VEC
VIETNAM EXPOSITION CENTER

WBQA
WORLD BARBECUE ASSOCIATION

TÂM NHÌN MỚI

TIME GROUP

VIET FEST
Vietnam Festival

# HANOI FIREBEAT WORLD FESTIVAL

— TASTE THE FIRE • FEEL THE BEAT —



## TASTE THE FIRE
## FEEL THE BEAT

**Dates:** 27–29 November 2026

**Venue:** Vietnam Exposition Center (VEC)

# NOT JUST A FOOD FESTIVAL




FIREBEAT brings

## Food

Signature dishes & a journey into culinary excellence

## Experience

Brand and visitor interaction

## Entertainment

Music, performing arts & festival atmosphere

# A FESTIVAL CREATED WITH
# HANOI CITY & INTERNATIONAL PARTNERS






## Under the direction of

HÀ NỘI

## Co-organised by

VEC
VIETNAM EXPOSITION CENTER

WBQA
WORLD BARBECUE ASSOCIATION

TÂM NHÌN MỚI

TIME GROUP

VIET FEST
Vietnam Festival

## International partners

WORLDCHEFS
WORLD ASSOCIATION OF CHEFS SOCIETIES

# Why your brand **should be at** FIREBEAT

## 3 DAYS
of festival

## 43,000 m²
of festival grounds

## CHEFS
International chefs and culinary representatives

## HUNDREDS OF EXPERIENCES
Brands × Food × Entertainment



# Experience map

FIREBEAT

South Grounds – Vietnam Exposition Center (VEC)




## CHEF WORLD



**136**
Stalls

**400**
Points of sale

**5,000**
Seats

**~150,000**
Festival visits over 3 days

**Global Fire**
4,000 m² · 34 blocks

**Hanoi Heritage**
4,000 m² · 33 blocks

**Asian Flame**
4,000 m² · 34 blocks

**Vietnam and Beyond**
4,000 m² · 33 blocks

# THE FIREBEAT CULINARY UNIVERSE

## FIND YOUR FIRE!

### ASIAN FLAME
Eastern fire,
Asian flavours.



### GLOBAL FIRE
One flame,
flavours of the world.



### HANOI HERITAGE
A thousand years
of culinary culture



### VIETNAM AND BEYOND
Vietnamese flavours
on the world stage.



# THE FIREBEAT CULINARY UNIVERSE

## FIND YOUR FIRE!

### FIRE KITCHEN
Live fire · Grill · Chefs



### BEVERAGE ZONE
Drinks · Mixology · Connection



### FAMILY ZONE
Family space



### PREMIUM DINING
Premium dining experience



# EVERY CULINARY IDENTITY
# HAS A ZONE OF ITS OWN

**Asian cuisine**

**Asian Flame**



# EVERY CULINARY IDENTITY
# HAS A ZONE OF ITS OWN

**International cuisine**

**Global Fire**



# EVERY CULINARY IDENTITY
# HAS A ZONE OF ITS OWN

**Hanoi cuisine**

**Hanoi Heritage**



# EVERY CULINARY IDENTITY
# HAS A ZONE OF ITS OWN

**Premium Vietnamese cuisine**

**Vietnam and Beyond**



# EVERY CULINARY IDENTITY
# HAS A ZONE OF ITS OWN

**BBQ / Grill / Live-fire shows**

**Fire Kitchen**



# EVERY CULINARY IDENTITY
# HAS A ZONE OF ITS OWN

**Drinks**

**Beverage Zone**



# EVERY CULINARY IDENTITY
# HAS A ZONE OF ITS OWN

**Desserts -**

**Family dining**

**Family Zone**



# EVERY CULINARY IDENTITY
# HAS A ZONE OF ITS OWN

**Fine dining**

**Premium Dining**



# CHOOSE **YOUR WAY TO JOIN**

## FOOD STALL

Signature dishes
& drinks




## BRAND EXPERIENCE

Product sampling,
interactive activities




## POP-UP RESTAURANT

Restaurant experience
in a festival setting



# CHOOSE **YOUR WAY TO JOIN**

## CHEF COLLABORATION

Brand × Chef
× Firebeat




## BEVERAGE EXPERIENCE

Drinks × Mixology
× Connection



## PREMIUM DINING

One-of-a-kind
dining experience



# MORE THAN **A STALL**

## Every brand at FIREBEAT **builds its mark on 4 pillars**




**SELL**

Present and sell signature dishes and drinks

**SAMPLE**

Let customers taste your brand first-hand

**CONNECT**

Meet and engage with consumers

**LEAVE A MARK**

Leave a lasting impression on customers

# COME TO FIREBEAT, CATCH THE SPIRIT

## CATCH THE FIRE
## CATCH THE BEAT

**“Catch the fire”** via unique experiences and irresistible BBQ from international chefs – the festival's signature culinary highlight.

