



## LAKES HOSPITALITY TRADE SHOW

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

1st - 2nd March 2023

J36 Rural Auction Centre, Crooklands

supported by

**Cumbria Tourism**



# Exhibitor Information Pack 2023

# The Lakes Hospitality Trade Show

A celebration of the hospitality industry and a hub for both local and national companies to showcase the cutting-edge developments and products in the industry.

Innovative technologies, talented artisans, fresh ideas, over 150 brands, free masterclasses, multiple opportunities to network, and an opportunity to find something new for your business.

## Reasons to attend:

- 46 Years of networking, business relationships and continual growth
- 1,500 Visitors
- 150 Exhibitors
- Easy accessible location
- 80% Decision makers

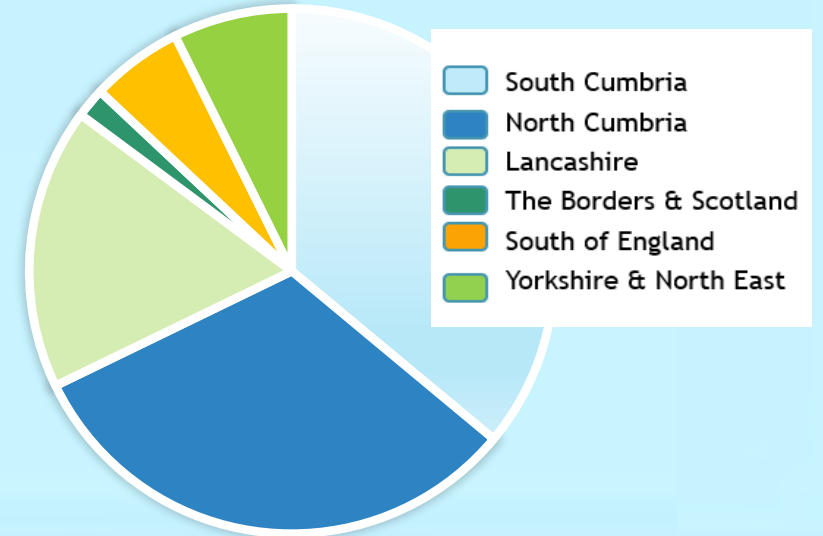


1st - 2nd March 2023

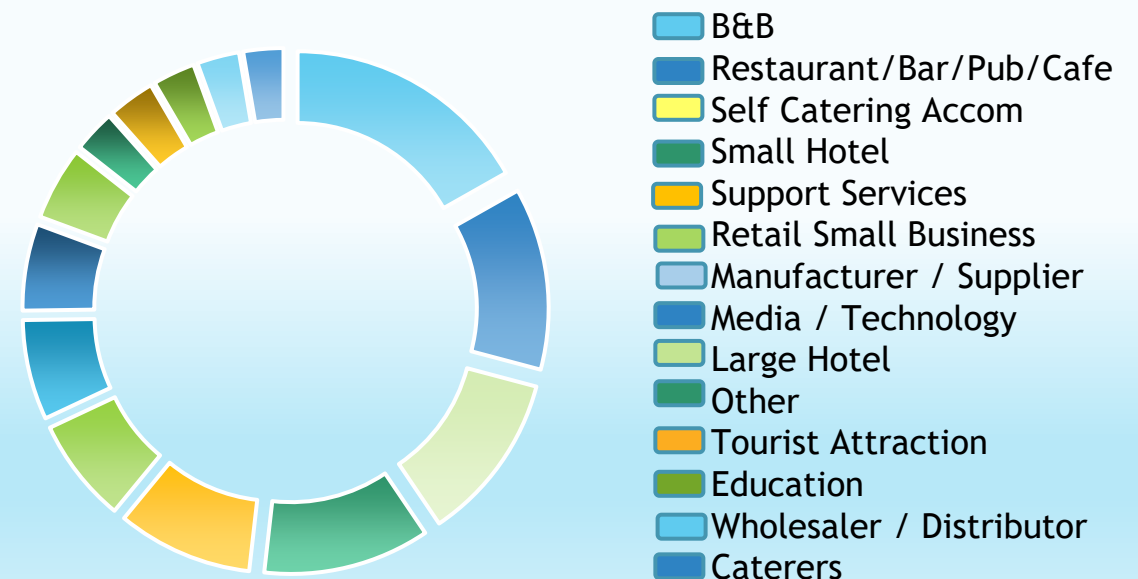
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## WHERE OUR VISITORS ARE FROM



