



STALLHOLDER INFORMATION

INFORMATION

When

**13TH AND 14TH
SEPTEMBER 2014**

Where


**RASV CENTRE
MELBOURNE SHOWGROUNDS**

A LOOK BACK

2013 WAS A BIG YEAR



7000+ people attended over two days



Cake stores sold out within a few hours



Cake equipment stores took backorders to keep up



Cake classes booked out for months ahead



200+ entries for cake decorating comp.




Demonstrations from local and celeb bakers

Thank you.



Cake Expo

4000+ Facebook followers & counting



\$1000+ donated to National Breast Cancer Foundation



Overwhelming positive feedback

PRICING

Exhibitor (no selling of goods)

EARLY BIRD PRICE
\$250
~~\$300~~

- Designated 2x3 metre area
- One Entry to Cake Decorating competition
- Placement on Venue/treasure hunt map
- Advertising on our Social Media sites

Stall Holder

EARLY BIRD PRICE
\$650
~~\$700~~

- One 3x3 stall with exhibition walls, fascia board with business name, lighting, power board and access to electricity
- Two Complimentary Tickets
- One Entry to Cake decorating competition
- Placement on venue/treasure hunt map
- Advertising on our Social Media sites

Multiple Stall Holder

EARLY BIRD PRICE
\$600*
~~\$650~~

- Minimum two 3x3 stalls with exhibition walls, fascia board with business name, lighting, power board and electricity
- Four Complimentary tickets
- One Entry to Cake decorating competition
- Placement on venue/treasure hunt map
- Advertising on our Social Media sites
- Priority stall location

Premium Exhibitor

EARLY BIRD PRICE
\$600*
Plus sponsorship of \$300 or \$500 value in products
~~\$650*~~

- Minimum two 3x3 stalls with exhibition walls, fascia board with business name, lighting, power board and electricity
- Six Complimentary tickets
- One Entry to Cake decorating competition
- Placement on venue/treasure hunt map
- Advertising on our Social Media sites
- Priority stall location

Stage Time

Naming rights to competitions

Advertising on various mediums including but not limited to our website, flyers, banners, social media sites and more

Sponsor

If you are unable to participate as a stall-holder but would still like to be a part of the Melbourne Cake Expo, please contact us for sponsorship options, we would love to work with you to find out how we can reciprocally support your business and the expo.