**“Catch the beat”** vibing with lively rhythms, ready to enjoy a festival atmosphere bursting with energy.

# Come to **FIREBEAT** – fun **is a must!**

Every guest is a guest with taste!



# A COMMUNITY THAT
# EATS, DRINKS & PLAYS WELL

There's **FIRE -** BBQ heat.
There's **BEAT** - live music.
And everyone **"KNOWS"** how to enjoy it their own way.

Together, that's the festival spirit

## EAT WITH TASTE
## PARTY ON BEAT



# PRODUCT CONCEPTS **ONLY AT FIREBEAT**

With the FIREBEAT concept, brands can flexibly develop creative product ideas
to create **unique experiences.**




Solo combo for 1

**KNOWS HOW TO PLAY**




Combo for 2

**KNOWS HOW TO CHILL**




Group combo for 4

**KNOWS HOW TO PARTY**

# PRODUCT CONCEPTS **ONLY AT FIREBEAT**

From **handy street-snack sets** – easy to eat, hold and enjoy...



# PRODUCT CONCEPTS **ONLY AT FIREBEAT**

to **giant skewer / whole-rack sets** generous and conveniently boxed...



# PRODUCT CONCEPTS **ONLY AT FIREBEAT**

...or **BBQ meat, seafood and vegetarian combos** for groups of 3-4, easy to share at the table.



# PRODUCT CONCEPTS **ONLY AT FIREBEAT**

Our **drink combos are designed flexibly** for group experiences, including beer and non-alcoholic drinks.



# PRODUCT CONCEPTS **ONLY AT FIREBEAT**

All products carry a **professional, unified identity**,
creating a distinctive FIREBEAT brand mark



# REFERENCE: SUGGESTED MENUS




Hanoi Heritage zone




Asian Flame zone




Asian Flame zone - Japan

# THE **CASHLESS EXPERIENCE**

## AT FIREBEAT,
## **EAT AND PLAY FREELY WITH 50K VOUCHERS**

- Get **vouchers worth VND 50,000 (50K)** via online sales channels
- Easily **buy extra vouchers right at the festival**
- Use 50K vouchers to **eat, drink and enjoy activities to your heart's content.**



