

2024 VENDOR, EXHIBITOR & SPONSORSHIP INVITATION KIT

Australia's Greatest Cake, Baking, Cookie & Sugarcraft Show



INTERNATIONAL
CAKE SHOW
AUSTRALIA

HOSTED BY ACADA



BRISBANE
CONVENTION
& EXHIBITION
CENTRE

12-14 APRIL 2024



YOUR INVITATION

International Cake Show Australia (ICSA) is unique. It's Australia's ONLY industry operated show that **focuses ENTIRELY on Baking, Cake & Cookie Decorating, Sugarcraft & Sweet Making**. It attracts tens of thousands of hobby home bakers, professional cake and cookie artists, pastry chefs and industry buyers over three huge days. If you're a business (big or small) serious about building your brand awareness or selling your products or services to a huge crowd we **INVITE YOU** to join the many industry leading businesses that lock ICSA into their diaries in indelible ink every year.

WHO EXHIBITS or SPONSORS? Anyone who is affiliated with supplying the baking, cake and cookie decorating, chocolate, sweet making, party or wedding industries. Local, interstate and international **MANUFACTURERS** exhibit to showcase their products. They come to network, meet and appoint new distributors and to sell and promote directly at the show. This year we've introduced five huge new stages. They're designed specifically for **DISTRIBUTORS** who have expressed a keen interest in showcasing and promoting their products to a massive audience while supporting their **BIG & SMALL retailers** who have stands selling at the show.

Our **RETAIL VENDORS** come back year after year, to showcase, educate and **SELL HUGE VOLUMES** of their products to a large captive audience who are hungry to learn about new equipment, technology, ingredients and innovative products. Visitors come to the show keen to upskill and restock. They come in droves from all corners of Australia and from across the globe. ICSA visitors are serious buyers, who save all year and come to the show, equipped with their shopping trollies. **VISITORS COME READY TO BUY UP BIG!**

WHAT'S NEW? ICSA is now widely recognised as an international major event. The 2024 show will be held at Brisbane Convention & Exhibition Centre (BCEC). This huge state-of-art venue is the home of Brisbane's seriously big events. In 2024 ICSA will be showcased across a massive 5.000 sqm. BCEC provides room for ICSA to continually grow and will be ICSA's long term home. Dates have been locked in for 2024, 2025 and 2026! Located in the centre of Brisbane's tourism precinct and right next door to a huge transport hub it will be far more appealing to the masses of visitors we are expecting. In April we're raising the bar. We're delivering an ICSA that you've never experienced before. We hope you are as excited as we are. ICSA is designed to promote and grow our industry, it's designed specifically to promote and grow your business.

99% of Vendors Return Year After Year!



