

April 1st, 2025

Food Hall Exhibitor Briefing

BORD BIA
Bloom



Agenda

09.30 Bord Bia Bloom

09.35 Food Hall

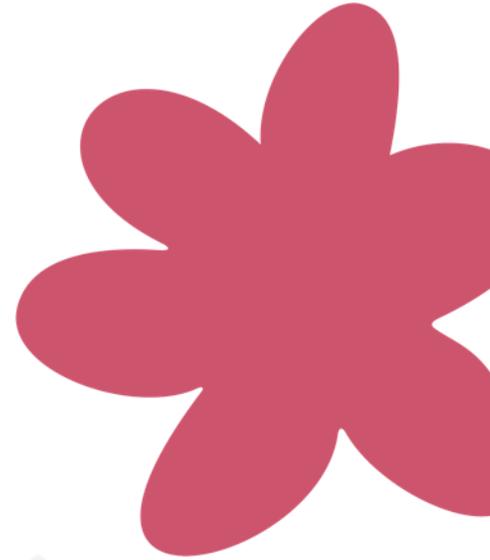
10.00 Operations and logistics

10.25 Trade Breakfast

10:40 Promote your presence at Bord Bia Bloom

10.55 Close

Q/A Format and Briefing Recording



Bord Bia Bloom



Bord Bia Bloom 2025

Phoenix Park

Thursday May 29th - Monday June 2nd



106
Food Village
Exhibitors

5 stages
200+ live
talks, demos and
acts

21
Show
Gardens

18
Plant
Nurseries

170 Indoor
and Outdoor
Retail Exhibitors

70 Outdoor
Food Trucks
4 Indoor
Restaurants

Our audience

Over 100,000 people visited Bord Bia Bloom 2024



39% **61%**

Male Female



36%

over 55 years of age



64%

under 55 years of age



55%

parents



23%

first time visitors



48%

have attended 2-5 times



28%

have attended more than 5 times



77%

primarily came to see
the show gardens



84%

plan to return in 2025



67%

purchased at the event
(average spend was €190)



