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BBC Good Food Show

Northern Ireland

14th – 16th October 2016

Belfast Waterfront

Taking place in the heart of Belfast, the BBC Good Food Northern Ireland will attract over 12,000 visitors from all over Ireland to the newly developed Waterfront venue.

The Show will be a major part of Northern Ireland's Year of Food and Drink celebrations. We're delighted to bring the best of Northern Ireland food and drink to life, from our demonstration theatres featuring talented local chefs to our Northern Ireland Area which will play host to regional producers. The Show will present a fantastic opportunity for larger brands as well to raise brand awareness and retail to an engaged foodie audience.

Expected Visitor Profile

(based on BBC Good Food Shows 2015)

- 12,000 expected audience in 2016
- 78% ABC1
- Average age of 45
- 81% female
- £103 average spend per visitor

NI Year of Food and Drink Area

Food NI will have a dedicated area for local producers within the BBC Good Food Show at The Belfast Waterfront this October. We will showcase our quality food and drink producers, and celebrate Northern Ireland Year of Food and Drink 2016. We have applied to the Northern Ireland Regional Food Programme for support with this area and are passing the benefits onto you. Please contact darina@nigoodfood.com or Lindsay@nigoodfood.com if you would like to book a stand, 028 90249449.

Criteria for booking a stand in the Food NI Year of Food and Drink Village:

- Northern Ireland food or drink company – product must be made in NI, using NI ingredients where possible
- Sourcing, using and promoting Northern Ireland produce where possible
- Enhancing the reputation of Northern Ireland as a quality food and drink destination
- Company has less than £500K Turnover (qualify for a 2x2 stand)
- Company has less than £5 million Turnover (qualify for a 3x3 stand)

Companies larger than this, please contact the Show Organisers directly, River Street Events, Cat Banks, 020 3405 4282, Catriona.Banks@riverstreetevents.co.uk

Stand Costs – payable to Food NI Limited

<u>Hall 2 - Shell scheme 2m x 2m stand</u>	£480+VAT	(RSE List price = £880+VAT)
<u>Hall 2 - Shell scheme 3m x 3m stand</u>	£600+VAT	(RSE List price = £1980+VAT)
<u>Gallery Market Style - (no shell scheme 2m x 2m)</u>	£300+VAT	(Set up style to be confirmed)

Electric and Lighting cost to follow.

All exhibitors will also pay £150+VAT Insurance Cover, unless they can include documentation with their application to show full exhibition cover, with public and employers liability. When we send your details to River Street Events, they will automatically raise an invoice for £150+VAT to you for exhibition insurance.

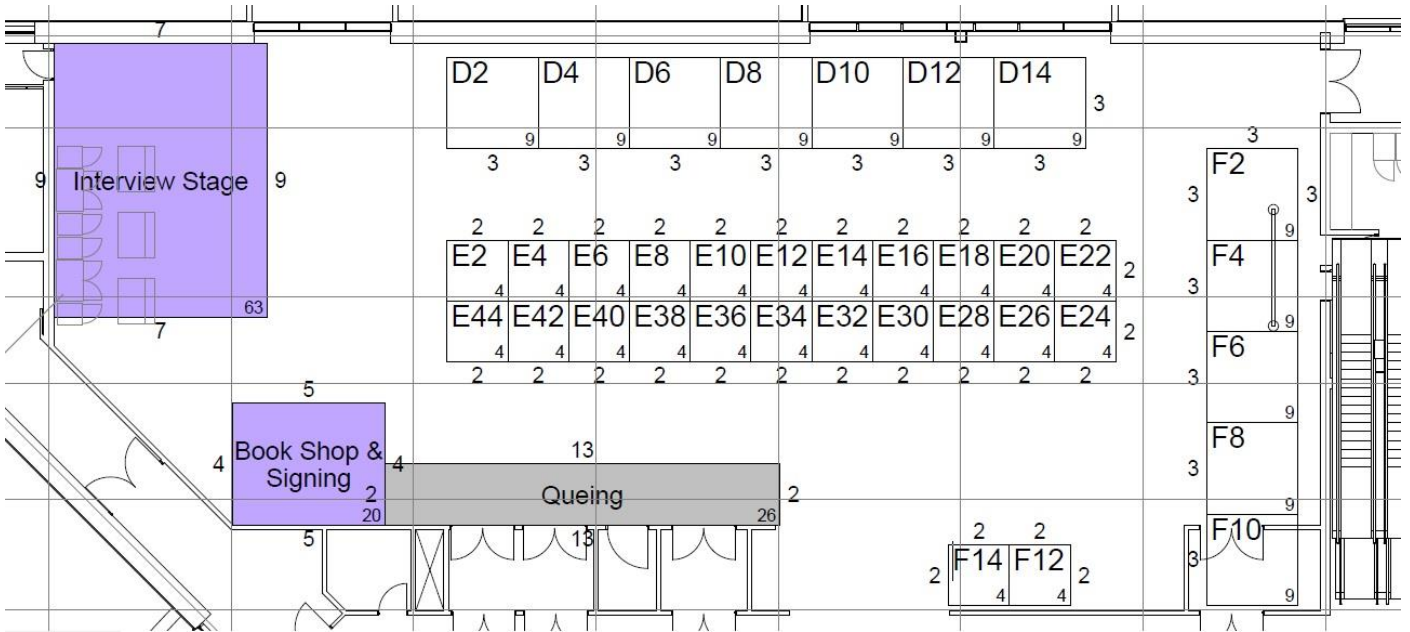
However, on receipt of appropriate documentation, this invoice will be cancelled.