## WHO OUR VISITORS ARE



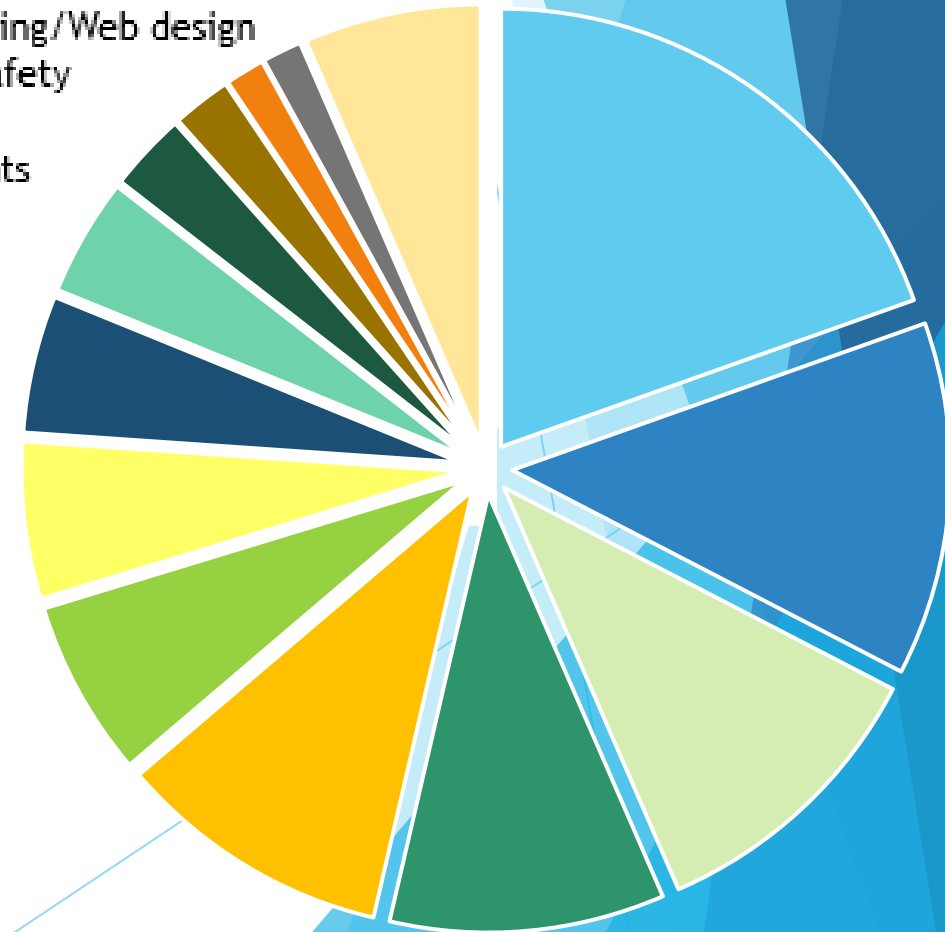
# Past Exhibitors

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

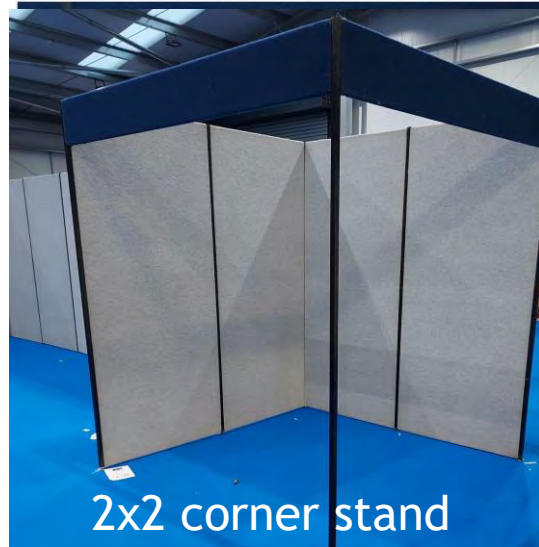
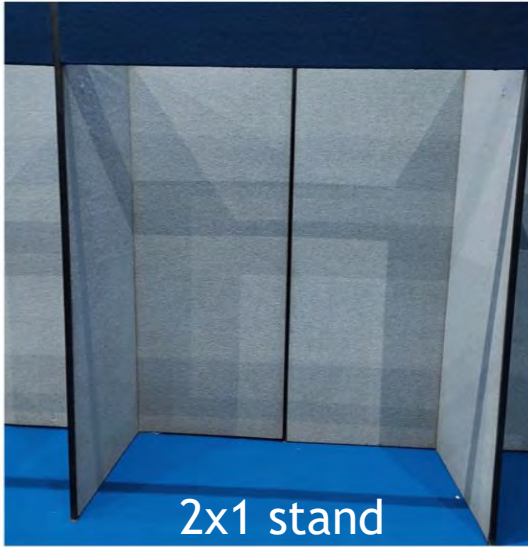
**McClures**    **ELITELINEN**    **NatWest**  
**Thomas Graham** Est. 1892    **room price genie**    **HEINEKEN**  
**SOUTH LAKES INSURANCE SOLUTIONS**    **SUPER TUFF MENUS**    **Sealy Posturepedic**    **HAWKSHEAD Relish COMPANY**  
**STOLLERS** SINCE 1905 HAPPINESS FOUND    **RNEW**    **Purchasing for Business**  
**Rees Tiles** Specialist imported tiles and flooring    **Goosnargh Gin**    **max recycle** Rely and Comply...  
**kitchequip.co.uk** CATERING EQUIPMENT & TABLEWARE DISTRIBUTORS    **Expedia**    **Trusted Solicitors & Advisers ThomsonHaytonWinkley**  
**ArmstrongWatson** Accountants, Business & Financial Advisers    **Lakes COTTAGE HOLIDAYS**

# 2022 Exhibitors

-  Food & Drink
-  Furnishings & Decor
-  Media & Tech (inc. online travel agents)
-  Professional services (inc. Finance and Legal)
-  Equipment (inc. catering & IT)
-  Professional Associations
-  Accommodation Supplies/Linen
-  Promotion/Marketing/Web design
-  Hygiene/Waste/Safety
-  Communications
-  Self Catering Agents
-  Transport
-  Consultancy
-  Other



# Exhibitor Stand Pricing



## Additional Stand Information

- Front fascia board - 250mm Deep
- Stand surface is HOOK - VELCRO compatible.
- Company name board placed on the front fascia 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

Stand sizes 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 - £600+vat

Marquee - £510+vat



3x1 Stands

Main Hall - From £900+vat

Marquee - From £765+vat



2x2 Stands

Main Hall - From £1250+vat

Marquee - From £1020+vat



3x2 Stands

Main Hall - From £1805+vat

Marquee - From £1530+vat

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

Early Bird Rates available, book before the 30 September  
20% discount from full stand price

Power, additional lighting, tables, linen and chairs charged separately

# NEW TO THE 2023 SHOW

All exhibitors are invited to join us for drinks and networking at the end of Day One.

We have listened to feedback from our exhibitors, and are delighted to announce we will hold a networking and drinks session after the show has closed on day one.