# THE **CASHLESS EXPERIENCE**




## **EXPLORE THE FOOD FREELY**
using 50K vouchers

**Combo cá nhân**
**199K**
4 VOUCHER 50K

**Combo 2 người**
**499K**
10 VOUCHER 50K

**Combo nhóm 4 người**
**899K**
18 VOUCHER 50K

**Combo nhóm lớn 6 người**
**1.190K**
24 VOUCHER 50K

**Combo nhóm rất lớn 10 người**
**1.790K**
36 VOUCHER 50K

# TURN FOOTFALL INTO **BUSINESS OPPORTUNITY**



## PRODUCTS

Signature dishes · Combos · Festival-exclusive products



## COMMERCIAL

Stall size · Operating model · POS system · Revenue model



## OPERATIONS

Power · Water · Storage · Security

# **6 VALUES** FOR YOUR BRAND



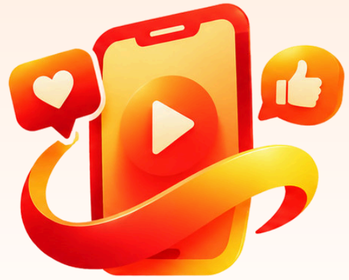
## REVENUE

Direct revenue opportunities



## PRESENCE

Maximise your reach



## MEDIA

Amplify reach across platforms



## EXPERIENCE

Direct interaction with consumers



## CONTENT

Build a library of creative assets



## CONNECTION

Connect chefs, brands and the community

# BUILD YOUR BRAND MARK
## THROUGHOUT THE FESTIVAL




### PRE-FESTIVAL

Brand announcement · Menu reveal · Chef introduction · Countdown




### DURING THE FESTIVAL

Live content · Culinary moments · Chef moments · Customer engagement · UGC




### POST-FESTIVAL

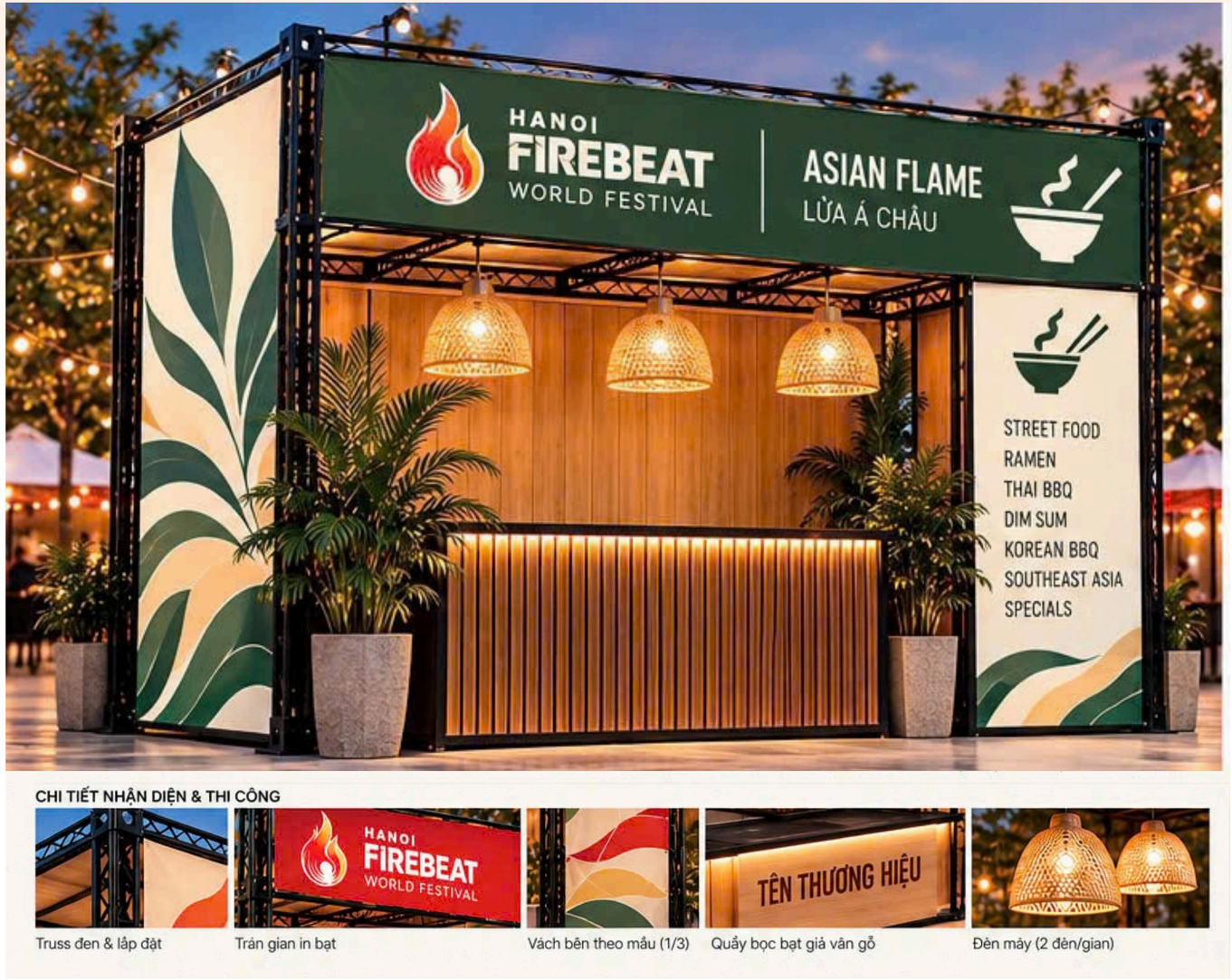
Recap content · Photo & video assets · Social media amplification · Brand story

# **CHOOSE THE RIGHT** PARTICIPATION TIER

| STANDARD | SIGNATURE | EXPERIENCE | PREMIUM |
| --- | --- | --- | --- |
| For new and growing brands | For established F&B brands | For brands focused on engagement and experience | For premium culinary brands |

**Commercial terms will be discussed and confirmed separately.**

# STANDARD **STALL SPECIFICATIONS**




**SIZE**

# 4×4m

16 $m^2$ · 4m high

In 1 of 4 themed zones:
Asian Flame · Global Fire
Hanoi Heritage · Vietnam and Beyond

## Provided by the Organiser

- Stall frame and zone signage
- 8 kW power: one 32A breaker, two 4 kW sockets
- 1 fire extinguisher
- Hand-washing point and shared utensil-washing area

## Prepared by the stall

- Cooking gear, fridge/chiller
- Lidded, sorted waste bins
- Extra CO2 MT3 fire extinguisher
- Stall packaging and uniforms

# KITCHEN & POWER

| PERMITTED | NOT PERMITTED |
|---|---|
| **Cooking**<br>Infrared cookers; rice cookers, pots, electric fryers (if registered) | Gas, induction hobs, steam cabinets, food warmers, extractor hoods |
| **BBQ**<br>Coconut-shell / low-smoke bio charcoal · Stainless-steel grill with sturdy legs, charcoal tray and ash tray · Grill length max 1.2m | Honeycomb briquettes, home-made grills, grills placed directly on the floor |
| **Drinks**<br>Chillers, blenders, juicers | Electric kettles |
| **Beer**<br>Per the beer brand's own system | Brand to provide its own layout and power rating |

