

EXHIBITOR PACK 2025



THE ORIGINAL INDUSTRY EVENT

The World's Best Cake Show 2017, 2018 & 2019
Cake Masters Magazine Awards



Discover a baking paradise

All baking needs catered for...
Shop for supplies • Meet baking stars
Watch demonstrations • Hands on workshops

Cake

Est. 1994

INTERNATIONAL

31st Oct - 2 Nov 2025
NEC, Birmingham, UK

Bake

INTERNATIONAL

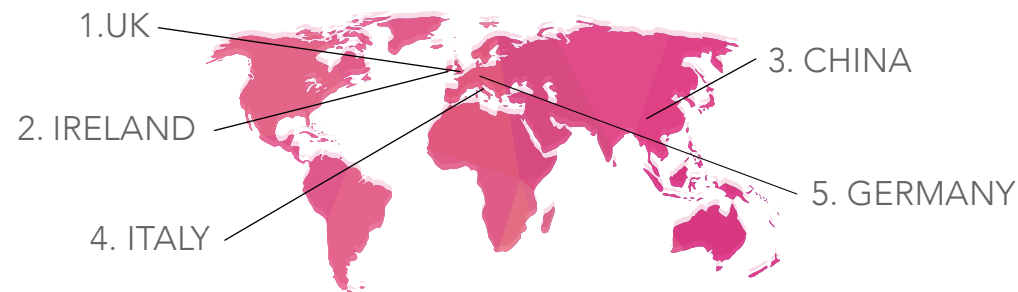
31st Oct - 2 Nov 2025
NEC, Birmingham, UK

JOIN US

The original and largest cake decorating and sugar art event returns with the new co-located show Bake International running alongside.

- Up to 23,000 visitors
- 2,000 competition entries a year
- Attendees from over 50 countries!

ATTENDANCE: TOP 5 COUNTRIES



THE ORIGINAL

Established 1994,
27-year residency at the UK's
largest exhibition venue

WHY EXHIBIT?

Exhibiting provides an unrivalled opportunity to showcase your products to thousands of cake artists and baking enthusiasts. Cake International brings together the global cake decorating and sugar art community and Bake International targets professionals to home bakers. Attracting over 23,000 buyers to the show with an average spend of £98 per head – a total spend of £2.2million!

WHAT CAN YOU ACHIEVE?

- ✓ Generate leads
- ✓ Create new revenue streams
- ✓ Keep in touch with customers
- ✓ Capture visitor data
- ✓ Promote online platforms
- ✓ Network and connect
- ✓ Benefit from CI marketing campaigns
- ✓ Launch new products

PLUS – JOIN THE CI FAMILY AND ACCESS

- Digital marketing with reach of 500,000+
- International, national & regional media coverage
- Outdoor advertising
- Partnerships for social media
- Access industry influencers



