



Westgold™

CAKE
&
BAKE
SWEETS
SHOW

JOIN US AT THE FESTIVAL OF
DELICIOUSNESS

5 – 7 JULY 2024 | MCEC

27 – 29 SEPTEMBER 2024 | ICC

AUSTRALIA'S NO. 1 EVENT FOR HOME BAKERS

Westgold™



The Westgold Cake Bake & Sweets Show in 2023 brought together a combined total of over 30K enthusiastic visitors at both the Melbourne and Sydney events. This outstanding turnout reflects the immense success of our shows, as we continue to set new records and surpass the expectations.

The remarkable lineup of culinary talents, with renowned figures such as Kirsten Tibballs, Manu Feildel, Monica Cavallaro, Janelle & Monzir, Cas Watene, Dan Pasquali, and many more took product activations to the next level at the special features: the Super Theatre, Cake Decorating Stage, and the Creative Kitchen.

Beyond the celebrity demos, the event also featured multiple competitions, hands-on workshops, sampling, and sales, making it a not-to-miss annual gathering for brands, retailers, and distributors to meet and win new customers who are passionate about baking.



MEET OUR AUDIENCE

Westgold™



16K+

VISITORS - MELBOURNE



15.7K+

VISITORS - SYDNEY



90%

WOULD RECOMMEND



78.5%

DISCOVERED NEW BRANDS/PRODUCTS



82.5%

INTEND TO REPURCHASE FROM THE BRANDS THEY MET AT THE SHOW



\$500

AVERAGE SPEND AT THE SHOW



55.2%

ATTENDEES ARE HOME BAKERS



20%

ATTENDEES ARE HOME COOKS



80%

IMPORTANT TO THEM TRY BEFORE YOU BUY IS

ACTIVATION AREAS

ART OF CAKE COMPETITION

In 2023, the Art of Cake Competition drew nearly 200 selected creators, each bringing their unique cake masterpieces. Nestled at the heart of the show, it's a captivating spectacle where Australia's top cake decorators showcase their creations to compete for top honors. This presents a remarkable opportunity to connect your brand with these talented artists, and who knows, you might just find your next brand ambassador among them.

VIP LOUNGE

In 2023, our VIP Lounge hosted over 1,200 high-spending visitors, where brands like Fromager d'Affinos, De'Longhi, Rodriguez Bros, Wine Selectors, and more were prominently featured. This exclusive space offers a prime opportunity to connect with highly engaging, high-spending visitors who will not only sample your products but also see your brand featured prominently throughout the VIP Lounge.

KIDS ZONE

Explore a unique opportunity at the Kids Zone – a space thoughtfully designed for our youngest attendees. This is your chance to engage with a vibrant and family-oriented audience. As an exhibitor, you can connect with parents and their little ones, introducing your products and services in a fun, interactive setting.

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ACTIVATION AREAS



SUPER THEATRE

Our Super Theatre Stage is where we feature our most prominent talents. In 2023, we proudly showcased culinary stars such as Manu Feildel, Kirsten Tibballs, Janelle & Monzir, and Monica Cavallaro. Partner with us to align your brand with this exceptional stage and its renowned personalities.



CAKE DECORATING STAGE

This stage was a classic crowd-pleaser, where we witnessed extraordinary talent impart cutting-edge techniques and guided our enthusiastic audience through the latest trends. This ever-popular, interactive stage boasts top-notch talent. Feature your brand and products here to gain massive exposure and captivate our engaged audience.



MAKE & TAKE

Back by popular demand, we're reintroducing the 'Make & Take' classes! Led by qualified instructors, these 45-minute bite-sized classes empower visitors to craft and decorate their own cupcakes and cookies. True to the name, they leave with their delicious creations at the end of each session.

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REACH

3M

AND FACE TO FACE WITH
30 THOUSAND PASSIONATE
HOMECOOKS

MASSIVE BRAND EXPOSURE

Expand your brands impression consistently throughout the year. Benefit from the 6x digit \$ marketing campaign.

CELEBRITY CHEFS

Endorsement doesn't have to be an expensive affair always. Let our Master chefs use and talk about your products.

HANDS-ON

Your products belong in the hands of your customers. Teach them 'how to' use it with a 'try before you buy' session.

SAMPLING & SALES

Show-off the goodness, impress, and influence those who matter. Meet new customers you never knew existed!

REACH 5 MILLION+ HOME BAKERS ONLINE

Westgold™



The Westgold Cake Bake & Sweets Show is not limited to an offline audience; we have a substantial online presence as well. With over 47K Instagram followers and a strong Facebook community of 86K+ followers, our online reach is impressive. Over the last three months, our content reached over 217,202 accounts, generating more than 1.5 million impressions. This strong online presence translates to a powerful audience that your brand can tap into. Imagine the exposure and engagement your brand will receive by aligning with us.



Instagram

47,090 Followers
during last 90 days

217,202 Accounts
reached

1,589,713 Impressions

50.2K Reel engagement



Facebook - 86,822 Facebook
followers

*Love***Baking** Club

Love Baking Club - Our exclusive
database of 250K+ subscribers

WE HAD MANY AMAZING BRANDS PARTNER WITH US ON THIS SHOW



THE TITLE SPONSOR & OFFICIAL BUTTER SPONSOR



CAKE DECORATING
STAGE SPONSOR



INGREDIENT
SPONSOR



COOKWARE
SPONSOR



SMALL APPLIANCES
SPONSOR



THE CREATIVE KITCHEN
STAGE SPONSOR



VIP LOUNGE SPONSORS 2023

VIP WINE
SPONSOR



VIP CHEESE
SPONSOR



VIP CRACKER
SPONSOR



VIP RELISH
SPONSORS



VIP OLIVE
SPONSOR



VIP OLIVE &
DELI MEAT SPONSOR



VIP DELI MEAT
SPONSOR



VIP HIGH TEA
PARTNERS



VIP WATER & JUICE
PROVIDER



VIP BEVERAGE
SPONSOR



VIP BEVERAGE
SPONSOR



VIP GOODIE BAG
SPONSOR



VIP GOODIE BAG
INCLUSION



VIP PICKLED ONIONS
SPONSOR



VIP GOODIE BAG
INCLUSION



TESTIMONIALS

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We attended the **Cake Bake & Sweets Show** to try and get our product out to the cake and baking industry and create some exposure for our brand - we achieved this with a huge success! We were in touch personally with thousands of people between shows and it really took Berry Fresh to an unexpected level. We will definitely be attending future events!

JIMMY RИPEPI

MANAGING DIRECTOR OF
BERRY FRESH AUSTRALIA

A big thank you and congratulations to the organisers, GL Exhibitions, for a fabulously co-ordinated event. We were impressed with the volume of attendees, the networking opportunities and the amazing atmosphere. The event was very successful for us in more ways than predicted and we are looking forward to attending again next year!

JENNIFER MEAD

THERMOMIX

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JOIN THE
ULTIMATE
BAKING
SHOW.

Let's discuss exhibiting and
sponsorship opportunities that
fit your product perfectly.

Contact Us

sales@glexhibitions.com

Co-located with



HOME
COOKING
SHOW

Organised by