**REFERENCE POWER LOAD Within 8 kW/stall**

| | | | |
|---|---|---|---|
| **5.5 kW**<br>2 infrared cookers + fridge | **6 kW**<br>1 cooker + pot or fryer | **0.5 kW**<br>BBQ stall | **2–3 kW**<br>Smoothies / juices |

**Max 4 kW per socket.**
Extra power, large grills or whole-animal rotisseries: register with the Organiser (surcharge applies).

# OPERATING RULES

## Sales

- Organiser vouchers only; no cash, no bank transfers
- Keep to approved prices and menu

## Food safety

- Ingredients with invoices and clear origin
- Keep daily food samples
- Gloves, masks and aprons when serving

## Packaging

- Paper or bagasse boxes
- Sauces in separate lidded cups
- Label with brand name and stall code

## Uniforms

- Kitchen: white jackets and hats
- Sales: own design, Organiser-approved
- Closed-toe shoes, festival pass

## Space & equipment

- Warm lighting, soft music
- Keep the supplied stall structure and colours
- Registered electrical equipment only

## Property & premises

- End of day: secure your own stall property
- End of event: return the site clean for VEC inspection

**Trading is stopped immediately for: non-voucher sales · poor hygiene · overloaded or unsafe power use**

# STEPS TO JOIN

## 01

Confirm participation and pay a good-faith deposit of VND 10,000,000

On registration

## 02

Submit menu, prices and uniform samples for Organiser approval

15 Nov 2026

## 03

Submit stall decoration design

15 Nov 2026

## 04

Register electrical equipment by the power rating on each appliance label

15 Nov 2026

## 05

Receive the Operations Handbook: VEC rules, schedule, goods delivery map, contact points

After confirmation

Deadline for submitting all approval documents

**15 Nov 2026**

# EVENT IMPLEMENTATION PROCESS

1



## REGISTRATION

Partner registers and confirms the area to be used

PARTNER

2



## SPACE PLANNING

Organiser suggests location, display/trading space, product direction and experience concept

ORGANISER

3



## AGREEMENT

Agree on area, location, concept, products, rights and obligations; sign the contract.

ORGANISER + PARTNER

4



## SPACE HANDOVER

Organiser hands over the stall space at the agreed location.

**10:00 · 26 Nov 2026**

ORGANISER

5



## SETUP & INSPECTION

Partner completes setup. Organiser checks standards, signs off and requests changes if needed.

**17:00 · 26 Nov 2026**

ORGANISER + PARTNER

6



## OPENING

All vendors ready to welcome guests before the official opening.

**10:00 · 27 Nov 2026**

ORGANISER + PARTNER

7



## FESTIVAL DAYS

Daily operations from 10:00 to 23:30 across food, experience and festival activity zones.

**27–29 Nov 2026**

ORGANISER + PARTNER

8



## SEE YOU AGAIN!

Programme wraps up; partners pack up and return the site as instructed by the Organiser.

**23:30 · 29 Nov 2026**

PARTNER

# IMPLEMENTATION TIMELINE

| NO. | WORK ITEM | TIMING | NOTES |
|---|---|---|---|
| 1 | Finalise list of participating stalls | 15 Nov 2026 | Note: participants pay a good-faith deposit of VND 10,000,000 to confirm attendance |
| 2 | Stalls submit documents: interior design, menu, electrical equipment list, staff list, uniform samples | **Deadline:** 18 Nov 2026 | Organiser approves samples |
| 3 | Organiser hands over stalls | 26 Nov 2026 | Each stall sends a representative to receive the stall from the Organiser |
| 4 | Stall decoration and display setup | 26 Nov 2026 | |
| 5 | Power load test | 15:00, 26 Nov | |
| 6 | Stall representatives attend the Festival Rules / Operating Standards briefing at the main stage | 17:00, 26 Nov | |
| 7 | Overall handover to the Organiser | 20:00, 26 Nov | |
| 8 | Opening | 27 Nov 2026 | Stalls ready to serve from 09:00, 27 Nov (expected) |

VEC
VIETNAM EXPOSITION CENTER

# JOIN US FIREBEAT

- Choose your brand's zone
- Choose your way to join
- Create your own FIREBEAT moment

**Please contact:**


| | |
|---|---|
| Ms. Hương | 090 421 1644 |
| Ms. Linh | 038 224 1193 |
| Ms. Dung | 093 666 3068 |
| Ms. Thu | 097 128 2655 |