+47 NPS

likely to recommend

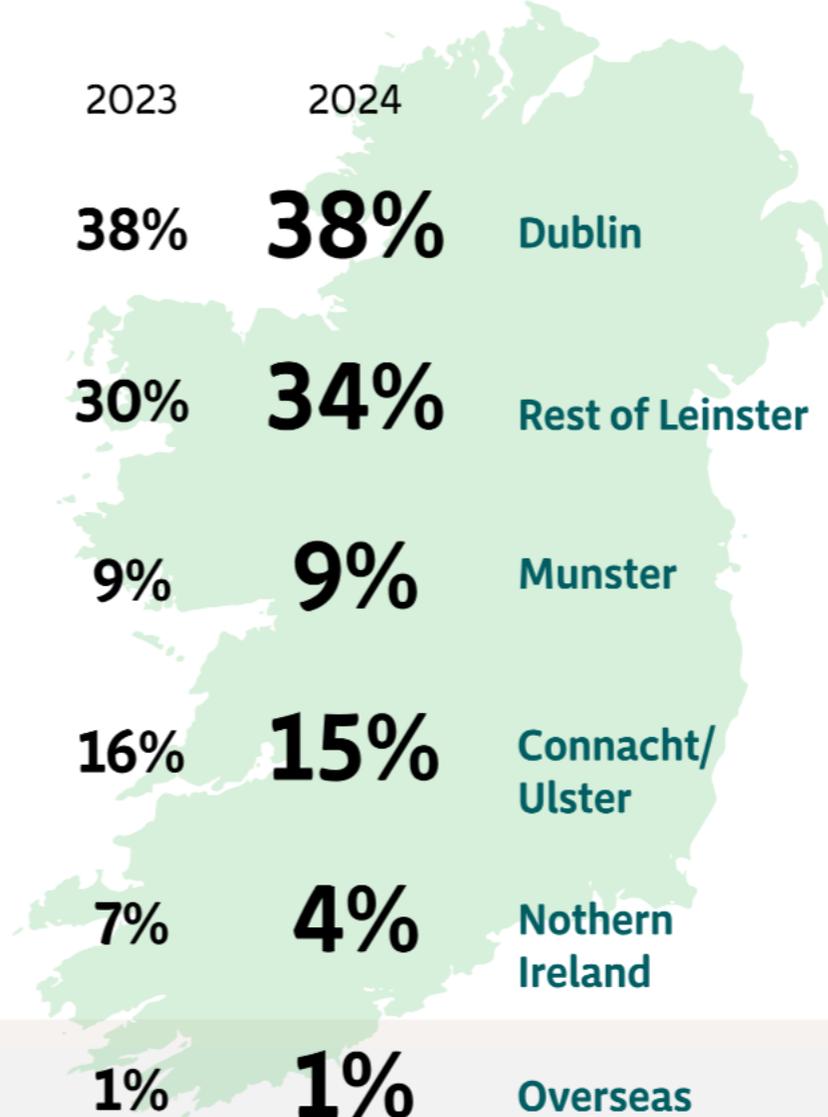
*At event attendees

Bord Bia Bloom 2024 Visitor Demographic

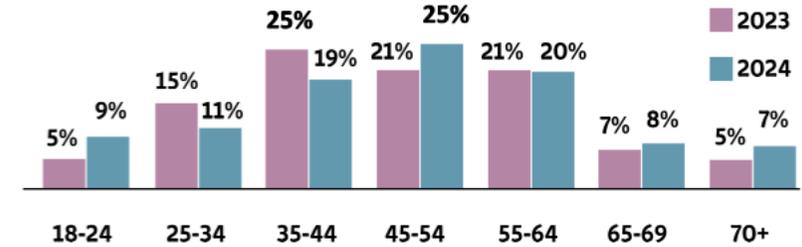
Gender



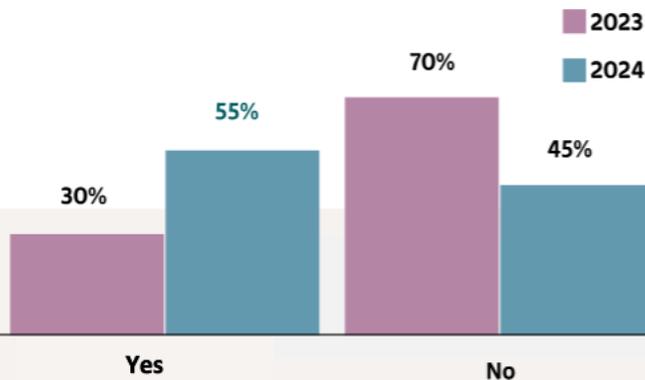
Geography



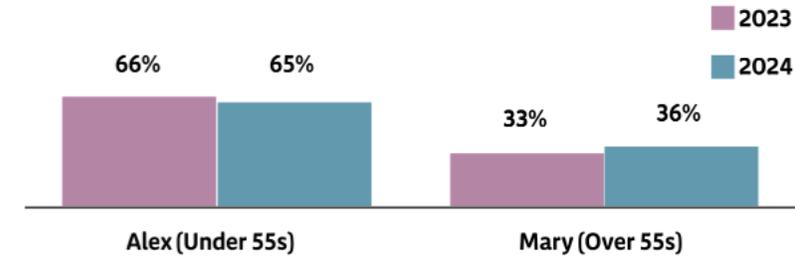
Age



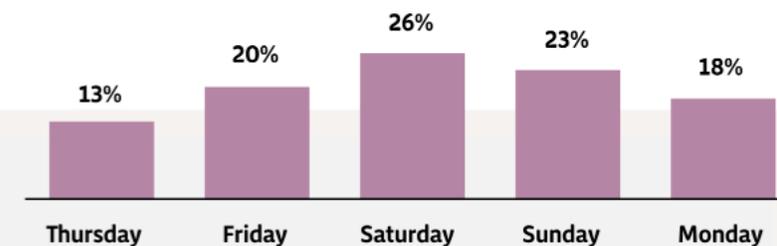
Visitors are Parents



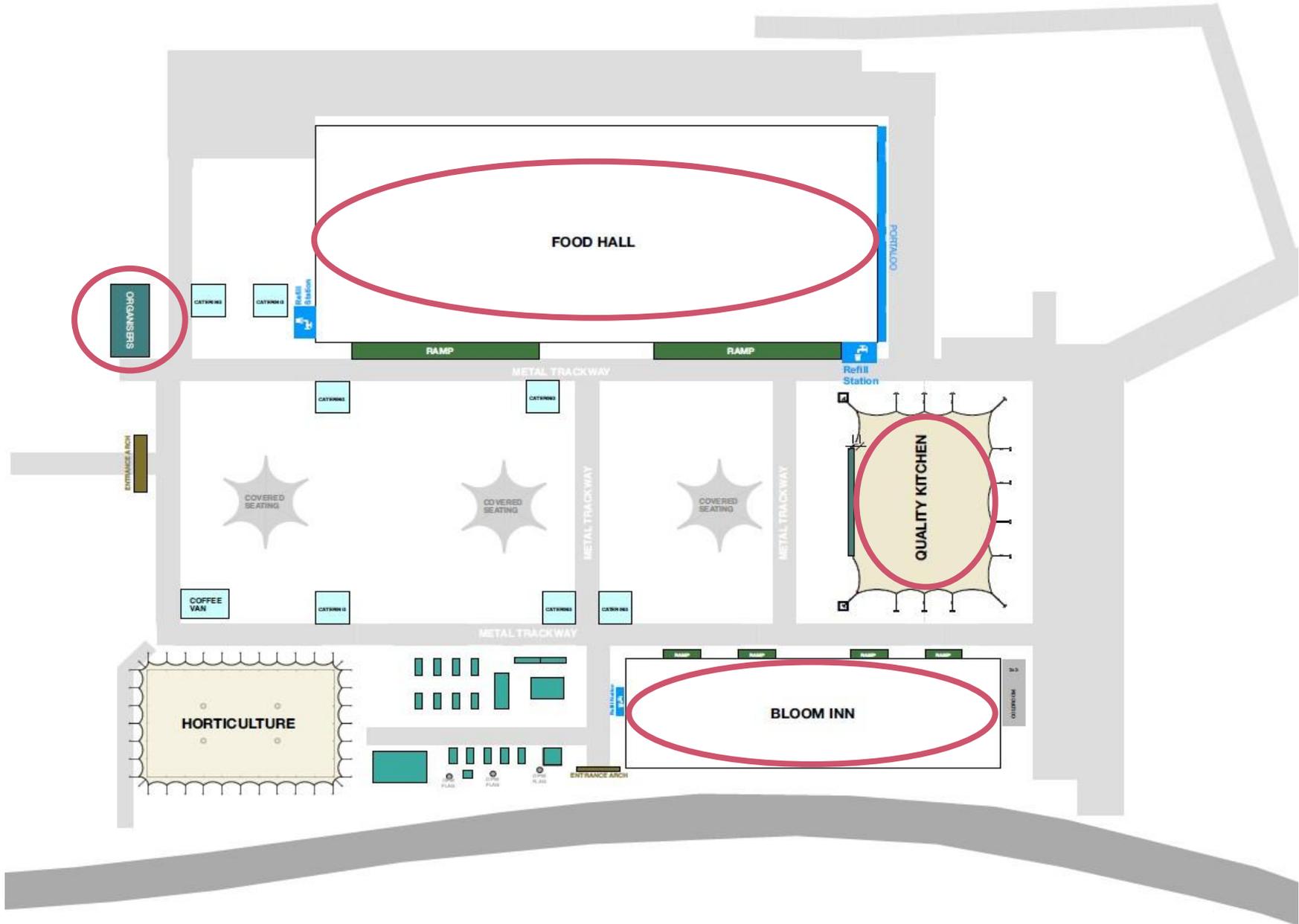
Profile



Day Attendance



Food Village Site Plan



Food Hall

BORD BIA
Bloom



Meet the team



Lisa Smyth

Marketing Events & Brand Activation Project Manager

Lisa manages the overall event operations and client participation within the Food Village. This will be Lisa's eighth Bord Bia Bloom.

Outside of Bord Bia Bloom, Lisa manages the delivery of events and exhibitions on behalf of Bord Bia, working in conjunction with Irish exporters at international trade fairs and during Government led Trade Missions.



Sam Warbrick

Food Village Co-Ordinator

Sam Warbrick joined the Bord Bia Bloom team in 2021 bringing more than 14 years' experience in exhibition and event management. Sam is responsible for managing exhibitor participation in the Food Village. This will be Sam's fourth Bord Bia Bloom.

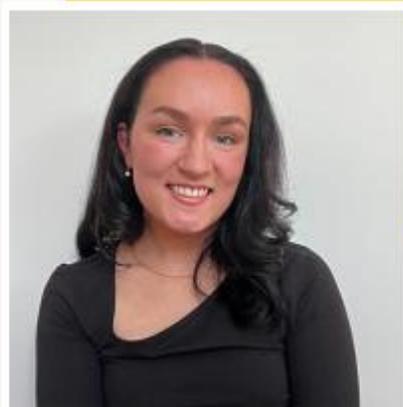


Sarah Hanly

International Graduate Prepared Consumer Foods

Sarah joined Bord Bia's International Graduate Programme in 2023 after completing her degree in Business Studies from DCU.

