



LAKES HOSPITALITY TRADE SHOW

[www.lakeshospitalitytradeshow.co.uk](http://www.lakeshospitalitytradeshow.co.uk)

9th - 10th March 2022

J36 Rural Auction Centre, Crooklands

supported by

**Cumbria Tourism**



Exhibitor  
Information  
Pack

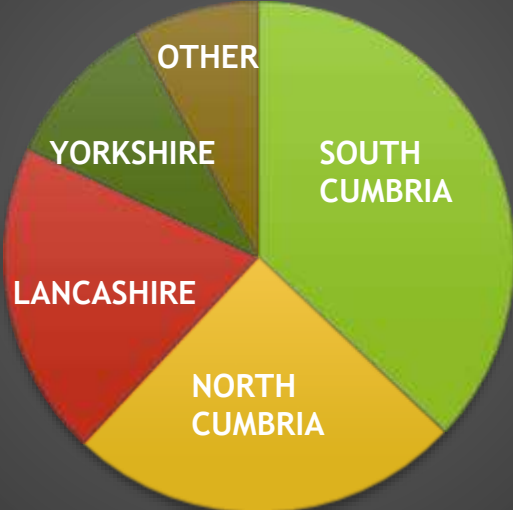
The Lakes Hospitality Trade Show, is a celebration of the hospitality industry and is a hub for both local and national companies to showcase the cutting-edge developments and products in the industry.

Reasons to attend:

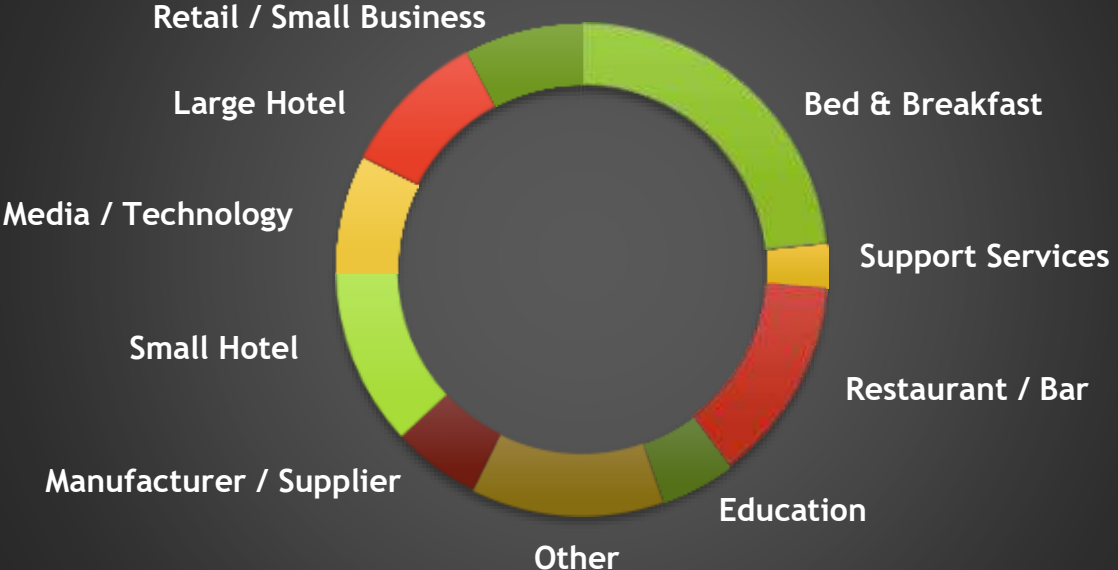
- 44 Years of networking, business relationships and continual growth
- 1,274 Visitors
- 128 Exhibitors
- 80% Decision makers



**WHERE OUR VISITORS COME FROM**



**WHO OUR VISITORS ARE**



# Exhibitor Stand Pricing

From  
£185+vat  
per sqm



Our stands begin at 2x1 metres and continue in metre sections. Standard sizes are below however you can mix and match to get your preferred stand size.



2x1 Stands

Main Hall - £523+vat

Marquee - £444+vat



3x1 Stands

Main Hall - From £785+vat

Marquee - From £666+vat



2x2 Stands

Main Hall - From £1046+vat

Marquee - From £888+vat



3x2 Stands

Main Hall - From £1570+vat

Marquee - From £1332+vat

A 35% deposit is required to confirm your stand. Final payment is required before the show.

## Additional Stand Information

- Pictured above is a 3x2 stand.
- The depth of the front fascia board is 250mm
- The surface is HOOK - VELCRO compatible.
- The name board is 1m long and 150mm deep.
- Each individual panel width is 975mm with the black joining bar being 25mm. Therefore 1 x panel and 1 x bar is 1m wide.
- We advise if you are cladding the whole wall that you take off 30mm per metre. For example - 2x1 stand would be 1970mm x 970mm
- Stand Height is 2.4m

Don't forget to purchase optional extras for your stand. Show your products at their best, additional lighting, power, tables and chairs can be arranged.