where and when

INTERNATIONAL CAKE SHOW AUSTRALIA



**BRISBANE
CONVENTION
& EXHIBITION
CENTRE**

12-14 APRIL 2024

Exhibition Hall 2, BCEC, Merivale Street,
South Brisbane (South Bank) QLD 4101

Vendor Bump In: 7am - 5pm Thursday 11 April

Vendor Bump Out: 5pm Sunday 14 April





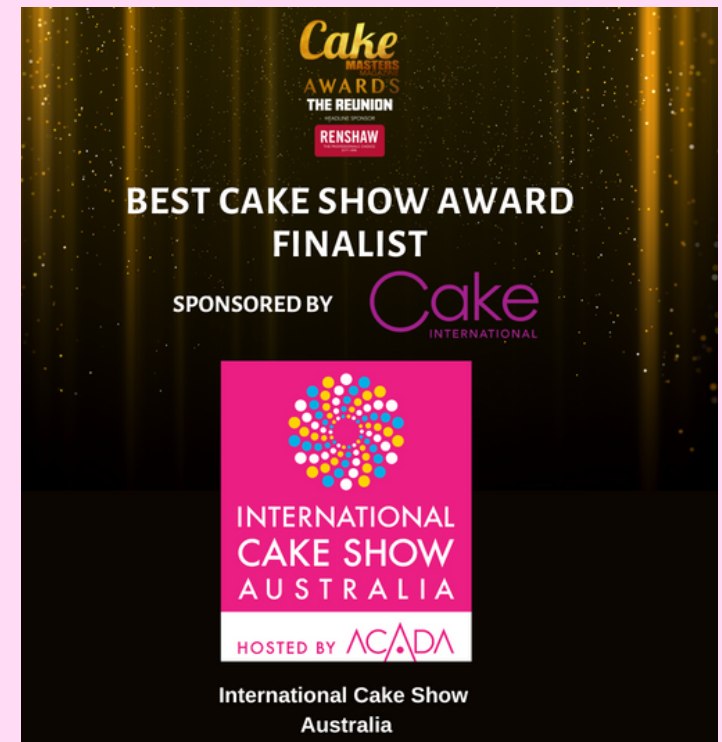
join the world's best

EXTREME CAKERS

Sweet As! Hundreds of the cake & cookie artists, celebrity pastry chefs and chocolatiers are heading to Brisbane to share their skills with ten's of thousands of mums & dads, cake & cookie enthusiasts & sweet loving foodies. **You're invited!**

Dorothy Klerck **Julia M Usher** Zoe Hopkinson **Rosie Dummer**
Serdar Yener Corinna Maguire **Sarah Theaker** Zoe Clark
Rachel Karras Allison Turner **Ekat Sallinger** Amy Chapman
Paul Delaney Cass Watene **Trina Thomson** Dan Pasquali
Leah Walton Daniel Greensill **Annette Peffers**
Australian Bake Off Team + Celebrity Chefs

The List goes on and on....





DOROTHY KLERCK - EXTREME CAKER - SA



CORINNA MAGUIRE - LOVIN FROM THE OVEN (UK)



ZOE HOPKINSON - ZOE'S FANCY CAKES



ROSIE DUMMER - ROSIE CAKE DIVA (UK)



JULIA M USHER (USA)



The Ultimate Australian Cake Decorating Competition

*"Competitors from Thailand,
Japan, India, Singapore,
Malaysia, UK, USA, South Africa,
Denmark, Scotland, Spain,
Germany, Taiwan, Indonesia,
Philippines, NZ, Sri Lanka, Italy,
Canada, Portugal & every
Australian State & Territory
competed*

200+ Competition Entries from

27+ COUNTRIES!

**GROWING
OUR INDUSTRY!**

Helen Wilkinso

International Cake Show Australia
ACADA International Cake Show Australia



Showcasing Australia

GROWING OUR INDUSTRY INTERNATIONALLY

The Cake Masters Magazine Awards in the UK recognizes the world's best sugar artists & shows, over a broad range of categories.

Last Year ICSA was named as ONE OF FOUR FINALISTS for the **BEST CAKE SHOW IN THE WORLD!**

ICSA Barrier Reef Feature - **Winner Best Global Major Sugar Feature.** ICSA Alice In Wonderland Sugar Exhibit - **Nominated Best Major Show Piece.**

ICSA attracts extensive national & international media exposure



Meet a Few of Our Past VENDOR & SPONSOR PARTNERS

| | | |
|---|------------------------|-------------------------------|
| ACADEMIA PATISSERIE COLLEGE | CAKERS PARADISE | MISS BISUCUIT |
| ADRIANO ZUMBO | CAKERS WAREHOUSE | MONDO |
| ALYSIA BRIDGER EVENTS | CAS CAKERY | MUMMA MAC'S MACARONS |
| ANEST IWATA AUSTRALIA | CO.COUTURE CHOCOLATES | PICNART SUGAR |
| AUSTRALIAN CAKE ARTISTS & DECORATORS ASSOC INC. (ACADA) | COLOUR MILL | PRETTY PLEASE SILICONE MOULDS |
| AUSTRALIAN COOKIE CUTTERS | CORDIES CAKE SUPPLIES | RICH PRODUCTS |
| BAKE BOSS | CUSTOM COOKIE CUTTERS | RUSTIC PASTEL |
| BAKE GROUP | FONDTASTIC | SPARKLE*LISCIOUS |
| BAKE ME UP | FROSTED BY NICCI | SUNSHINE EGGS |
| BAKELS AUSTRALIA | GET SPRINKLED | SUNSHINE SUGAR |
| BERRY FRESH | IPSWICH CAKE ROOM | SWEET STICKS |
| BISKIT BOX | KOOLFOAM | SWEET THEMES |
| BOSS EMBOSSERS | LATORTA | THE APRON HUT |
| BOXX'D | LOLLIPOP CAKE SUPPLIES | THE CAKE POD |
| BRISBANE BRIDE MAGAZINE | LOYAL BAKEWARE | THE EDDIE (PRIMERA) |
| BRISBANE CITY COUNCIL | MAGIC COLOURS | THE HEALTHY BAKER |
| BCEC | MANILDRA GROUP | THE SPRINKLE CLUB |
| BY.CAITLINMITCHELL | MELOO & THERMO | VERUSCA WALKER CAKES |
| BY.KYLIEFARINELLI | MENINA | WORLD OF CAKE |
| CAKEFLIX | MINI & CO | ZOE CLARK CAKES |