She works within the Prepared Consumer Foods team, supporting Bord Bia client companies through the delivery of tradeshow, market study visits and reports. This is Sarah's second Bloom, and she will be responsible for providing event support for the Food Hall in the lead up to Bord Bia Bloom and during the event itself.



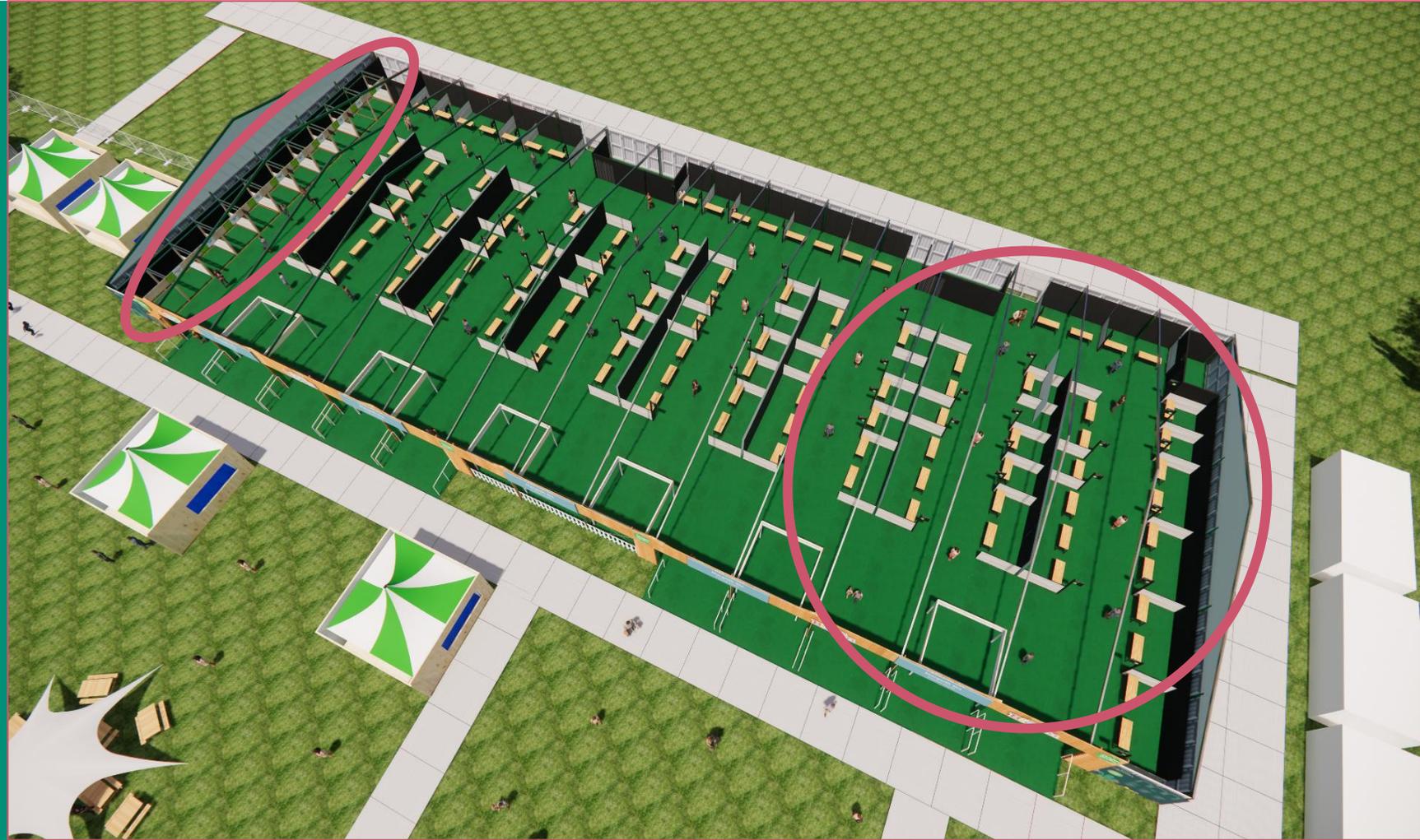
Niamh Duffy

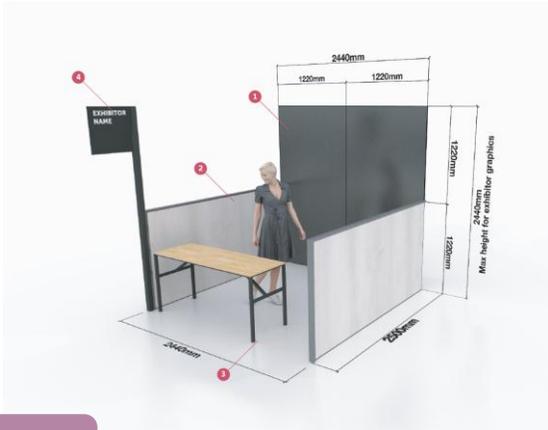
Marketing Events & Brand Activation Intern

Niamh works in the Marketing Events and Brand Activation team in Bord Bia. She is currently studying Marketing, Innovation and Technology at Dublin City University. This is Niamh's first Bord Bia Bloom, and she will be supporting the client companies in their preparation for a successful event.

