LAKES HOSPITALITY TRADE SHOW

www.lakeshospitalitytradeshow.co.uk

28th - 29th Feb 2024

J36 Rural Auction Centre, Crooklands

supported by

Cumbria Tourism

Exhibitor Information Pack 2024

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, live demonstrations, masterclasses and multiple opportunities to network, and to find something new for your business.

“What better environment than this event to discuss challenges and share solutions, view innovative new products in every field and discus how these may benefit your business with industry professionals. The show is all about making new connections, but equally importantly re-affirming existing and sustaining longstanding relationships with these industry professionals, colleagues, competitor’s and peers alike. We are delighted to be able to provide this”.

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James Tasker
Director,
The Lakes Hospitality Association

Over 1700+ B2B visitors

Easy accessible location

47 Years of networking, business relationships and continual growth

Stand sizes to suit all levels of business

150+ Exhibitors

Exhibitor networking reception

80% Decision Makers

Live Demos

Sponsorship opportunities

Out of Eden

"The Lakes hospitality show is an excellent hospitality event for the local area. It is the perfect platform for us to meet many of our customers and put faces to names along with introducing new products. Of course the opportunity to introduce ourselves to potential new customers is always welcomed. Year on year we meet people new to the industry and enjoy hearing industry news and trends."

W McClure Ltd

McClure's has been exhibiting at the lakes Hospitality show since the very early years. It is a great opportunity to meet new and existing customers and also network with other exhibitors. We live and work in a great region and the show is a great way of promoting the regional businesses that we have in the area and getting people engaging and working together to sustain local business for the long term

Kitchequip

Kitchequip have exhibited a number of times at Lakes Trade Hospitality Trade Show. We find this exhibition very worthwhile, a great venue just off the motorway with huge parking. We have developed & continue to do lots of great business from this show hence us continue to return each year.

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Show Visitors

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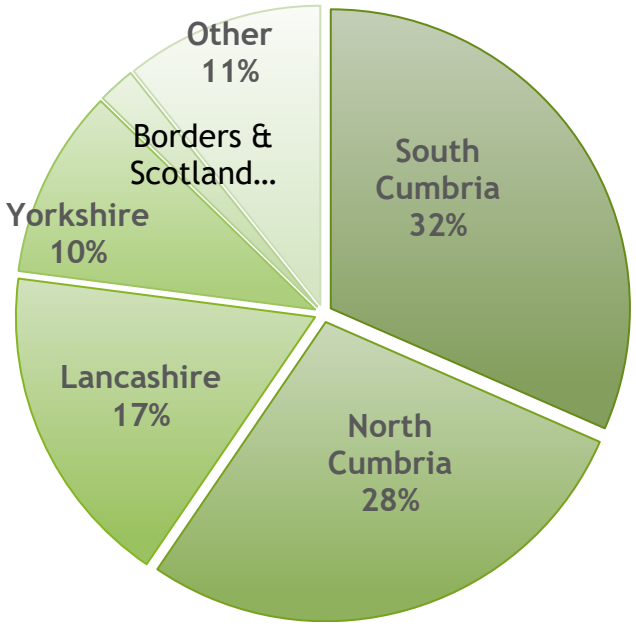
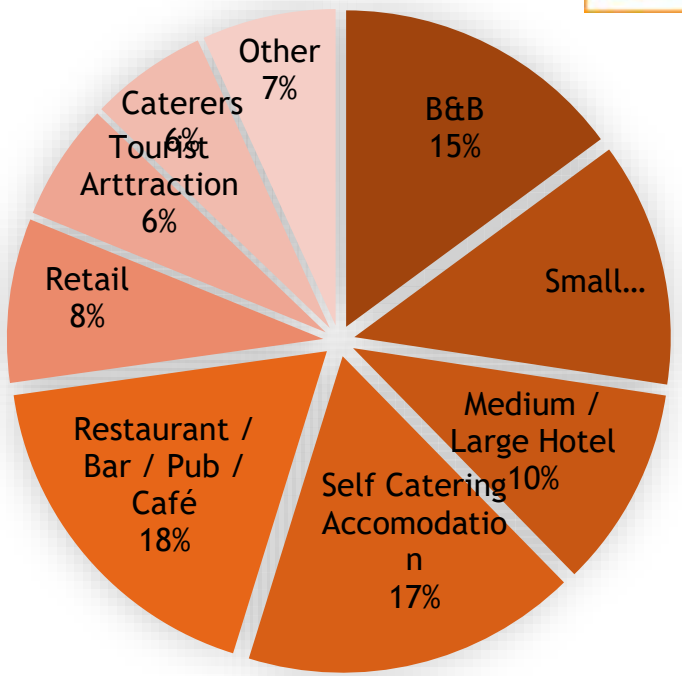
Where they come from:



Who are they:



And our visitors keep on coming……
New to 2023 – Virtual Tour

The LHA Trade Show can now continue throughout the whole year, acting as a reminder for those visitors who met exhibitors, but perhaps can't remember what they did with their details. It also means that people who could not attend can easily link directly to our exhibitors.