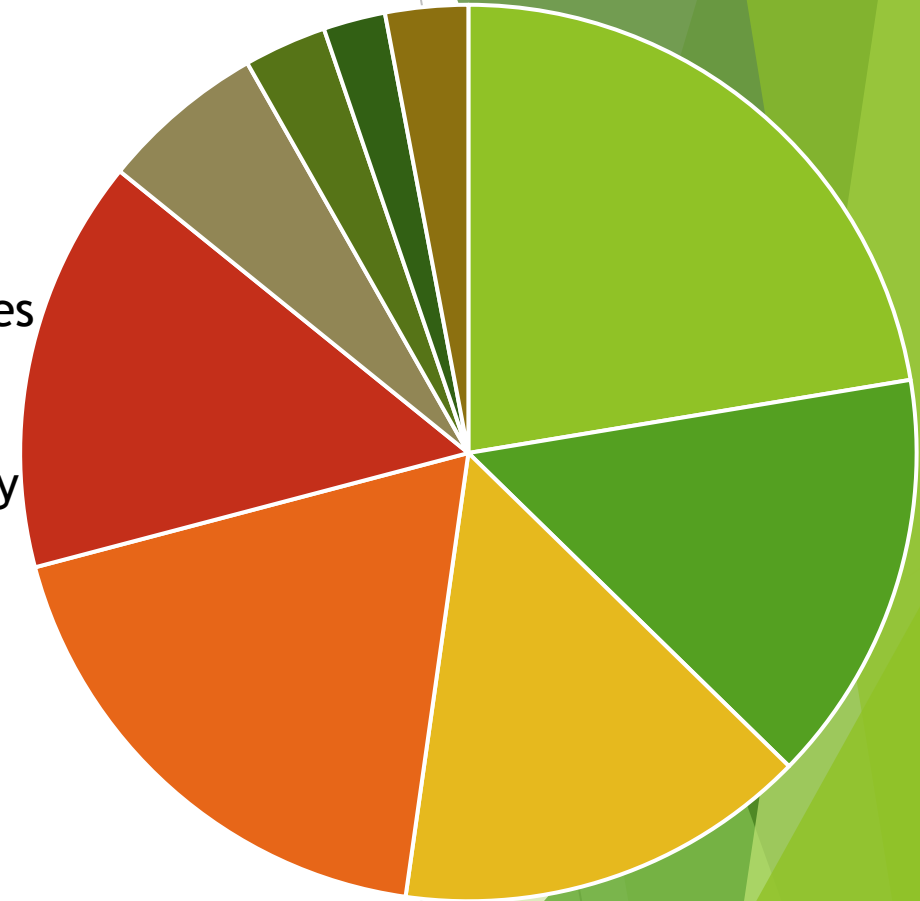
# Past Exhibitors

Below are just some of the companies that exhibit with us:



## 2019 Exhibitors

- Food & Drink
- Supplies
- Professional Services
- Support Services
- Media & Technology
- Equipment
- Transport
- Education
- Finance



# Sponsorship Opportunities

**£995  
+vat**

**Headline Sponsor** - Half page advert in the show guide. Prominent listing on the website home page with logo and click through - Header of the webpages. Logo inclusion on all collateral - Header. Logo with click through link on all mail outs Social media promotion both through LHA and CT. Insertion in our goody bag - leaflets or a gift inside the visitor bag. Promotional banners throughout the show, including two flags flanking the entrance door to the show (banners to be supplied via sponsor).

**£400  
+vat**

**Lanyard Sponsor** - All visitors will receive a lanyard attached to their visitor badge. As lanyard sponsor you will see your brand travel throughout the event during both days turning every visitor into a walking advert, (Sponsored lanyards to be provided by sponsor).

**£400  
+vat**

**Bag Sponsor** - Visitor Bags will be distributed to all visitors during registration. They provide visitors with something to collect and carry all of the information from the day. Sponsor the bags and you can turn every visitor into a walking advertisement for your company and brand.

**£400  
+vat**

**Directional Arrow Floor Sticker Sponsor** - Have your company logo displayed throughout either the main hall or marquee and level 1 event space. Directional arrow stickers placed onto the carpet managing the flow of visitors will be visible to all who attend the show.

**£400  
+vat**

**Seminar Sponsor** - Promote your company to all who attend our key note seminar, put your literature on visitor chairs, brand the meeting room, introduce the speaker.

**£75+  
vat**

**Bag Insert Sponsor** - Put leaflets or a gift inside the visitor bag. All visitors will then see your brand even if they have not visited your stand. Everyone looks forward to their goody bag!

All 2<sup>nd</sup> tier sponsorship packages include:

- Quarter page advert in the show guide.
- Listing on the website home page with logo - Footer of the webpages
- Logo inclusion on all collateral - Footer
- Logo with click through link on all mail outs
- Social media promotion both through LHA and CT

Email [sarah@lakeshospalitytradesohw.co.uk](mailto:sarah@lakeshospalitytradesohw.co.uk) for sponsorship enquiries



# Additional Marketing Opportunities

**We are further ramping up our sales, marketing and PR for our 2022 show to increase visitor footfall. For the 2022 show we are asking for our exhibitors to provide stories and information that we can use for this purpose. The show is, after all, about you and what you offer to the visitors.**

Are you looking to launch a new product, what better opportunity to do this at The Trade Show when we will be able to further promote this for you?

Do you have any exciting news, are you celebrating an anniversary or any other milestone within your business, whether this be relocating your premises, opening a new site, Have you received any regional, national or global awards in recognition of all of your hard work?

Are you a new business with a must have product for the catering and hospitality industry?

Please forward this information to us so that we can promote these achievements through our social media and indeed through our PR to gain both further exposure for yourselves, but also for this invaluable event as a whole.

We would ask for your understanding in that, we may not be able to market all of the information that we receive and with the press being a fickle beast, they will ultimately decide what stories they will and will not run, but we will of course do everything possible to ensure that as much information as possible is shared.

## LHA Projects

This event is absolutely unique, since 2018 profits raised annually have been redirected back into projects that will directly benefit the hospitality industry in the area.

Long after the conclusion of the show the money raised continues to help grow and evolve the industry on which the area is so reliant and will continue to promote the successes as a result of this.

- Barrow Soap Box challenge 2019
- Hawkshead Xmas Markets 2019
- Windermere Xmas Celebration 2018 and Ice Rink 2019
- Kendal Torchlight Carnival 2018
- Bowness Bay Blues Weekend 2019