50% required at the time of booking to secure your stand please.

The final 50% is due by 31st August 2016 please.

Extra opportunities offered with booking a stand:

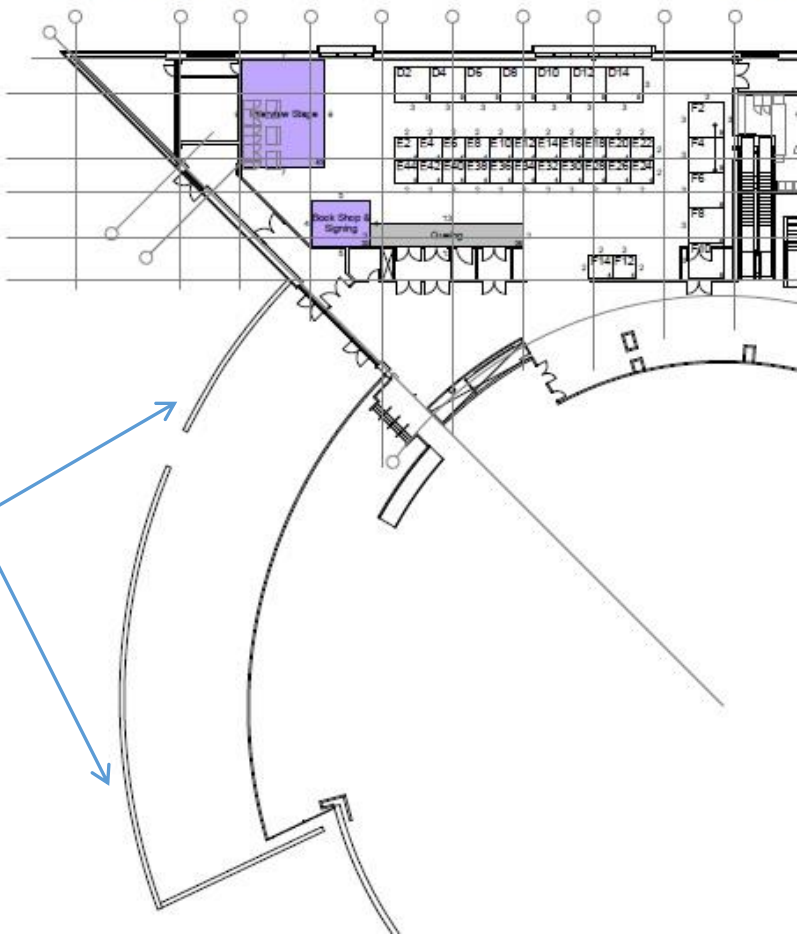
- Potential to be included in a newsletter to visitors in the run up to the show
- Opportunity to send in product to be distributed to bloggers before the event
- Opportunity to send in product to RSE to be featured on Instagram/twitter
- Opportunity to provide small samples to be sent out with ticket giveaways run by local press
- Opportunity to provide product to RSE and Event Press and Sales office onsite
- Opportunity to host a talk/tasting in the Event VIP lounge
- Access to 2 pairs of free tickets to give to clients



HALL 2

LEVEL 1

Oct



GALLERY
Main route to
Super theatre
for Celebrity
Chef Demos