



Bakers' Fair

Summer - 24 June 2012



www.bakersfair.co.uk

EXHIBITOR BROCHURE

**VENUE: KEMPTON PARK
RACECOURSE, MIDDLESEX**
DATE: SUNDAY 24 JUNE 2012

Your ideal opportunity to target independent bakery companies, cafés, cake shops, patisseries and sandwich/coffee shops.

Sponsored by:



Organised by:



Supported by:



Co-located with:



ABOUT BAKERS' FAIR

www.bakersfair.co.uk



Due to popular demand, *British Baker* will again be hosting two regional Bakers' Fair events in 2012 - one in the Summer and one in the Autumn - to attract bakery businesses from all parts of the country. The one-day Sunday events, now in their sixth year, combine shell scheme stands with live activity and competitions. They are presented and marketed as a business day to inspire and inform. Both events will once again be co-located with Butchers' Fair, so you get the added benefit of being seen by visitors who may be looking to expand into the bakery market.

The Summer 2012 event will be held at **Kempton Park Racecourse** in Middlesex on **Sunday 24th June** and is designed to attract visitors based in the south. This includes a large percentage of *British Baker's* loyal readership in craft bakery, cake, café and sandwich/coffee shops. We know where the businesses are, and who they are, so we can target them directly and tell them all about the event.

PLENTY MORE REASONS TO EXHIBIT:

- Showcase and drive awareness of new and existing products and services
- Generate new sales leads – 41.8% of visitors surveyed after the Autumn 2011 event said they either made a purchase/placed an order whilst at the show, and/or would be making a purchase/placing an order following the show*
- Get maximum business and results from a small and productive one-day set up that offers genuine value for money
- Make new business contacts
- Target key industry decision makers – over two-thirds of visitors to the Spring 2011 event had direct purchasing authority**
- Benefit from coverage and promotion in *British Baker* magazine and on www.bakeryinfo.co.uk and www.bakersfair.co.uk
- Co-located with Butchers' Fair; get seen by visitors who may be looking to expand into the bakery market

*SOURCE: BAKERS' FAIR AUTUMN 2011 VISITOR FEEDBACK SURVEY**SOURCE: BAKERS' FAIR SPRING 2011 VISITOR REGISTRATION DATA

WHO SHOULD EXHIBIT?

- Wholesalers
- Flour millers
- Finished goods suppliers
- Ingredients manufacturers and suppliers
- Confectionery and sugarcraft suppliers
- Cake, pastry and biscuit suppliers
- Refrigeration and chiller display companies
- Plant and machinery suppliers
- Coffee, tea and soft drink suppliers
- Shopfitting companies
- Key service providers
- Equipment and IT solutions suppliers
- Bagged snack suppliers
- Oven suppliers
- Packaging suppliers

VENUE

Bakers' Fair Summer 2012 will be held at Kempton Park Racecourse, Middlesex. Located on the A308 between Sunbury on Thames and Hampton Court, the Racecourse is less than one mile from Junction 1 of the M3 via Junction 12 of the M25. The venue has free car parking for 1,000 cars, easy access to major road networks and an on-site train station, operating daily – making it an ideal venue for visitors and exhibitors alike.



