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Book Your
Space
NOW for
IFE13

**MEET THE
BUYER**

**INCREASE
SALES**

**ATTRACT
BIG
BUYERS**

**UNIQUE
OPPORTUNITIES**

**TARGET THE
RIGHT
PEOPLE**

**MEET
NEW
CUSTOMERS**

**UK'S LARGEST
FOOD & DRINK
EVENT**



the international food & drink event

17 - 20 March 2013 • ExCel London

EXHIBITORS
FROM OVER
50
COUNTRIES

**GROW
your brand**

**LET CUSTOMERS
TASTE &
TOUCH**

**FACE
TO FACE**

IFE is the UK's largest and most respected food and drink trade event.

The entire international food and drink community gather every two years to source new products, trade and keep pace with industry trends.

Exhibitors at IFE11 enjoyed a busy and successful experience, benefiting from **a sell-out event bringing together over 1,100 exhibitors from across the globe with thousands upon thousands of quality food & drink buyers.**

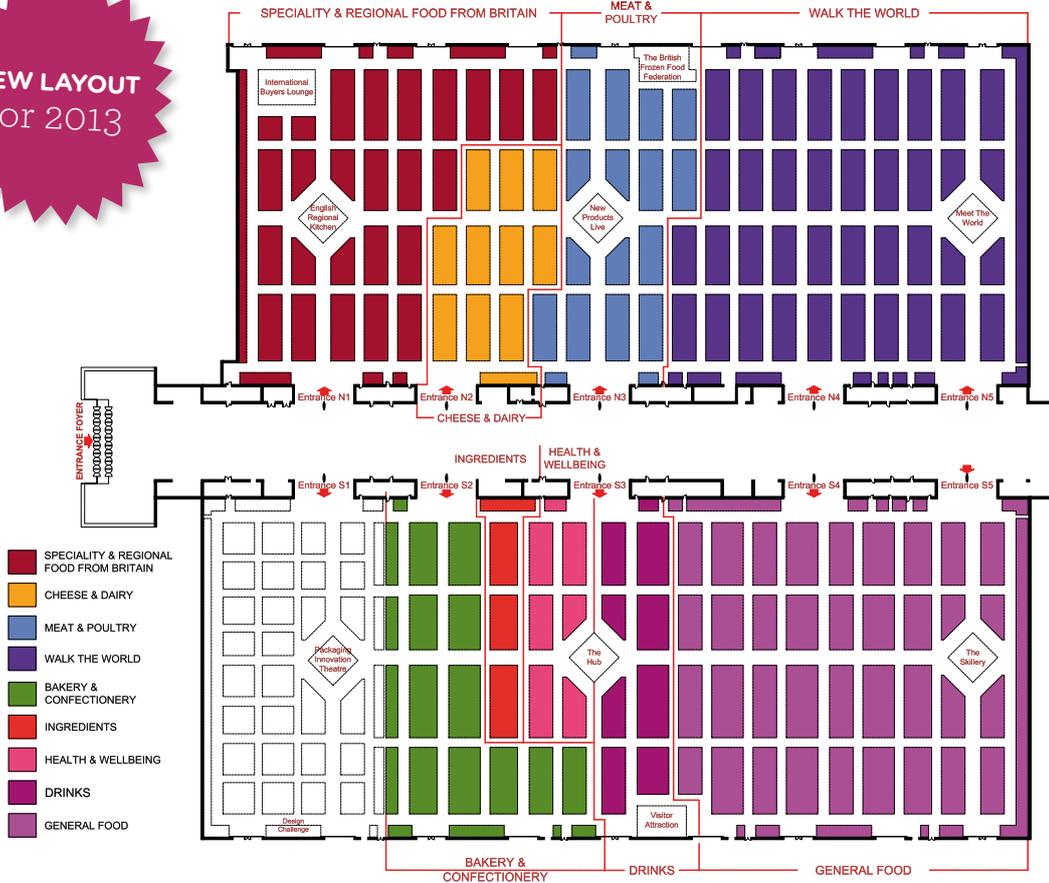


IFE's attendance is independently verified by ABC



Despite IFE11 being the 17th edition of this most established of events, we are constantly looking to develop and refresh what we do to ensure that we are delivering a quality experience to exhibitors and visitors alike as well as genuine return on investment.

NEW LAYOUT
for 2013



Based on changing market trends and to ensure that IFE remains fresh and attractive to the industry, we have made some exciting changes to the floor plan for IFE13.

The new layout is designed to allow exhibitors to enjoy greater benefit from IFE's ever-popular visitor attractions, creating prime locations at the front of the halls and around the attractions themselves.



IFE13 will host the following attractions and initiatives:

Key Buyer Initiative

This year's Key Buyer Initiative has been a phenomenal success with over **2000 applications** leading to **350+ private meetings** between IFE11 exhibitors and buyers from the **London Organising Committee of the Olympic & Paralympic Games (LOCOG), Sainsbury's, Asda, Morrisons, Compass, Brakes, 3663, Sodexo, Aramark, Elior and Musgrave Food Services Ireland.**

We are planning for this to be even bigger in 2013!

New Products Live



New for 2011, this attraction will continue to focus on the best new products on show at IFE along with insight and analysis from Mintel on the latest consumer trends.

The Skillery

Designed to help foodservice businesses of all types improve their culinary skills, hone menu creation expertise and increase profit margins, The Skillery will return in 2013.

Meet the World

This attraction brings together different international groups and provides them with a collective platform to showcase the best food and drink their country has to offer.

The Hub



A free-to-attend programme of seminars, conducted by leading industry experts, The Hub will continue to deliver topical and relevant educational content to our visitors.

The English Regional Kitchen

Another new attraction for this year's event, the ERK will continue to tap into the rising consumer interest in food provenance, with top regional chefs using the best regional ingredients to produce exciting dishes.

The International Buyers' Lounge

IFE is the UK's leading destination for international food & drink buyers and as we look to build on this for 2013 we will retain this ever-popular haven from the busy event floor.



With a new layout demand will be high so we recommend that you book early to avoid disappointment and secure the best location for your stand.

Benefit from a reduced rate by booking in the off-year.

By booking your IFE13 stand during the off-year you will benefit from a reduced rate as well as securing the best position.

	Off-year rate <small>(post IFE11 until 16/03/12)</small>	On-year rate <small>(17/03/12 - 16/03/13)</small>
Space only per m ²	£282 + VAT	£290 + VAT
Shell scheme per m ²	£337 + VAT	£345 + VAT
*Registration Fee	£300 + VAT	£300 + VAT

*All exhibitors are required to pay the registration fee which covers your entry in the official Event Guide, entry in the New Product Guide, visitor invitation tickets and your 2 year IFE Product Search subscription. This fee will not be invoiced until your final payment date.

Space only includes: space for your stand

Shell scheme includes:

- Walls
- Ceiling grid
- Fascia panels
- Name board
- Floor covering (carpet)
- Lights and electrical socket (dependent on the size of your stand)

Registration Fee includes:

- 2 year subscription (or extension for existing subscribers) on the IFE Product Search
- Basic entry in IFE13 Event Guide
- Basic entry in IFE13 New Product Guide
- Visitor invitations
- Co-branded pre-registration page on website

Your 2013 Sales Contact

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Organised by:



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