



CAKE INTERNATIONAL

NEC, Birmingham, Hall 17 : 5 - 7 November 2021

Exhibitor Invoice & Build-up Pack

October 2021

Dear Exhibitor,

We are pleased to forward the Exhibitor Information Pack for Cake International, Birmingham, together with the balance invoice for your exhibition space and any extras you have booked.

The payment date for the invoice is 15 October 2021.

Exhibitor Zone and Website

All order forms for lighting, furniture, stand power and additional services together with further information to this manual will also be available on-line in the **Exhibitor Zone** -

www.cakeinternational.co.uk/exhibitors/birmingham/

SHOW DETAILS

EXHIBITOR BUILD UP TIMES

Thursday 08:00 – 20:00

OPENING HOURS

09:30 – 17:00 (16:30 Sunday)

EXHIBITOR BREAKDOWN TIMES

Sunday 16:00 – 22:00

Onsite Personnel: Louise Love 07984 017356 and Melanie Underwood

PRE-SHOW

ELECTRICAL/FURNITURE ORDERS

DEADLINE 15 OCTOBER

Your invoice shows any order to date (but PLEASE return the Electrical LAYOUT PLAN), if you haven't already done so. For additional orders please complete and return the form 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 and lights if you wish. You will need to order power if using your own lights.

ALL ELECTRICAL ORDERS ARE SURCHARGED AFTER 15 OCTOBER

ELECTRICAL LAYOUT PLAN: Please return the plan showing the required position of your electrics - due to the restriction of length of flexes, you may need to specify sockets at the top of the stand (possibly behind the fascia) in order to service your own lighting.

If you have PRE-ORDERED electrics you MUST NOW return the LAYOUT plan.

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.

STAND FEATURES

The standard colour of the shell scheme is black. Merchandise can be fixed to the stands using "hook & loop" (available from us on the build up day). Small panel pins can also be used - please be careful not to tear the fabric covering.

Shelving and other extras are available.

LEAFLETS

Leaflets are available; these can be distributed to mail order customers or with orders sold at other shows. Please order on the enclosed form or email info@ichf.co.uk with your requirements.

PRESS OFFICE

Jo Holden and Sharon Foxwell of One Voice Media handles our PR. Jo and Sharon will be extremely pleased to receive any queries or 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 **15 October 2021**. 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.

DELIVERIES

If sending goods by courier/post direct to the NEC, please note the following:

- (i) Anything delivered before the build-up day will be returned by the venue
- (ii) ICHF will not be responsible for any loss or damage, irrespective of who signs for goods
- (iii) The correct address is: (Stand number and your company name)
Cake International
Hall 17, National Exhibition Centre Ltd
BIRMINGHAM, B40 1NT

TELECOMMUNICATION SERVICES

If you require telephone, internet or multimedia services on your stand, please contact the NEC directly on 0844 3388338 / eventorders@thenec.co.uk / www.thence.co.uk/exhibitors

ON SITE INFORMATION

BUILD-UP

Access to the hall is available from 08:00 on Thursday 4 November (definitely no access before this time). NEC traffic control will issue vehicle passes for build-up and direct you to Hall 17. Please arrive by 17:00 at the latest and check in at the Organisers Office before setting up; stand dressing can continue until 20:00.

ALL OFF LOADING MUST BE COMPLETED ON THE THURSDAY. See enclosed plan for access.

The enclosed vehicle sheet helps the stewards to direct you to the correct hall. It is NOT a parking pass.

NEC Hi-Vis POLICY

The NEC has introduced a new high-vis policy for all personnel, including exhibitors, when working outside the exhibition halls for loading and unloading products. The NEC will endeavour to make it as easy as possible for all exhibitors to purchase hi-vis vests, if necessary, to support their 'Be Safe, Be Seen' campaign. There will be a facility in the lorry parks during the peak times for the build and break periods where exhibitors will be able to purchase hi-vis vests. In addition, the Visitor & Business Centres will also hold a stock of hi-vis vests for purchase, when the facility is open, or alternatively from the security office out of hours.

BUILD-UP HEALTH & SAFETY

Please note that no under 16s are allowed in the exhibition hall during build-up and breakdown. This is a requirement of the venue's Health & Safety policy.

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.

In order to keep our exhibitions looking neat and tidy and to give a 'quality presentation' then please note the following:

No items/products/signs/nameboards (except official ICHF ones) on the fascias of any sort. Also, no 'Sale' or 'Discounted' or handwritten SIGNS (printed 'Show Offer' are permitted).

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 and the charge would be passed on to the exhibitor).

SUPPORT WALLING AND SAFETY EQUIPMENT

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

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

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.

STORAGE

EMPTY boxes CANNOT be stored in the hall due to the fire risk. (Storage of products is very limited and a charge may be made)

STAND CARPET

The show will be fully carpeted with pink carpet.

VEHICLE PARKING

- (i) Parking All exhibitors should use the main car parks; one FREE parking pass for Exhibitors on the open days of the show can be collected from the Organisers Office on build-up day. Strictly NO parking around the halls – this area is reserved for coaches and disabled.
- (ii) Deliveries on open days to the rear of the hall (Door 17.1) are acceptable between 0800 and 08:45 and 17:30 to 18:30. Traffic Control will issue the relevant passes.
- (iii) Shuttle Buses - These will operate from the car parks from 07:30 to 18:30 on Friday and Saturday, and 08:00 to 18:00 on Sunday.

BADGES

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.

STAND & EXHIBITOR CATERING

- (a) Exhibitors can order lunches from 'Food 2 U' on 0844 338 8338 or email eventorders@thenec.co.uk
- (b) An Exhibitors Lounge is available to use at the back of Hall 18, in the bar area.
- (c) For more elaborate on-stand catering then please contact Mr Oliver Birch on telephone: +44 (0) 121 767 3634

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.

COLLECTIONS

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

BREAKDOWN

Exhibitors must break down on the Sunday evening by 22:00.

GENERAL INFORMATION

ACCOMMODATION

Please log on to www.cakeinternational.co.uk and click on hotel deals.

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.

CASH FACILITY 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.

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

Yours faithfully,

The ICHF Team