

PARTICIPATION OPPORTUNITIES

# Cake Bake & Sweets Show *2025*

5 – 7 SEPTEMBER  
2025 | MCEC

26 – 28 SEPTEMBER  
2025 | ICC

**BAKE IT. LOVE IT**



# Our *Vision*

We are passionate about connecting communities, introducing buyers to the very best products and suppliers and delivering an exceptional experience.

Our core values focus on putting the event experience first, and with the Cake, Bake & Sweets Show that will involve taking a much loved event to new heights. We'd love to have you with us on that journey.



## *Event Dates*

MELBOURNE 5 - 7  
SEPTEMBER 2025  
Melbourne Convention  
& Exhibition Centre

SYDNEY 26 - 28  
SEPTEMBER 2025  
ICC Sydney,  
Darling Harbour



Cake Bake & Sweets Show 2025

# Why *Exhibit?*

Exhibitions are the only platform that put you face to face with highly qualified buyers, giving you greater influence in their decision-making process and the opportunity to show your company's benefits.

## EXHIBITIONS ARE:

- A cost effective, focused environment for you to connect with new buyers and develop relationships with existing customers.
- A proven formula to market, sell and promote your products and services to mass numbers of qualified buyers.
- The opportunity to gain instant feedback and insight into the needs of your customers.
- A unique way to generate leads and create a database of potential customers for future marketing.
- The perfect launch platform for new products and services.
- The source of a qualified audience that has passed a stringent set of guidelines in order to attend.

## SEIZE THIS GREAT OPPORTUNITY TO EXHIBIT

*"Exhibitions are the most cost-effective and time efficient method for marketing your products and services, offering a personal and interactive environment to meet potential customers."*





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# About *Expertise Events*

For 35 years Expertise Events have organised and delivered some of Australia's most iconic consumer and trade events that connect communities and deliver memorable experiences.

At our heart is that we are family, and want every client to feel and be treated that way.



# Sweetest *Experiences*



NEW

CAKE  
BAKE &  
SWEETS  
SHOW



## Pet-Friendly *Treats*

At the Cake Bake & Sweet Show, we know your pets are part of the family, and they deserve a treat too! Our Pet-Friendly Section is dedicated to showcasing healthy and tasty treats for your furry friends.

## Gluten-Free *Goodies*

For those with gluten sensitivities, we've got you covered! Our Gluten-Free Area is a haven for anyone looking to explore baked goods without the gluten. Dive into an array of mouth-watering pastries, cakes, and cookies that are 100% gluten-free

## Diabetes *Friendly*

Our Diabetes-Friendly Section is packed with delicious, sugar-free treats that don't sacrifice flavor! From guilt-free cakes and cookies to innovative sugar substitutes, discover how to enjoy your favorite desserts without compromising your health.



# Sponsorship *Opportunities*

## LOOKING TO MAXIMISE YOUR BRAND'S VISIBILITY?

Partner with the premier event for home bakers in Australia and watch your brand rise!

We offer tailored sponsorship packages designed to make your business stand out from the competition. Elevate your brand with enhanced exposure and visibility before, during, and after the show. Connect with a highly engaged audience and leave a lasting impression on thousands of passionate bakers and dessert lovers.

## ELEVATE YOUR INFLUENCE

Position your brand at the forefront of the most influential event for home bakers.



## LAUNCH YOUR LATEST PRODUCTS

Capture the audience's attention by revealing your latest baking delights and equipment.

## CULTIVATE BRAND RECOGNITION

The show attracts thousands of visitors, giving your brand the visibility it deserves. This is your chance to become a household name!

## STRENGTHEN RELATIONSHIPS, AND AMPLIFY YOUR BRAND!

Network with baking leaders, fostering new connections, and rekindling relationships for mutual growth.

