



CAKE & BAKE INTERNATIONAL

NEC, Birmingham, Hall 9 & 10 : 6 - 8 November 2026

Exhibitor Invoice & Build-up Pack

August 2026

Dear Exhibitor,

Please find enclosed details for the Cake International & Bake International in November 2026

Exhibitor Zone and Website

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

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

SHOW DETAILS

EXHIBITOR BUILD UP TIMES

Thursday 08:00 – 19:00

OPENING HOURS

09:30 – 17:00 (16:30 Sunday)

EXHIBITOR BREAKDOWN TIMES

Sunday 16:30 – 20:00

Onsite Personnel: Louise Love 07984 017356 and Melanie Underwood

PRE-SHOW

ELECTRICAL ORDERS

DEADLINE 25 September

Your invoice confirms any orders already made for electrics

For additional orders, please complete and return the electrical form to zenag@ichf.co.uk promptly; this is particularly important as our electricians need to order the mains supply several weeks in advance. You will need to order power if using your own lights.

ALL ELECTRICAL ORDERS ARE SURCHARGED AFTER 25 September

FURNITURE ORDERS

Furniture orders can be made through Creative Hire please complete the Furniture Order Form which can be found in the Exhibitor Zone and send to sales@creativehire.co.uk

You can bring your own furniture if you wish

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 Accounts team re your invoice or payment, sales team re your stand.

PRESS OFFICE

Alyson of One Voice Media will now handle all 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 280306 or email: alyson@onevoicemedia.co.uk

STAND INVOICES

Please note that your invoice is due for payment by **30 September 2026**. To be fair to the majority of exhibitors who pay on time, late payments will be subject to a surcharge.

PAYMENT METHODS

By BACS or Paypal (see account details on attached), or by card. Our bank details can also be found on the bottom of your invoice. Please note the account name is International Craft and Hobby Fair Ltd. **Please email us with reference if paying Paypal.** accounts@ichf.co.uk.

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 & Bake International
Hall 9 & 10
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 or by email eventorders@thenec.co.uk

ON SITE INFORMATION

BUILD-UP

Thursday – Hall 9 & 10. Access to the halls from 0800, follow the 'Cake International & Bake International' signs.

You are required to book your vehicle in for build-up and restocking on a daily basis – this can be done via the NEC Voyage Control <http://voyagecontrol.com/necbirmingham>

Please arrive by 1500 at the latest, but stand dressing can continue until 1800. ALL OFF LOADING MUST BE COMPLETED ON THURSDAY.

No vehicles or trailers are allowed around the perimeter of the hall during open days.

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.

PARKING

- (a) Parking All exhibitors should use the main car parks and will receive a Promo Code before the show to enable you to pre-book your parking via the NEC's booking website <https://www.thenec.co.uk/exhibitors/exhibitor-parking/>
- (b) Shuttle Buses These will operate from the car parks from 0830 to 1830.

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.

Shelving 300mm deep is available, also extra panelling and lockable doors. See enclosed order form.

Cleaning/Nightsheets The cleaners will NOT enter and clean any stand with nightsheets

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.

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 4m 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

STAND CARPET

The show will be fully carpeted with pink carpet.

BREAKDOWN

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

COLLECTIONS

Our contract with the venue finishes on Sunday evening. Therefore, it 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.

HEALTH AND SAFETY

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.

HIGH VIS

It is now a requirement for all exhibitors to wear high vis jackets throughout build-up and breakdown. A limited supply will be available in the organisers office to purchase.

SITE INDUCTION

Exhibitors will be required to sign a site induction form on arrival to the venue, to confirm you will comply with the health and safety rules onsite. A copy of the form can be found on the exhibitor's zone.

STAND GUIDELINES

Please be aware that you must set-up all products within your stand. It is potentially a major health and safety risk if you fail to do so. You may be asked to re-design your stand layout if this is the case.

Important note: Your stand is a temporary structure that is not designed to carry heavy loads, if you are planning to hang items from your stand, please contact the office for your stand weight capacity.

USE OF LITHIUM BATTERIES

For safety reasons, the use of battery packs to provide mains power to lighting, tills etc, is strictly prohibited within the exhibition halls. Lithium batteries present a significant fire and explosion risk if damaged, improperly handled, or exposed to heat.

COMPLIANCE AND ENFORCEMENT

Exhibitors found to be in breach of this regulation may be required to immediately remove the offending items from the premises and may face suspension of stand activity until compliance is achieved. Continued non-compliance may result in expulsion from the event without refund or compensation. ICHF Events reserves the right to inspect exhibits and enforce this policy at any time in the interest of maintaining a safe environment for all participants.

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.

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.