Star attraction!
Anthea Turner will present winners' trophies at the show

FLOORPLAN

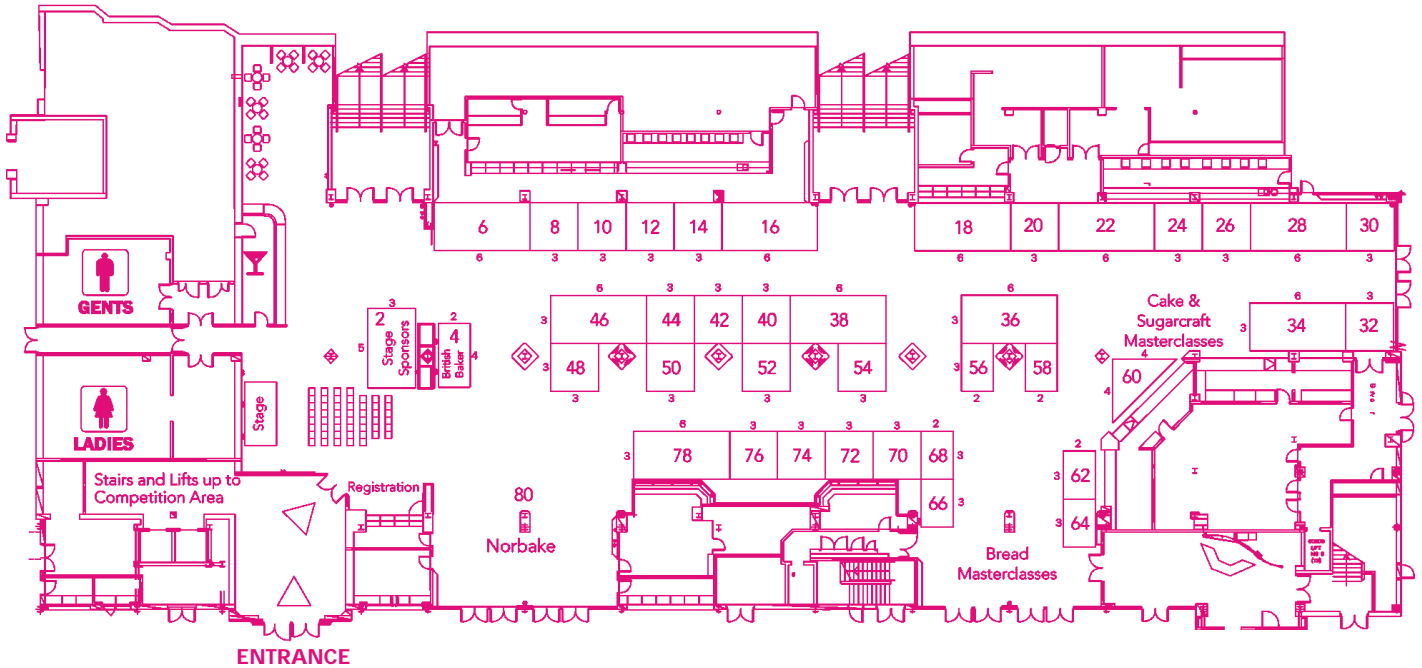
Kempton Park Racecourse



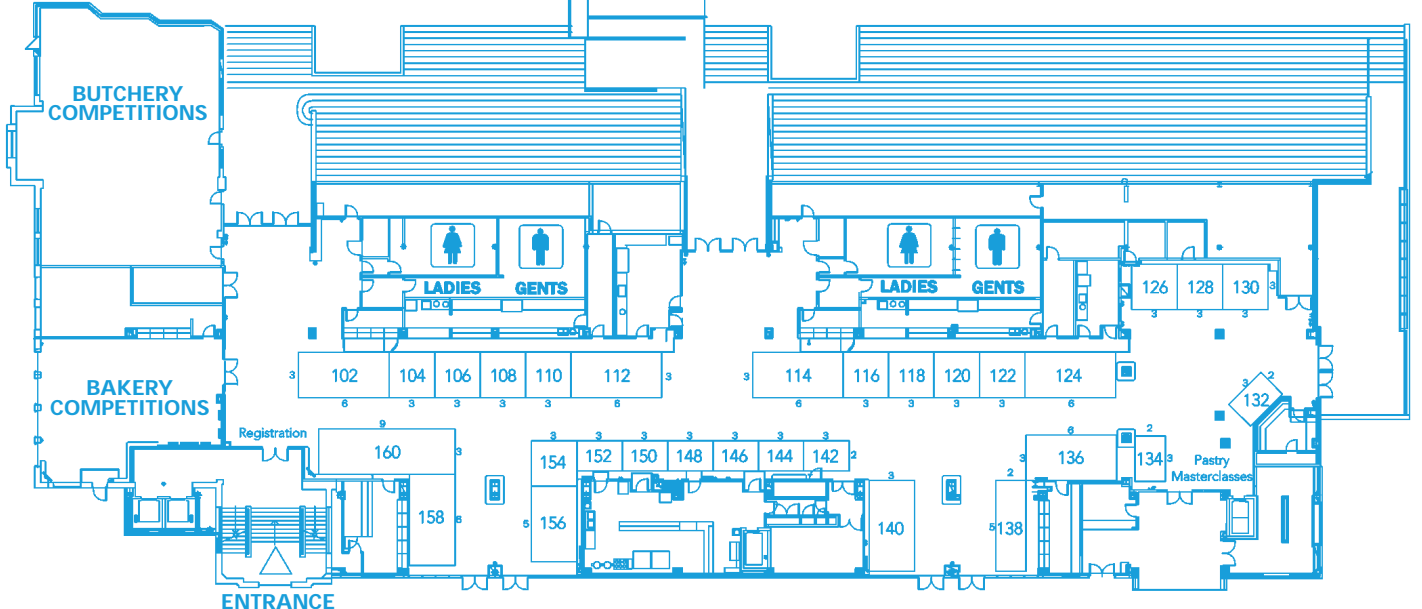
BOOK TODAY!
Call Jennie on
01293 846520



BAKERS' FAIR GROUND FLOOR



BUTCHERS' FAIR FIRST FLOOR



“It was a great event for us as a bakery trying to start out; there were so many useful companies.”

Stephanie Noyce,
IVER VILLAGE BAKERY. SPRING 2011 VISITOR.

“As a brand new business it was very helpful to meet suppliers and to get ideas and feedback on products.”

Vicky Johnson,
FALLEN ANGEL CAKES. AUTUMN 2011 VISITOR

“It has been a great show. We would recommend anyone looking to target the bakery and food-to-go markets to exhibit.”

Gary Lunney,
LINK PRINT AND PACKAGING. SPRING & AUTUMN 2011 EXHIBITOR.



EXHIBITOR RATE CARD

Stands up to 9sq m: £138.00 per sq m, plus VAT
Stands 10 – 18sq m: £132.00 per sq m, plus VAT
Stands 19 – 27sq m: £125.00 per sq m, plus VAT

Stands include a shell scheme package made up of exhibition space, walls, a spotlight per 9sq m, fascia and name board.

A 10% discount is available to all exhibitors that book a stand at both the Summer and Autumn event at the same time.

ADD ON OPTIONS

- 1/8 page in the showguide (includes logo, stand number and up to 40 words): £150
- Insert in the showbag: £150 per insert
- Enhanced website listing (includes full address, phone number, web link and company profile of 100 words or less): £150

SPONSORSHIP OPPORTUNITIES

In addition to the exhibitor rates and add-on options, there is also a wide range of sponsorship opportunities and packages available.



BOOK TODAY!

To book your stand, or for more information on sponsorship opportunities:

call **Jennie Wilkinson** on **01293 846520** or email jennie.wilkinson@wrbm.com

For more information about what's going on at the show visit www.bakersfair.co.uk

