount*	-
Awards Dinner	4+2	3+1	1
Pre-event Attendee List	Included	-	-
Post-event Attendee List	Included	Included	-
Merchandizing at event	Included	-	-
Logo in Event Marketing	Included	Included	Included
Event Website	2 nd Tier	3 rd Tier	4 th Tier
Hyperlink on Event Website	Included	Included	Included
Event Signage	Included	Included	Included
Ad in Event Program	½ Page	¼ Page	Logo
Social Media Post	2	1	-
Present an Award	Included	-	-
Company Name on Award	Included	-	-
Email to TOC Delegates Post Event	1	-	-
Speaking Opportunity: 2 minutes at Awards Dinner	Included	-	-
Recognition during Opening Session	Included	Included	Included
Video on Monitors	1-Minute	30-Seconds	10-Seconds
PR – Reference in Press Release	Included	Included	Included
Event APP (Logo Profile Link)	Included	Included	Included
In-App Notification during the event	Included	-	-
In-App Digital Banner	Included	Included	-
Post Event Webinar to registered attendees	Included	-	-

*Provides access to CHIEF activities outside of the Exchange Hub.

EVENT PARTNERSHIP IMPACT

Enhanced Brand Visibility

Your products, logo and brand message will be featured across multiple platforms, including social media, event websites, flyers, posters and email communication, also utilized during competitions where applicable.

Increased Sales and Leads

Participating as a sponsor gives you the chance to showcase your products or services to a captive audience. Directly reaching your target audience this engagement can lead to increased sales, new leads, and valuable insights.

Networking Opportunities

Taste of the Caribbean attracts a wide range of attendees, including industry professionals, influencers, and community leaders. Expand your business by finding new clients or collaborating with others in the industry.

Community Involvement

Demonstrate your commitment to supporting and enriching the local community which helps create a memorable experience and fosters a sense of pride. This positive association strengthens brand loyalty and reputation.