Food Hall Overview

- Marquee is 75m x 30m
- 78 Exhibitors + Foodworks Feature
- 6 4x4's and 124 units
- 4 communal wash up areas/storage
- Location Organic Zone and Love Irish Food Members
- Floorplan mid-April

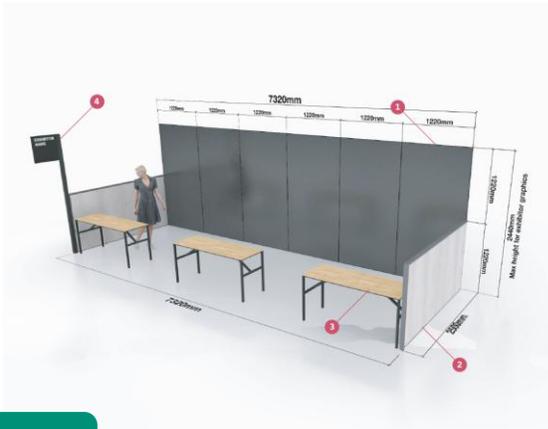




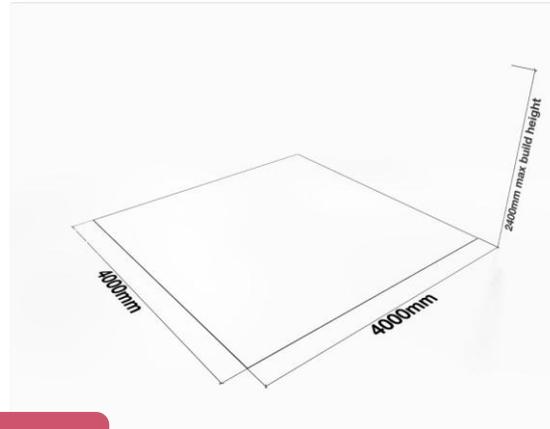
Single Stand



Double Stand



Triple Stand



4 x 4 Stand

Participation Package

Stand
space

1 double
socket

1 kW power

Furniture
package

Company
name card

Exhibitor
wristbands

Comp visitor
tickets

1 car park
pass

Communal
wash-up area

Website
listing

Trade
breakfast



Exhibitor Wristbands

Daily Wristbands:

Valid only on the day specified on the wristband.

Full Wristbands:

Valid on all days.

Stand Size	Daily Wristbands	Full Wristbands
Single	2 for each day (2 for Thursday, 2 for Friday, 2 for Saturday etc.)	3
Double	3 for each day	4
Triple & 4x4 Space	4 for each day	5

Complimentary Visitor Tickets - Digital

Single Stand	Double Stand	Triple Stand	4 x 4 Stand Space
10 Complimentary Tickets (use on any day)	12 Complimentary Tickets (use on any day)	14 Complimentary Tickets (use on any day)	16 Complimentary Tickets (use on any day)

Sales

Products **must be** sold in retail format for offsite / take home consumption.

Products such as a single unit (Juice/Cookie) **must be** sold in a multi pack.

Sampling

Food Sample - bite size

Non-Alcoholic Drinks (Juices, smoothies, coffee, tea...etc.) -
100ml or less

Compostable Packaging

Hand Wash Sink

3kW required to operate



Stand Design



- **Back wall is 2440mm high** - Exhibitor graphics must not exceed 2440mm.
- **Side walls are 1220mm high** - Exhibitor graphics must not exceed 1220mm.
- **Tall fridges, display units etc must be placed on the back wall** - Do not block your neighbours visibility.
- **4 x 4s-** structures height 2440mm.
- **Stand Boundaries**
- **Brand / Product Display**

Electrics and Refrigeration

Each exhibitor will receive 1 double socket and 1kW power

- **Do you need additional power / sockets?**
- **Do you need to hire a fridge or freezer?**
- **Do you need 24hr power supply to your stand?**
- **Do you need outdoor power supply for a refrigerated vehicle?**



Food Village Exhibitor Zone

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Thank You

Questions?

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