International
CAKE-OFF
CHALLENGE



**TEAM
AUSTRALIA**

Strength of Character
Courageous Walkers
Proud Defenders

**2024 Vendor & Sponsorship
Opportunities NOW OPEN!**



ROSE DUMMER

International Cake-Off Challenge
HOST



DOROTHY KLERCK

International Cake-Off Challenge
SUPER STAR



ZOE HOPKINSON

International Cake-Off Challenge
SUPER STAR



CORINNA MAGUIRE

International Cake-Off Challenge
SUPER STAR

Six of the world's top cake artists battle it out over two days, live on the **SUPERSTAR STAGE**. They're competing for the title of **THE WORLD'S BEST!**

PAUL DELANEY - TRINA THOMSON - AMY CHAPMAN - DOROTHY KLERCK - ZOE HOPKINSON - CORINNA MAGUIRE

Amazing live cake sculpture shows.

Super Star Stage

INTERNATIONAL CAKE OFF CHALLENGE

**FRIDAY 12TH & SATURDAY 13TH
APRIL 2024 - 10AM - 4PM**



PAUL DELANEY

International Cake-Off Challenge
SUPER STAR



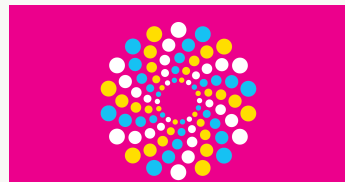
TRINA THOMSON

International Cake-Off Challenge
SUPER STAR



AMY CHAPMAN

International Cake-Off Challenge
SUPER STAR



INTERNATIONAL
CAKE SHOW
AUSTRALIA

HOSTED BY ACADA

100%

OWNED & OPERATED
BY THE AUSTRALIAN
CAKE DECORATING INDUSTRY

Special Show Events & Features

- 90+ Free Demonstrations
- 2-Day Super Star Cake - International Cake-Off Challenge
- Australia's Largest Cake & Cookie Decorating Competition
- Public Participation - Cookie Tower Build
- 20 Hands-on Classes, Workshops & Master Classes
- Unimaginable Huge Cake Displays
- Cake & Chocolate Sculpture Shows
- Huge New Sugar Feature "Walk Through House of Horror"
- 5 Huge Stages
- 1 Hour Cupcake, Cookie, Royal Icing & Sugarcraft Classes
- Battle of the Sugar Giants - Huge Features
- Sweet Street - Sweet, Baked & Cake Market
- Haute Couture Wedding Designers Marquee
- Connoisseur Coffee Zones & Chill Out Cafe
- Photo Opportunities Galore
- Kids Zone - Activities including Face Painting
- Celebrity Chefs, Chocolatiers & Sugar Heroes
- **Pop Up Shops Galore - Shop till you drop**
- **Discount Accommodation Rates for ICSA Partners**

