



goodfood

SHOW NORTHERN IRELAND

Sponsored by:  LEXUS

The Waterfront, Belfast
14 - 16 October 2016

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BBC Good Food Show comes to Belfast!

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The BBC Good Food Shows are delighted to announce the launch of the brand new BBC Good Food Show Northern Ireland.

Taking place in the heart of Belfast, the BBC Good Food Show 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 Irish cuisine to life, from our demonstration theatres featuring talented local chefs to our Northern Irish Pavilion which will play host to regional producers. The Show will present a fantastic opportunity for larger brands to raise brand awareness and retail to an engaged foodie audience.

We're looking for a whole host of brewers and bakers, deli owners and distillers, cold-pressers and cheese makers to join us for this bumper Belfast celebration!





A targeted, food-loving audience

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If your brand is looking to engage, influence and inspire the most discerning foodies then the BBC Good Food Show Northern Ireland is the perfect platform.

With the hottest TV talent cooking live and a brilliant array of passionate producers the BBC Good Food Show Northern Ireland will attract an enthusiastic foodie audience looking to shop, discover new producers and connect with well-loved brands.

A total audience of 12,000 visitors are expected to attend over the 3 days of the event.

Expected Visitor Profile (based on BBC Good Food Shows 2015)

- 78% ABC1
- Average age of 45
- 81% female
- £103 average spend per visitor

A unique line up of crowd pulling talent

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A crowd drawing line up is essential for a busy and successful Show attracting exactly the right audience. We will have some of the nations' favourite talent as well as a fantastic line up of Northern Ireland's best chefs!



Paul Rankin



The Hairy Bikers



Paul Hollywood

Fabulous features

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The Show is bursting with exciting features, first class entertainment and fantastic inspiration:

Supertheatre

The Supertheatre is one of the highlights of the Show, where our visitors can watch the best chefs in the business cooking delicious dishes live. A seat in the 800 seater theatre is included with every ticket bought by our visitors.

The Interview Stage

Now featured at all Shows, the open plan Interview Stage is where visitors can discover the secrets of our experts' success. Live Q&A style hosted interviews are scheduled with a range of great chefs and experts allowing visitors to get their burning questions answered.

Book Signings sponsored by WHSmith

Not only can visitors shop for all the latest cook books, but here they can also get their copy signed by the authors themselves too! Book signing sessions with celebrity chefs take place throughout the day.

Tasting Theatre Sponsored by Tourism Northern Ireland

An amazing collective of Northern Irish food for the audience to taste and try whilst learning more about the producers and their regional destinations.





Targeted marketing campaign

The BBC Good Food Show Northern Ireland marketing activity encompasses a fully integrated campaign that includes:

- Marketing support from Tourism Northern Ireland as part of the extensive Year of Food and Drink 2016 campaign
- Marketing support from the Waterfront
- Targeted direct mail and Press campaigns
- Coverage in BBC Good Food Magazine and online coverage on bbcgoodfood.com
- Social media activity across Twitter, Facebook and Instagram
- Extensive digital campaign including PPC, remarketing, SEO, display and digital PR
- Targeted advertising plan including magazine, radio and regional press

We are experts in delivering quality visitors to our events. BBC Good Food Show customers are serious foodies wanting to shop and be entertained – our campaigns have extensive reach to deliver targeted and engaged audiences.

BBC Good Food Show Northern Ireland is proudly supported by



Sponsored by: LEXUS

Reasons to exhibit

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Sample



Face-to-face



Retail



Brand Awareness

- Retail your products to our food-loving visitors who love to shop
- Sample to a targeted audience
- Meet and engage with new and existing customers face to face
- To launch or test new products
- To establish or grow your brand

"BBC Good Food Show gives us the opportunity to engage directly with a large and diverse audience of foodies looking for meal-time inspiration. From sampling numbers, to footfall the Show is ideal for raising brand awareness where everyone is dedicated to creating good food!" - KNORR

Talk to us about the best way for your brand to meet our visitors.
Prices for BBC Good Food Show Northern Ireland:

Space Only: **£200 per m²**
Shell Scheme: **£220 per m²**
Producer's Village: **£180 per m²**

Loyalty discounts are available for multi-show bookings up to 15%

Just some of the brands that support the BBC Good Food Shows...



“As a leading Sponsor of The BBC Good Food Shows throughout 2014, we were really pleased with our experience at the shows.

The team at River Street are efficient, professional and easy to work with, which resulted in a great show presence for Lakeland across the Spring, Summer, Scotland, Bakes & Cakes, London and Winter Shows.

We’ve been impressed by the quality of the shows we’ve attended and have enjoyed being able to bring a ‘live’ Lakeland show experience to customers across the UK.”

LAKELAND



Reasons to sponsor

The BBC Good Food Shows are renowned for great features, editorial content and visitor attractions. These assets can be sponsored to ensure significant prominence and strong brand association.

These Shows are the ideal environment to engage people who are passionate about food and drink, dining and cooking.

We have worked to deliver successful campaigns at the Shows for supermarkets and other retailers, food and drink and appliance manufacturers, household products, finance companies, the tourism sector, utilities industry and many other related companies that have targeted our visitor demographic.

Opportunities at the BBC Good Food Show Northern Ireland include:

- The Supertheatre
- The Interview Stage
- Plan your day
- You Are Here Boards
- Sponsored sessions within one of our features
- Product Supplier

With a little imagination, the opportunities are boundless and we are open to tailoring bespoke partnerships that suit your objectives.

Our Portfolio

Over 300,000
hungry visitors



Location: HIC, Harrogate
Date: 8 – 10 April 2016
Visitors: 15,000



Location: Excel, London
Date: 20 – 22 May 2016
Visitors: 18,000

NEW



Including a targeted audience
of health conscious foodies



Location: NEC, Birmingham
Date: 16 – 19 June 2016
Visitors: 90,000*



Location: Hampton Court
Palace
Date: 27 – 29 August 2016
Visitors: 15,000



Location: Belfast
Waterfront
Date: 14 – 16 October 2016
Visitors: 12,000

NEW



Location: SECC, Glasgow
Date: 4 - 6 November 2016
Visitors: 19,000



Location: Olympia, London
Date: 11 – 13 November 2016
Visitors: 25,000**



Location: NEC, Birmingham
Date: 24 - 27 November 2016
Visitors: 80,000



Location: Hampton Court
Palace
Date: 2 – 4 December 2016
Visitors: 12,000



Location: World Trade
Centre
Date: 16 -18 December 2016
Visitors: 18,000

*BBC Good Food Show Summer & BBC Gardeners' World Live are co-located

** BBC Good Food Show London & BBC Good Food Bakes & Cakes Show are co-located

In summary

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The BBC Good Food Shows offer a unique opportunity to engage with a targeted audience of food lovers in a vibrant and fun environment.

The timing for the BBC Good Food Show Northern Ireland could not be better as 2016 celebrates Northern Ireland's Year of Food and Drink.

Tourism NI Chairman Terence Brannigan said "Northern Ireland's Year of Food and Drink 2016 is set to highlight, celebrate and capitalize on our wonderful food and drink stories so it is fitting that the BBC Good Food Show commences its three year run in 2016. The BBC Good Food Show will provide an ideal platform to showcase our award winning food and drink producers, place the spotlight on our talented chefs and celebrated restaurants, and spread the word about Northern Ireland as a fantastic destination."

We would love to work with you and look forward to discussing how you can be part of the biggest celebration of food and drink in the UK.



Contact the team

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The BBC Good Food Show Northern Ireland is
proudly supported by Tourism Northern Ireland




tourism
northernireland

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