Previous years the show has been open until 5pm, however we have found the last hour a lot quieter, so have made the decision to close at 4pm

We are also finding that the networks amongst our exhibitors are just as important and play a large part in the success of the event.



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# Sponsorship Opportunities 2023

**£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).

**£500  
+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.

**£500  
+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.

**£450  
+vat**

**Directional Arrow Floor Sticker Sponsor** - Have your company logo displayed throughout the exhibition. Directional arrow stickers placed onto the carpet managing the flow of visitors will be visible to all who attend the show.

**£450  
+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.

**£100  
+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



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



Do you have exciting news, are you celebrating an anniversary or any other milestone within your business, whether this be relocating your premises, launching a new product, Have you received any regional, national or global awards in recognition of all of your hard work? Do you just want to shout about how great you are?

**Tell us what is going on in your business** and lets us promote this on our social media platforms, and don't forget to tell everyone you are exhibiting at the LHA Trade Show.

Working together to promote the show and your stories will help us to continue to increase visitor numbers for the show and also increase your brand awareness.



# LHA Projects – Update 2023

The LHA Trade Show is absolutely unique, all of our profit since 2018 raised annually have been redirected back into projects that will directly benefit the hospitality industry and local economies 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.

As a result of covid and the cancelation of the show two years running we have been unable to support any projects. However we are now working on getting this initiative back up and running from 2023.

Previous projects we have supported:

- 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



