



## CAKE INTERNATIONAL & BAKE INTERNATIONAL

NEC, Birmingham, Hall 17 & 18 : 1 - 3 November 2024

### Exhibitor Invoice & Build-up Pack

August 2024

Dear Exhibitor,

Please find enclosed details for the Cake International & Bake International in November 2024

#### **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/](http://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:** Dave Hale, 07795483031 and Melanie Underwood, 07845938346.

### PRE-SHOW

#### **ELECTRICAL/FURNITURE ORDERS**

**DEADLINE 28 September**

Your invoice confirms any orders already made for electrics. For additional orders, please complete and return the electrical form to [jor@ichf.co.uk](mailto:jor@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 28 September**

For your furniture requirements please order with Creative Hire directly. Please find a separate booking form for this and email to [sales@creativehire.co.uk](mailto:sales@creativehire.co.uk) or ring 01676 545410.

## 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, Melanie Underwood re your stand or accounts to make a payment.

## 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](mailto:info@ichf.co.uk) with your requirements.

## 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](mailto:alyson@onevoicemedia.co.uk)

## STAND INVOICES

Please note that your invoice is due for payment by **20 September 2024**. 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](mailto: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 17 & 18  
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](mailto:eventorders@thenec.co.uk) / [www.thence.co.uk/exhibitors](http://www.thence.co.uk/exhibitors)

## ON SITE INFORMATION

### **BUILD-UP**

Thursday – Hall 17 & 18. Access to the halls from 0800, follow the 'Cake International & Bake International' signs.

To make it quicker and easier on build-up you are now invited to book your timeslot to get to the halls for offloading your vehicle.

This system is in place to make build-up as smooth and efficient for you as possible. All vehicles will have a set time for unloading to make it fair on everybody. You will be asked to input your card details, **your card will not be charged unless you significantly exceed your allocated time slot**, but if you find that you need more time please speak to a member of the ICHF team in the organisers office (so that we can ensure you are not charged). **This system is in place for build-up only with re-stocking and break-down following the usual system. A link to book your slot will be emailed to you in the lead up to the show.**

Please arrive by 1700 at the latest, but stand dressing can continue until 2000. ALL OFF LOADING MUST BE COMPLETED ON THURSDAY.

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

### **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.

### **NEC Hi-Vis POLICY**

The NEC has introduced a 'Be Safe, Be Seen' campaign, so have a high-vis policy for all personnel, including exhibitors, when working at the exhibition halls for loading and unloading products. The Visitor & Business Centres at the NEC hold a stock of hi-vis vests for purchase, when the facility is open, or alternatively we have a few to hire in the organisers office

**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.

### **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.

## 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

### **RISK ASSESSMENT**

An exhibition stand is a workplace covered by health and safety legislation. As the exhibitor, it is your responsibility to ensure a suitable and sufficient risk assessment is completed. Failure to do so could lead to delays or ultimately the closure of your stand. A risk assessment template can be found on the exhibitors zone, please return the form to [operations@ichf.co.uk](mailto:operations@ichf.co.uk) or post to the address below.

### **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

## GENERAL INFORMATION

### **STAND & EXHIBITOR CATERING**

- (a) Exhibitors can order lunches from 'Food 2 U' on 0844 338 8338 or email [eventorders@thenec.co.uk](mailto: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

### **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.