DIGITAL REACH



193K Facebook fans



50K Instagram followers



60K Newsletter subscribers

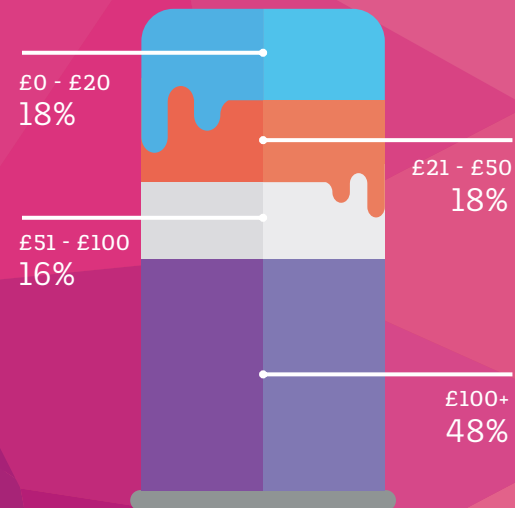
Opens in 80+ countries

VISITOR PROFILE

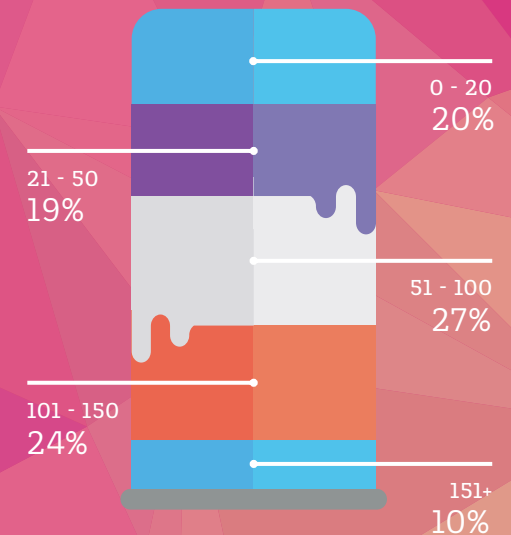
From professionals to home bakers
and everything in between...

Cake Artists • Chocolatiers • Bakers • Patisserie Chefs
Hobbyists • Business Owners • Chefs

Visitor Spend



Distance Travelled (in miles)



86% ABC1
Social Demographic

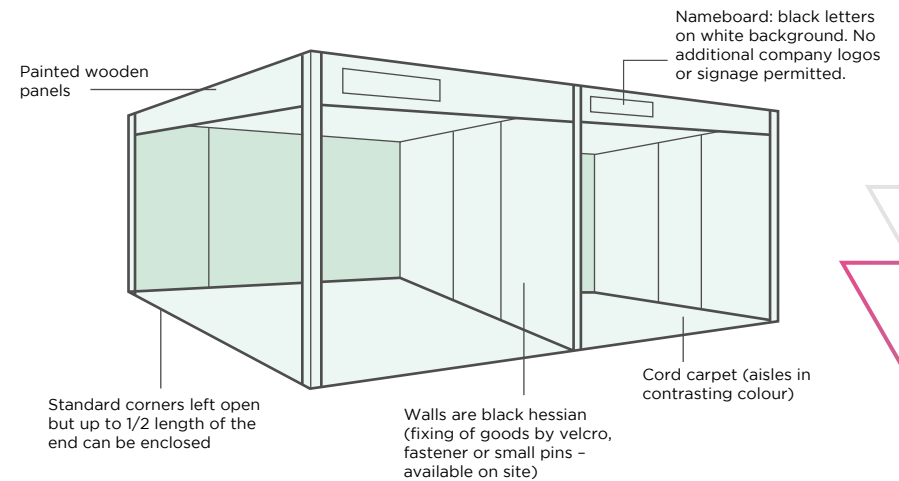
86%

YOUR STAND

	Price per m ²	
	Standard Unit	Corner / End Unit
Birmingham, NEC	£240	£265

Included in your stand costs:

- Cord carpet • Wall panels • Name board
- Website entry • Marketing partnership opportunities
- Access to the ICHF & Cake International team pre, during and post show.



ADVERTISING

Make the most of your time at the show by adding on these great promotional items. For custom opportunities and sponsorship packages – just enquire!

All prices quoted are subject to VAT.

See more advertising opportunities on the booking form.

SHOW

A1 poster

£200 each

DIGITAL

Social media post

£125

Dedicated solus email

£1400

Cake Live takeover

£500

TESTIMONIALS

"We love having a stand and exhibiting there, where we meet our lovely customers and friends and see some amazing works of art".

- Evelyn Freshwater, Artista Soft. March 2019

"Cake International is the best and the biggest in the world! We owe the biggest part of our career to them. They have launched so many cake artists from around the world and they have the best team. We love Cake International!"

- Valeri & Christina of Queen of Hearts Couture Cakes.
April 2019

Sponsorship opportunities

The Cake International and Bake International shows are the ideal environment for sponsorship with our very receptive ABC1 audience. Our live events offer an ideal opportunity for you to engage with people who love all things caking and baking. For further details and bespoke packages to suit every objective and budget get in touch with Melanie.

Brands we have worked with



Contact the experts

To book a stand or find out more please contact:

Melanie Underwood

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M: 07845 938 346

Emma Mitchell

Sales Executive

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Join us...

...for unrivalled access to thousands of cake artists, chocolatiers, patisserie chefs and bakers from around the world searching for the latest trends, equipment innovations and tools from pioneering brands.

- Over 100 hours of education
- Cake stars from around the world
- Ground-breaking displays and features
- The world's most prestigious cake competition - attracting 2000 dedicated cake product shoppers.