



The Cork Chocolate & Baking Weekend

22nd- 24th November 2019 at the

Cork International Hotel,

Cork Airport Business Park,

Cork.



CORK INTERNATIONAL HOTEL

www.corkchocolateweekend.com

Exhibitor Brochure

The Cork Chocolate & Baking Weekend will take place at The Cork International Hotel on November 22nd - 24th of November 2019.

The Cork Chocolate & Baking weekend is in its 3rd year and based on the success over the past two years, we are continuing to grow and expand the event to allow more space and more variety.

The annual event at the Cork International Hotel showcasing chocolatiers, bakers, workshops, cookery demonstrations, chocolate and baked goods of all shapes and sizes and will be aimed at the public with a passion for baking and chocolate. We will also have a professional demonstration kitchen at the event. This demonstration kitchen will be an ideal platform for chocolatiers, bakers and pastry chefs from the industry to advertise their product and services.

This year will feature specialised suppliers of baking and chocolate making equipment for attendees to purchase.

The timing of the event is a prime opportunity for chocolatiers, bakers and baking suppliers to focus on Christmas Retail. Consumers who attend the show will be coming with Christmas in mind so we would strongly encourage exhibitors to be focused on their Christmas offering.

We will have a number of zones with the event including -

- Main exhibitor area for showcasing and selling - this will be for chocolatiers, bakers, suppliers.
- Second exhibitor area for showcasing and selling
- Cookery demonstration zone - this will be in a large marquee with seating for 100 which will be linked by a tunnel to the main exhibitor zone
- Tasting Room - this will be a tasting room for chocolatiers to showcase their produce. 8 guests will sit for 30 minutes at a time and be talked through the chocolate and the process of how it is made
- Workshop/Talk Room - in this zone, there will be workshops that will last for 1-hour sessions featuring pairing sessions for chocolate
- Children's Zone - the children's zone will be in the main exhibitor zone so that they will be close to the chocolate producers so that while they engage in the workshops that their parents can browse the stalls

We will have a professional kitchen at the event that will be used for chocolate and baking demonstrations. This demonstration kitchen is located in a stand-alone marquee and will have full screens and PA system. We have demonstration slots available for exhibitors that will be given **FREE OF CHARGE** on a first come first served basis to exhibitors that sign up and request a demonstration slot. These cannot be held without full payment of the stand. The demonstration kitchen will provide exhibitors with an excellent platform to promote their product and some added promotional value to them at no extra cost.

There is an extensive media plan in place focusing on advertising, PR and promotional campaign, using radio, press, direct mail and social media to drive awareness and attendance at the event.

Venue:

The Cork International Hotel,

Avenue 2000,

Cork Airport Business Park,

Cork Airport,

Cork.

Tel: 021- 4549800

www.corkinternationalhotel.com

Date and Times:

Saturday 23rd November 2019 11.00am-6pm

Sunday 24th November 2019 11.00am-5.30pm

Contact & Organiser:

Sandra Murphy - Event Creation & Production Manager

Tel: 021- 4549890

Email: smurphy@trigonhotels.com

Book a Stand -

Shell Scheme Package 2 metre * 2 metre

Package includes:

- Blue panel 2metre*2metre
- Divider Walls
- Trestle Table
- 2 chairs
- Electricity & Light
- Facia Name Panel
- €350 + 23% VAT

Shell Scheme Package 3 metre * 2 metre

Package includes:

- Blue panel 3metre*2metre
- Divider Walls
- Trestle Table
- 2 chairs
- Electricity & Light
- Facia Name Panel
- €395 + 23% VAT

There are extra options available with tall clear glass refrigeration units from €90+Vat extra which would be advisable if you do not have your own unit.

For all extra equipment hire requests, please contact Sandra Murphy directly who will be able to organise as part of your full and complete package.

Book accommodation for the weekend of 22nd-24th November 2019 -

Special discounted rate of €109b&b per room per night for **Exhibitors Only**

For bedroom reservations, call our reservations team directly on (021) 4549800 and advise them that you are an exhibitor.

Booking Procedure for exhibition space:

Contact:

Sandra Murphy

Tel: 021-4549890

Email: smurphy@trigonhotels.com

Website: www.corkchocolateweekend.com

Build Up and Dismantling:

Shell Scheme Exhibitors Build Up Open from: Friday 22nd November 2019 at 4pm

Shell Scheme Exhibitor Dismantling: Sunday 24th November 2019 6pm-8pm

Please note - Exhibitors are to remain on their stands at all times when the exhibition is open. **Under no circumstances are exhibitors permitted to leave their stands until after 6pm each day.**

Stock Storage:

Brochure Storage will be available in the Cork International Hotel from Thursday 21st November 2019. All brochure packaging **MUST** clearly state the exhibitors Stand Name and be for the attention of Sandra Murphy, Event Production Manager. For brochures being sent from outside the EU at least 48 hours' notice must be allowed to enable clearance by Customs & Excise.

Insurance:

Exhibitors are advised to take out adequate insurance cover against the kinds of risks they could incur in connection with the show, especially -

- Public Liability
- Employers Liability
- All risks to
 - Exhibitors property at the show
 - Property on loan or hire to them

Security:

Exhibitors are reminded that although the organisers take every precaution to ensure the security of the show, they or any of the contractors cannot take responsibility for losses or damage that occur during the build-up, opening hours or dismantling times.

Exhibitors who leave any exhibits or valuables, such as coats, wallets, laptops etc., on their stand are strongly advised to arrange for a security person to remain on their stand until the exhibits and valuables are removed from the event suite.

Sponsorship/Advertising/Competitions:

The Cork Chocolate & Baking Weekend will be the biggest Chocolate Event in Ireland in 2019 will be supported by a very comprehensive media campaign targeting the 1 million + consumers that live within a 90 minute drive from the City. **Accordingly, there are a variety of sponsorship opportunities that are available on request.**

For our advertising campaign, we will be using radio, billboard, newspaper, social media, television and road signage. We anticipate exceptionally high numbers to attend this 2 day event and it would provide huge exposure to any sponsors and exhibitors in the lead up to the event with the high level of advertising and also during the festival itself.

NO STAND BOOKING CAN BE CONFIRMED WITHOUT A COMPLETED AND SIGNED BOOKING FORM AND FULL PAYMENT

Places are limited so early booking is advised to avoid disappointment.