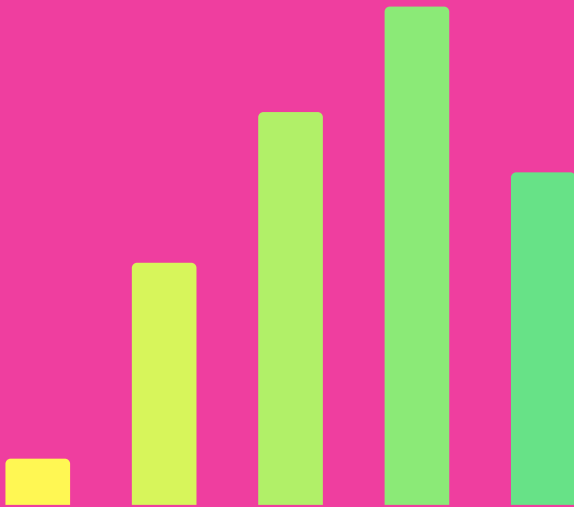
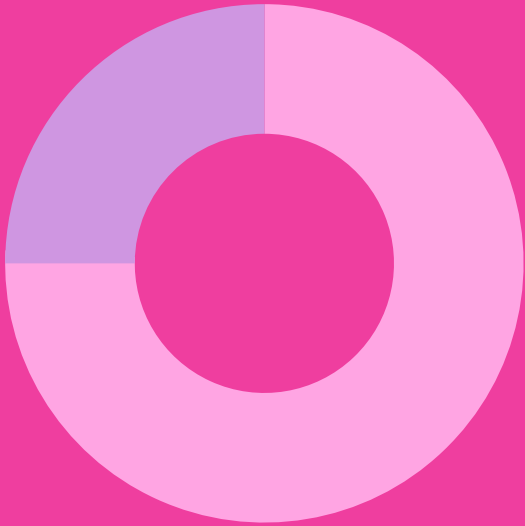


Huge New Walk-Through Sugar Feature

SWEET HOUSE OF HORROR



target market & demographics



who will visit

ICSA is a family friendly event, open to the general public. It carefully targets cake & cookie decorators, pastry chefs, mums who love to bake and sweet loving foodies. Our new venue is ideally located right next door to Brisbane's main transport hub. It's home to many of Australia's largest events. BCEC, Brisbane City Council & Tourism Australia are partnering with us to widely publicize ICSA locally, interstate and globally. A huge marketing budget is in place to promote the ICSA Australia wide!

why will they come

ICSA is Australia's only international standard cake, cookie & sugarcraft show. It's dedicated to everything related to cake and cookie decorating, baking and sweet making. Over 3 huge days you'll reach thousands of home bakers, professional and amateur cake decorators, pastry chefs, and foodies with a passion for everything sweet. Visitors come to learn new skills and to discover and buy new products. They are looking for new innovative products that will take their skills to the next level or to help them bake like a professional. **They save for months and come to the show expecting to buy up big!**



who should be a vendor or stall holder?

Local, Interstate & Overseas Vendors, Business Owners, Retailers, Manufacturers & Distributors:

Regardless of whether you have a **big or small Australian business**, If you are operating within the cake, cookie, baking or sugarcraft industry **YOU CAN'T AFFORD NOT** to have a presence at ICOSA. There's no better way to connect, promote and grow your business.

If you are an Australian or overseas product owner, manufacturer, distributor or retailer wanting to sell direct to a huge captive market, or are simply looking to connect, promote and build your network, ICOSA is the ideal opportunity to meet and build relationships, with the most successful players within the Australian & NZ cake, cookie, baking and sugarcraft industry. All the serious players **WILL BE THERE**.

Overseas exhibitors also connect and build long term relationships with Australia's most reliable distributors at ICOSA.





who should be a vendor or stall holder?

Couture & Celebration Cake Designers & Cookie Decorators

If you are wanting to raise your profile and grow your business there's no better opportunity. This year we've introduced a new Bridal Expo Zone and partnered with Bridal Magazine Editors, Couture Gown Designers, Wedding Venues and Event Managers. The ICSA Bridal Expo Zone is your opportunity to promote your business to the best within the wedding industry. The Haute Couture Bridal Marquee attracts thousands of potential brides each year. This is your opportunity to showcase your work.

Authors & Teachers

If your target market is hobby bakers, cake or cookie decorators, confectioners or chocolatiers you will find them in high numbers at the show. They're hungry to learn and eager to attend classes. A stand at ICSA is a great opportunity for you to promote or sell your books and/or classes.



information

VENDORS

Vendor bookings for ICSA 2024 are NOW OPEN. Stand location is allocated on a first booked first served basis so BOOK EARLY!

15% Discount has been applied for multiple stand bookings. Payment Plans Available.

Book early and PAY IN FULL to earn an extra 10% early bird registration incentive

Direct deposit, PayPal or credit card facilities are available. If paying by credit card, a 2.6% credit card fee applies.