## MAXIMISE EXPOSURE WITH TARGETED MARKETING

Position your brand strategically for unbeatable visibility with a focused campaign aimed at the passionate baking community



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**SHINE IN THE ULTIMATE SPOTLIGHT:**

# Become The *Title Sponsor*

**Claim the exclusive title of Official Partner at The Cake Bake & Sweets Show and elevate your brand to new heights.**

As the distinguished Title Sponsor, your brand will enjoy unparalleled exposure, with prominent corporate branding across pre-show, post-show campaigns, and onsite presence.

This prestigious sponsorship offers a unique and intimate brand association, ensuring your business becomes the standout name in the world of baking and sweets. Make your mark - become the face of the show!



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**EXCLUSIVE SPONSORSHIP OPPORTUNITIES:**

# Stages & *Features*

Unlock unparalleled brand visibility at the Cake Bake & Sweets Show by sponsoring key event features that draw thousands of engaged attendees. From celebrity chef demos to interactive classes, these exclusive sponsorships give your brand the spotlight in a dynamic, fun, and delicious environment.

**ENQUIRE TODAY TO LEARN MORE  
ABOUT THE SPONSORSHIP PERKS** →



Cake Bake & Sweets Show 2025



# Flavours of *The World Stage*

The most captivating demo stage of the event featuring top celebrity chefs and bakers with all day demos that attract thousands. In 2024, stars like Tigga Mac, Dim Sim Lim, and Chef Luca Ciano thrilled the audience. This is your chance to showcase your products to a highly engaged crowd, gaining valuable brand exposure alongside industry icons.



# Sweet *Junction*

Sweet Junction is the ultimate destination for sweet lovers. This vibrant stage highlights top cake decorators and dessert creators through live demos that inspire attendees. It's the perfect platform for your brand to showcase products in a creative environment, engaging with a passionate audience and boosting brand recognition.



Cake Bake & Sweets Show 2025



# Feature

# *Sponsorships*



## **KIDS ZONE**

Engage families in the lively Kids Zone, where fun meets baking! This interactive space is perfect for brands to connect with young bakers through cupcake decorating and playful activities, creating lasting connections with future dessert lovers.



## **MAKE & TAKE**

Sponsor our Make & Take Classes to showcase your products in action. Attendees will learn techniques using your ingredients and tools, creating memorable take-home items that highlight your brand's quality and versatility.



WHAT'S INCLUDED IN THE

# Sponsorship *Packages?*



Elevate your digital presence and channel traffic to your online platforms throughout the year. Cultivate meaningful connections with your niche market through a diverse range of digital opportunities offered by CBSS. Engage with your audience and establish a lasting presence in the online landscape.

## SOCIAL MEDIA EXPOSURE

Unlock the advantages of our comprehensive social media campaigns spanning across Facebook, Instagram, and TikTok.



Join a community of **90,845** active followers.



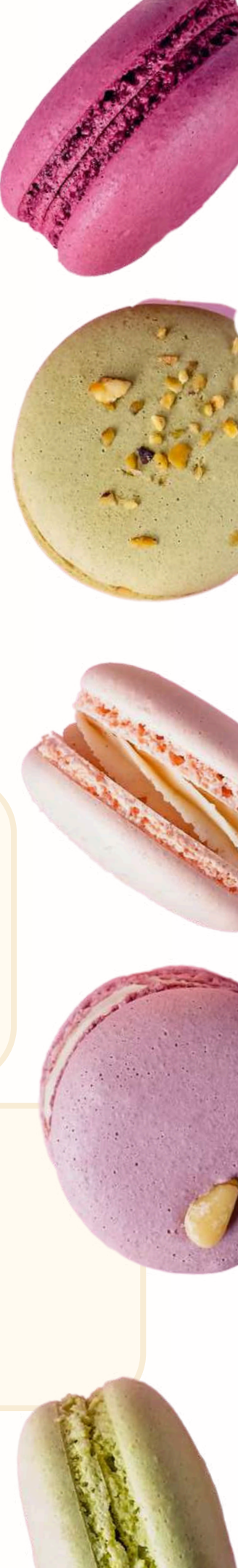
Connect with our vibrant audience of **47,000** followers.



