



Cake

INTERNATIONAL

*25 years as the world's leading and longest standing
sugarcraft, cake decorating and baking show*



2-4 NOVEMBER 2018 | NEC, BIRMINGHAM

Cake International attracts over 17,000 enthusiasts eager to experience the latest trends, suppliers and learning opportunities on offer.

Plus the renowned Cake International competition welcomes entrants from across the globe attend to showcase their creativity and flair – this is not to be missed!

#cakeinternational

17,000 visitors over 3 days

1,577 competition entries

Over 150 suppliers

ICHF Events

As featured on Extreme Cake Makers
(Channel 4)



What?

Celebrating 25 years as the UK's principal event for cake decorating, sugarcraft & baking. Cake enthusiasts must experience this unique event that brings together the latest trends, supplies, cutting edge workshops, demos and the world famous Cake International competition display!

Where?

Held at NEC, Birmingham, Cake International co-locates with The Creative Craft Show and Simply Christmas to give visitors and exhibitors alike the greatest value for money and create the largest buying forum in the UK for the specialist cake and craft market.



When? 2-4 NOVEMBER 2018

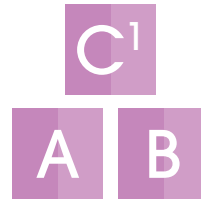


Who?

Cake International attracts thousands of baking enthusiasts, cake artists, chocolatiers and patisserie chefs from around the world searching for the latest trends, equipment innovations and classic tools from leading and pioneering brands. The competition receives over 1,500 entries and is truly the heart of the show, open to those of any age and experience.

Visitor Profile

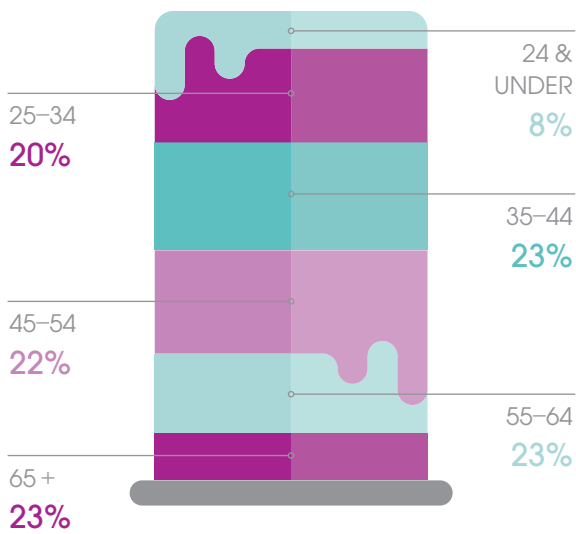
Up there with the best, Cake International is one of the key global events in the calendar, attracting a diverse range of buyers from professional cake decorators to home bakers and everything in between.



86% SOCIAL ECONOMIC GROUP

80% FEMALE ATTENDEES

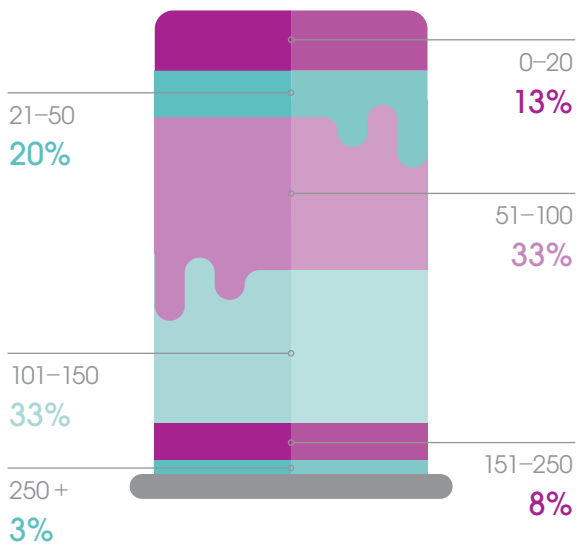
AGE OF VISITORS



SHOW HIGHLIGHTS



DISTANCE TRAVELLED (IN MILES)



"Exhibiting at Cake International gave a massive boost to our business. The amount of exposure we had was amazing. Cake International is definitely the BEST!"

Queen of Hearts Couture Cakes

"The opportunities that have come to my business since exhibiting with ICHF for over seven years has been of enormous value and significance to my company."

Tracey's Cakes

"Cake International attracts everyone from cake hobbyists to professional sugarcrafters, and if a new bit of kit or a decorating trend exists, you're likely to see it here. The competition cakes on display can be mind-boggling and they're a great source of inspiration."

Emma Sturgess, Freelance writer

"Cake International is a wonderful show for discovering all the latest trends in cake decorating and sugarcraft – the supplies and techniques, the designs, the artists."

Sally Fitzgerald, Cupcake and Baking Heaven



WORKING WITH US

Cake International forms part of the ICHF Events portfolio, with over 40 years as the market leaders in specialist cake and craft shows.

MEDIA OPPORTUNITIES

With exhibitors and experts from across the industry in attendance, Cake International offers a great opportunity for relevant industry media to collaborate, support and affiliate with the event.

For more information please contact the PR Team at One Voice Media & PR on 01392 178 801 or email Alyson Stenner on alyson@onevoicemedia.co.uk.

EXHIBITING OPPORTUNITIES

Cake International occupies an unrivalled position in the UK as the focal point for thousands of cake enthusiasts. To get in front of this highly sought after audience we offer a number of different exhibiting options to suit every need and budget. **Please speak to Nina Ebner on 01425 460810 or email ninae@ichf.co.uk for more information.**

SPONSORSHIP OPPORTUNITIES

We are pleased to offer a wide range of sponsorship and partnership opportunities. Our sponsors are promoted through our extensive marketing campaign, including multiple social media platforms, newsletters, emails, direct mail and online via the official event website.

Enhance your brand awareness with one of our sponsorship opportunities and increase your exposure before, during or after the event. **For more information contact Nina Ebner on 01425 460 810 or email ninae@ichf.co.uk.**

MARKETING ACTIVITY

Cake International offers marketing support all year round to its exhibitors, sponsors and partners.

As standard marketing activity includes:

- Print advertising
- Cross platform social media
- Direct mail
- Print inserts
- Email marketing
- Online advertising
- Public relations
- Editorial support
- Special interest groups, guilds and education support

ICHF Events

#cakeinternational