1.5m x 3m Stands limited to Bridal Zone Vendors ONLY

There are 175 vendor stand areas of 3m x 3m available. Any number of stands can be combined and configured to your specific needs. Booth allocation is on a first booked first allocated basis. **No stands will be reserved until completed booking form is returned and a minimum 25% deposit is paid.**

There are 5 Stages and a large number of exciting activities being held throughout the show, designed to attract large visitation. **Every stand** is in a prime location.

what's included:

- Octanorm Shell Scheme Booth
- 2 cool LED track lights per 9m² stand
- Name digitally printed on all aisle facing facias
- Standard power with option to upgrade

there's no better way to
maximise brand awareness!

VENDOR STANDS

BOOKINGS QUERIES

JOAN MCDERMOTT - ICSA CEO

**Mobile : 0412 100 750 (Australia)
+61 412 100 750 (International)**

Email: icsa@acada.com.au

Show Booth Pricing

Note: All prices are exclusive of GST
Note: All prices are exclusive of GST

3m x 3m Stand = \$ 3,000

3m x 6m Stand = \$ 5,100

3m x 9m Stand = \$ 7,650

3m x 12m Stand = \$10,200

6m x 6m Stand = \$10,200

6m x 9m Stand = \$15,300

6m x 12m Stand = \$20,400

Bridal Expo Zone

3m x 1.5m Stand = \$1,500

3m x 3m Stand = \$3,000

Sweet Street Stands

3m x 3m Stand = \$2,000

*Must have a food vendors licence



Invitation to be an

ICSA SPONSOR PARTNER key exposure!

- Show Platinum (Headline) Partner **\$45,000**
- Cake Oscar Awards Headline Partner **\$15,000**
- Cake Oscar Award Category Sponsor **\$1,500**
- Competition Headline Sponsor **\$15,000**
- House of Horror Sponsor Major Sponsor **\$15,000**
- Competition Class Prize Sponsor (24 available) **\$450**
- Super Star Stage - International Cake Off **\$5,500**
- Battle of Sugar Giants Zone - All Features **\$5,500**
- Bake Stage Sponsor **\$15,000**
- Demonstration Stage Sponsor **\$15,000**
- Cookie Stage Sponsor **\$15,000**
- Live Laugh Learn Demonstration Stage Sponsor **\$5,000**
- Kids Learning Hub **\$5,000**
- Fondant Cookie Make & Take Mini Classes **\$5,500**
- Cupcake Make & Take Mini Classes **\$5,500**
- Royal Iced Cookie Make & Take Mini Classes **\$5,500**

- Animal Modelling Make & Take Mini Classes **\$5,500**
- Haute Couture Wedding Cake Marquee **\$5,000**
- Workshop Zone -20 Workshops running over four days -Thursday, Friday, Saturday & Sunday **\$10,000**

*Full Terms & Conditions are outlined within the booking form

want to be a product partner ?

Promote your brand and showcase your products at International Cake Show Australia or the ACADA Australasian Cake Oscar Awards Gala Dinner by providing product for:

- Use on Main Stage or Demonstration Stages
- Use in Workshops, Classes & Master Classes
- To be used in Creation of Key Show Features
- Cake Decorating Competition Prizes
- Product Give-Aways at Live Shows or Oscar Dinner
- Raffles
- Australasian Cake Oscar Awards Dinner Goody Bags

*Contact the organiser for
Full List of Sponsor Benefits*



Partnering with Brisbane City Council
& Tourism Australia

CAKE OSCARS AWARDS

The Australasian Cake Oscar Awards black tie Gala Dinner is held on Saturday 13th April, 2024 to coincide with International Cake Show Australia. Tens of thousands of nominations are received for 27 separate cake, cookie, sugarcraft, chocolate and pastry chef awards. Huge numbers travel to Brisbane to attend this sell out event. They attend the show most days during their stay. If you want the opportunity to mingle and network with the serious players within our industry, grab your tickets for this event early. **THEY SELL OUT QUICKLY!**

2024 THEME - SEQUINS & SPRINKLES!



Special Events

Party with your Heroes at all the special events at night

Black Tie Event

ACADA Australasian Cake Oscar Awards Gala Dinner

Iconic Brisbane

Experience Brisbane's Heritage & Vibrant Cultural



showcase your business

Book Your Stand Now!



HOSTED BY ACADA

VENDOR & SPONSORSHIP INQUIRES

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