Extend your reach with an impressive **13,043** and counting.



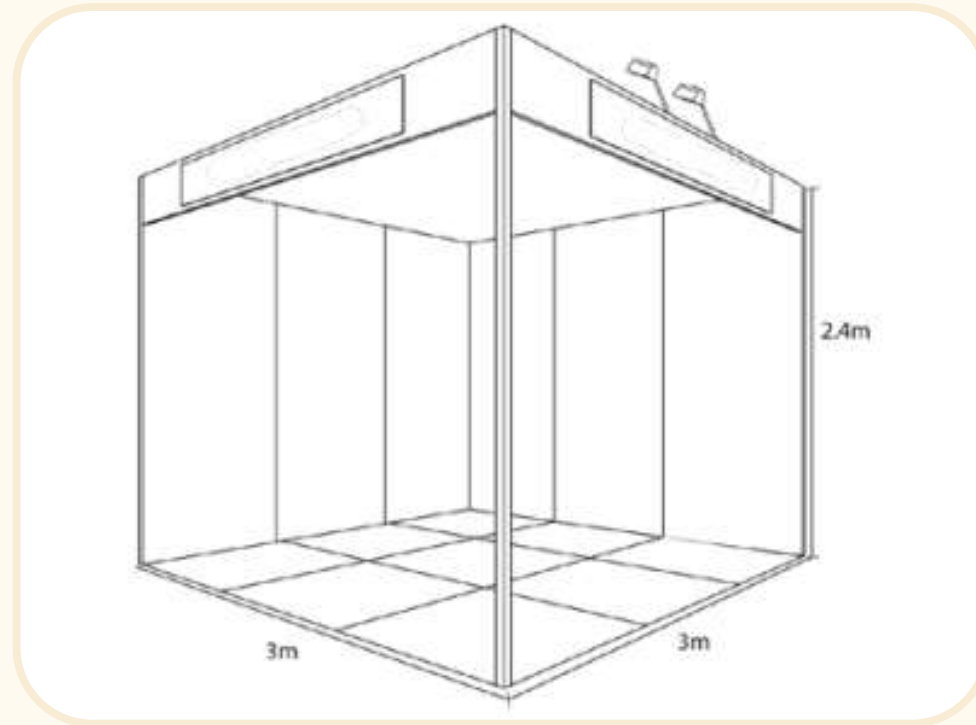
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# Booth

## Options



### MODULAR WITH FASCIA

- No fascia at front of stand
- 2.4m high black Corinthian walling
- Company name on back wall
- Carpet
- 2 x track spotlights per 9sqm
- 1 x 4amp Powerpoint



### SPACE ONLY

- Floor space only
- No walling or carpet (venue flooring)
- No inclusions
- Only available for stand sizes 18sqm or larger
- Proposal of stand design must be submitted to Operations before the event for approval



# Stand Packages

## SPACE ONLY

\$445per sqm

## MODULAR BUILDS

\$45per sqm

## RUBBISH & RECYCLING

\$70 per exhibitor

Corner, Pensinsular and Island Location Fees Apply,  
quoted on application.

**Multi Show Discount Available – Book Sydney & Melbourne  
and get 10% off the space rate at both locations.**

*\*Prices exclude GST*



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# Marketplace

## Stands



### MULTI SHOW DISCOUNT AVAILABLE

Book Sydney & Melbourne and get **10% off** the space rate at both locations.

*\*Prices exclude GST*



### DO YOU HAND MAKE YUMMY TREATS OR GREAT KITCHEN SUPPLIES?

Available to those artisans bringing their handmade with love products.

Stands available at **\$1,995**





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# Contact *Us*

# GET YOUR SLICE OF THE *Action*

## NOT SURE WHERE TO START?

Reach out to our friendly and knowledgeable sales staff. We're here to assist you.



## CONTACT US TODAY

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