

EXHIBITOR PACK 2026



Est. 1994

Cake & Bake International

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Pioneers of Cake Artistry - Setting the Global Benchmark Since 1994
6th - 8th November 2026



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Cake & Bake International



6th - 8th November 2026
NEC, Birmingham, UK

JOIN US

The original and largest cake decorating, sugar art and baking event. Established in 1994, with over a 30-year residency at the UK's largest exhibition venue.

- Over 25,000 visitors
- More than 1,000 competition entries a year
- Attendees from over 50 countries

WHY EXHIBIT?

Showcase Your Brand to Thousands of Engaged Buyers

Exhibiting at **Cake and Bake International** offers an exceptional platform to connect directly with your target audience. The show unites the global community of cake decorators, sugar artists, and baking enthusiasts — from talented home bakers to industry professionals.

With over **25,000 passionate visitors** attending and an **average spend of £98 per person** — equating to more than **£2.4 million in total visitor spend** — this is your opportunity to showcase your products, generate sales, and build lasting relationships with highly motivated buyers.

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



194K Facebook fans



52K 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

£0 - £20
18%

£21 - £50
18%

£51 - £100
16%

£100+
48%

Distance Travelled (in miles)

0 - 20
20%

21 - 50
19%

51 - 100
27%

101 - 150
24%

151+
10%

86% ABC1
Social Demographic

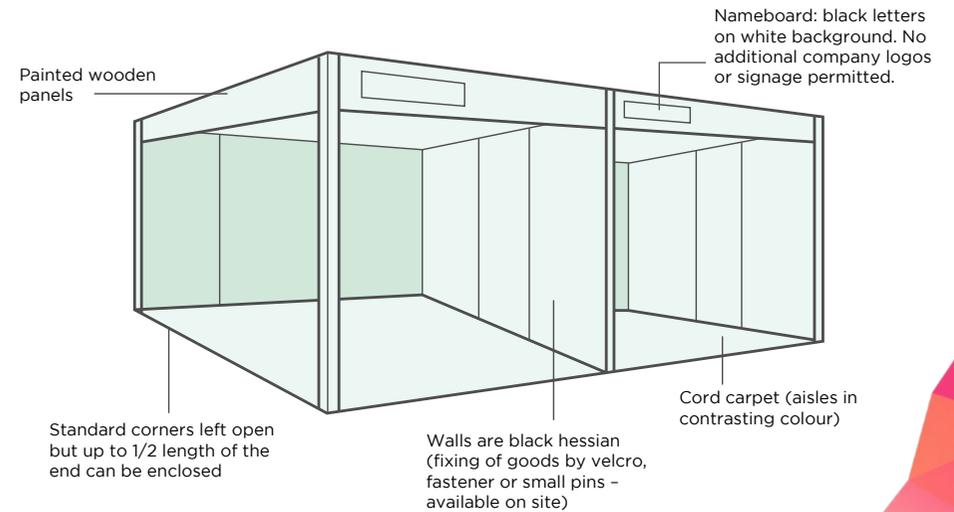
86%

YOUR STAND

	Price per m ²	
	Standard Unit	Corner / End Unit
Birmingham, NEC	£260	£285

Included in your stand costs:

- Cord carpet • Wall panels • Name board
- Website entry • Marketing partnership opportunities
- Access to the Cake and Bake 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
	Social media post	£125
DIGITAL	Dedicated solus email	£1400
	Cake Live takeover	£500

TESTIMONIALS

"Renshaw is once again proud to sponsor the Worlds famous number 1 Cake International 2026 and continue to celebrate and nurture the best in baking and cake decorating across the globe. To witness and contribute to the exceptional creativity, innovation and passion in this industry is a privilege and we are continually inspired by the amazing work accomplished by the very special cake decorating community worldwide".

- James Cawthorne,
Managing Director British Bakels Ltd.

Sponsorship opportunities

Cake and Bake International are premier sponsorship opportunities, delivering direct access to a highly engaged ABC1 audience. Our live events allow brands to connect meaningfully with consumers who are passionate about all things caking and baking. To explore bespoke sponsorship packages designed to meet your objectives 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

Event Manager

melanieu@ichf.co.uk

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M: 07845 938 346

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 over 1000 dedicated cake product shoppers

GALLERY