For a minimal charge exhibiters can have data points added to the virtual show linking visitors directly to them.

Past Exhibitors

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

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McClures
ELITELINEN
NatWest
CP KENDAL
freetobook
brakes a Sysco company
coffee care since 1983
Thomas Graham Est. 1892
room price genie
HEINEKEN
EST. 1819 FARRER'S TEA & COFFEE MERCHANTS
REVINATE
Skips And Bins.com
GO YOUR OWN WAY
SOUTH LAKES INSURANCE SOLUTIONS
SUPER TUFF MENUS
Sealy Posturepedic
HAWKSHEAD Relish COMPANY
IG GROUP
University of CUMBRIA
Bidfood Inspired by you
BOWNESS BAY BREWING
STOLLERS SINCE 1905 HAPPINESS FOUND
RNEW
Purchasing for Business
Alliance value | service | expertise
HEIRLOOM WAISTCOATS
Booking.com
Rees Tiles Specialist imported tiles and flooring
Goosnargh Gin
LWC The UK's Largest Independent Drinks Wholesaler
SENSIBLE YOUR CHOICE FOR OFFICE TECHNOLOGY
Carlsberg Group
CAKES FROM THE LAKES FROM CUMBRIA WITH LOVE
PURE LAKES
kitchequip.co.uk CATERING EQUIPMENT & TABLEWARE DISTRIBUTORS
Expedia
Trusted Solicitors & Advisers ThomsonHaytonWinkley
Charity Escapes
PaintWell we've got you covered
JMP Foodservice AMBIENT | CHILLED | FROZEN
Colliers
ArmstrongWatson Accountants, Business & Financial Advisers
Lakes COTTAGE HOLIDAYS
ask insurance services
The Original LOGSDIRECT
SIR WOOFCHESTER'S CANINE HOSPITALITY

EXHIBITOR STAND PRICES

All Prices exclude VAT

	2m x 1m	2m x 2m	3m x1m	3m x 2m
Main Hall	£640	£960	£1280	£1920
Marquee	£540	£810	£1080	£1620
Level 1	£285	-	-	-

Early Bird Rates available prior to the 30th September, please email sarah@lakeshospitalitytradeshow.co.uk

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

OPTIONAL EXTRAS

In order to keep stand prices down, power, lighting tables and chairs are not included. They are charged for separately so you only pay for what you need:

Power and Additional Lighting Packages:
- 2x1/2x2 stand: 1 x 2amp (500watt) power & 2 x spotlights @ £85.00
- 3x1/3x2 stand: 1 x 2amp (500watt) power & 3 x spotlights @ £110.00

OPTIONAL EXTRAS

- Power: 2 amp (500watt) @ £35.00
- Power: 13 amp @ £78.00
- Power: 32 amp @ £160.00
- Spotlights: £35.00 each (recommend 1 spotlight per metre)
- 4ft Table: £8.50
- 6ft Table: £9.50
- Chair:£6.00
- Table Cloth: £6.00

Exhibitor Networking Reception

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

Launched in 2023, the exhibitors drinks reception is a positive addition to the trade show.

Join the LHA team and fellow exhibitors for refreshments straight after the show closes at 4pm. A perfect opportunity to network with each other.

This was a huge success at the 2023 show. Networks amongst our exhibitors are just as important and play a large part in the success of the event. Which is why it was important to set time aside for this.

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Sponsorship Opportunities 2024

1st

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).

Lanyard Sponsor

All visitors 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.

2nd

Bag Sponsor

Visitor Bags are 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 advert for your company and brand.

Floor Sticker Sponsor

Have your company logo displayed throughout the exhibition, include your stand number. You will be visible to all who attend the show.

3rd

Demo Area Sponsor

Promote your company to all who attend our live demonstrations, put your literature on visitor chairs, logo on screens, pull up banners.

4th

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 2nd & 3rd 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

Prices exclude vat

1st Tier	**£995**
2nd Tier	£500
3rd Tier	£450
4th Tier	£100 for flyer insert No charge for gift insert

Promoting Your Business

Promoting the show and your business starts months before the main event so lets get things started **NOW** on our social media platforms.

Let us know what your business is currently working on. Do you have exciting news? Perhaps celebrating an anniversary or milestone within your business, relocating your premises, launching a new product or have you received any regional, national or global awards in recognition of all of your hard work?

Tell us, we want to shout about it for you!

Working together to promote the show and your news will help us to continue to increase visitor numbers as well as your brand awareness.

LHA Projects – Update 2024

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 will be working closely with Cumbria Tourism, to reopen the Grant application in September 2023.

Previous projects we have supported:

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

INFAMOUS
World's No.1 Bed Brand
PROUD SUPPLIER TO...
VILLAGE
HYATT
CROWNE PLAZA
citizen
wetherspoon
CUNARD
FOUR SEASONS
LANGHAM
Sealy
CONTRACT BEDS
INCLUDES
FREE DELIVERY
BUY ONLINE 24 HOURS A DAY WITH
NO MINIMUM ORDER QUANTITY
INCLUDES A
FREE SITE SURVEY