



CAKE INTERNATIONAL ON TOUR

ExCeL, London, E16 1XL: Hall S8 – 24-25 April 2020

Exhibitor Invoice & Build-up Pack

February 2020

Dear Exhibitor,

Please find enclosed details for Cake International On Tour, ExCeL, London in April 2020.

Exhibitor Zone and Website

All order forms for lighting, furniture, stand power, additional services, payment options and all the required relevant information, are available online in the Exhibitor Zone at

www.cakeinternational.co.uk/exhibitors/

SHOW DETAILS

EXHIBITOR BUILD UP TIMES

Thursday 10:00 – 20:00 – LATER TIME OF 10AM

OPENING HOURS

Friday & Saturday 10:00 – 17:00

EXHIBITOR BREAKDOWN TIMES

Saturday 17:00 – 20:00

Onsite Personnel: Nina Ebner 07973 670378, Louise Love 07984 017356 and Dave Hale 07795 483031.

PRE-SHOW

ELECTRICAL/FURNITURE ORDERS

DEADLINE 27 MARCH

Please return the order forms to us promptly; this is particularly important with the electrics as our contractor needs to order the mains supply several weeks in advance. You can bring your own furniture if you wish.

ALL ELECTRICAL ORDERS ARE SURCHARGED AFTER 27 MARCH

PRE SHOW QUERIES

If you have any queries in relation to your stand, invoice or to make a payment, please call the office on 01425 272711 and ask to speak to Jo Reynolds re your invoice, Nina Ebner re your stand or accounts to make a payment.

POSTERS AND LEAFLETS

Our advertising campaign is very comprehensive, but we'd be very pleased for any exhibitor who lives within 100 miles of London to arrange for a few posters to be displayed locally. Leaflets are also available (maximum 200); these can be distributed to mail customers or with orders sold at other shows. Please order on the enclosed form or email info@ichf.co.uk with your requirements. If you think you are able to distribute more than 200 leaflets to promote this show then please contact us on the email above.

PRESS OFFICE

Sharon and Jo of One Voice Media will now handle all our show PR. They will be extremely pleased to receive any queries or any exciting stories you may have that you think the press could be interested in. Tel: 01392 280303 or email: sharon-jo@onevoicemedia.co.uk

STAND INVOICES

Please note that your invoice is due for payment by **20 March 2020**. To be fair to the majority of exhibitors who pay on time, late payments will be subject to a surcharge. The later the payment, the higher the rate.

PAYMENT METHODS

By BACS or PayPal (see account details on sheet enclosed) or by card.

CREDIT CARD TERMINAL HIRE

We can supply you with contact details for an outside company who hire out Mobile Credit Card Terminals for exhibitors to use while at shows. If you would like us to send you the order form please email us at info@ichf.co.uk.

DELIVERIES

- (i) Anything delivered before the build-up day will be refused by the venue.
- (ii) ICHF will not be responsible for any loss or damage, irrespective of who signs for goods.
- (iii) A forklift will be available on a first come, first serve basis.
- (iv) For better security please make sure that the carrier will deliver goods to the stand NOT just leave inside the unloading doors.
- (v) The correct address is: *(Your company name and stand number)*
Cake International On Tour
S8
ExCeL
Royal Victoria Dock
LONDON E16 1XL

TELECOMMUNICATION SERVICES

If you require telephone, internet or multimedia services on your stand please contact ExCeL Event Services by e-mail itc@excel-london.co.uk or by telephoning 0207 069 5432 for the necessary forms. The forms are also on our Exhibitor Zone.

ON SITE INFORMATION

BUILD-UP

Access to the hall is available from 10:00 on Thursday (definitely no access before this time). Please arrive by 17:00 at the latest and check in at the Organisers Office before setting up, stands should be completed by 20:00. ALL OFF LOADING MUST BE COMPLETED ON THE THURSDAY.

ExCeL Traffic Control will issue vehicle passes for build-up and direct you to the hall.

Please note that if you arrive late and your stand is not set up on the build-up day then you will jeopardise your participation in future ICHF events.

No vehicles OR trailers are allowed at the rear of the hall during open days.

VEHICLE PARKING – OPEN DAYS

- (a) **Open Days** – Car parking is chargeable (up to 24 hrs): Car = £20, Vans up to 3.5T/minibus = £20, Coaches = £30 and Vehicles over 3.5T/lorries = £35.
- (b) No vehicles or trailers are allowed to park around the perimeter or adjacent to the hall during open days.

STAND FEATURES

The standard colour of the shell scheme is BLACK. Merchandise can be fixed to the stands using velcro (available to purchase from us on the build-up day). Small panel pins can also be used - please be careful not to tear the fabric covering. Panels are 50mm in width. The show will be fully carpeted.

Cleaning/Nightsheets The cleaners will NOT enter and clean any stand with nightsheets UNLESS these are of a lockable type and a set of keys is left in the Organisers Office.

STAND AREA, FASCIAS and SIGNS

Please remember that all your products, chairs, etc, must remain within your stand area for the duration of the show.

There must be no items/products or signs/name-boards on the fascias of any sort, other than official ICHF name-boards; also no 'Sale' or 'Discounted' signs (including handwritten ones) should be used. Printed 'Show Offer' is permitted.

The above points are to keep our exhibitions looking neat, tidy and of a 'quality' presentation.

Balloons above the top of the stands are not recommended and are subject to removal at ICHF's discretion (also note that if they go to the ceiling the venues often charge for their removal, which charge would be passed on to the exhibitor).

Support Walling and Safety Statement

The stands are temporary structures and therefore limited in their stability. For safety please bear in mind the following:

- (i) Any stand over 6m in length may require additional support panels. These are inserted at the sole discretion of the stand contractor.
- (ii) The walls are not designed for the hanging of large quantities of products. You should have self-supporting units.

BREAKDOWN

Exhibitors should be clear of the hall by 20:00 hrs on Saturday evening.

COLLECTIONS

Our contract with the venue finishes on Saturday evening. Therefore, it may not be possible to leave goods in the hall for collection on Sunday/Monday. Please check with the Show Manager, before the show opens, but goods left overnight are in danger of being lost or disposed of by the venue.

GENERAL INFORMATION

EXHIBITOR PASSES

A 'reasonable quantity' per stand will be issued on the build-up day from the Organisers' Office and **MUST BE WORN** in order to gain easy access on OPEN DAYS.

SECURITY

There will be 24 hour security cover during the period of the Show, but insurance cover for any loss or damage is the responsibility of exhibitors.

INSURANCE

Insurance is the responsibility of individual exhibitors.

CASH FACILITIES FOR VISITORS

Please note that we offer a cashback facility on debit cards to our visitors, in the Organisers Office from noon each day. A 50p charge applies.

ON-SITE ORGANISERS OFFICE DETAILS

If you wish to have the number of our office in the hall please ask when collecting your badges, as we do not know the exact number until we are on-site.

We look forward to receiving your order forms shortly, but if you have any queries please do not hesitate to contact us.

Yours sincerely

The ICHF Team