

# CaterCare Expo...

the only exhibition in the UK  
dedicated to Care Catering



## 3 DAYS, 1 GREAT EVENT AND THE BIGGEST CARE CATERING EXHIBITION IN THE UK

A COST-EFFECTIVE AND POWERFUL MARKETING TOOL THAT WILL ALLOW YOU TO MEET FACE-TO-FACE WITH CHEFS, DIETICIANS, COOKS, COMMUNITY MEALS MANAGERS, HEADS OF CATERING AND OPERATIONS MANAGERS FROM DAY CARE CENTRES, RESIDENTIAL CARE HOMES, NURSING HOMES, HOSPICES, VOLUNTARY ORGANISATIONS AND LOCAL AUTHORITIES.

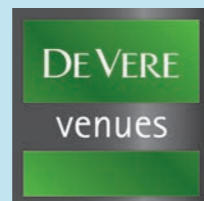
STANDS FROM JUST £1,930 +VAT

- ◆ One to one meetings with key purchasers
- ◆ Easy to get to central location
- ◆ Purpose built conference venue & auditorium
- ◆ Accommodation in the beautiful New De Vere Orchard hotel

**FACT** EXHIBITIONS ARE AMONGST THE MOST POWERFUL AND COST-EFFECTIVE MARKETING TOOLS AVAILABLE TO COMPANIES TODAY, AND ARE THE ONLY MEDIUM THAT COMBINE ALL THE ELEMENTS OF THE PROMOTIONAL MIX – ADVERTISING, PR, SALES PROMOTION AND SELLING IN ONE OFFERING



# Purpose built venue with exclusive hire



The East Midlands Conference Centre is purpose built and is booked on an exclusive hire basis for the TDF event. There is a beautiful atrium area that allows us to create a free flowing, business networking and exhibition community for delegates around the main auditorium which ensures we keep everyone together in one exclusive area.

## We asked delegates and exhibitors what they felt worked well for them at the 2015 event...

Feedback on the 'Meet the Buyer' session was fantastic, our sales team thought this was the highlight of the event – **Hayley Povey, JLA**

Excellent focused sector - specific audience in a great, modern venue – **Ian Lucas, Lotus Bakeries**

The quality of delegates was a lot better during the exhibition times and the live demos were great, very informative – **Hannah Richards, Nisbets**

The event was well planned, the chef's demo was well attended and seemingly well received and there was sufficient time to engage with those customers and prospects that wanted to engage – **Gwaine Cook, Bidvest Foodservice**

## Accommodation in the beautiful new De Vere Orchard hotel

Your accommodation during the event will be in a brand new De Vere Orchard hotel that has just been built and has a connecting walkway from the East Midlands Conference Centre.

This means that the quality and comfort of your stay will be first class, and the standard of food is excellent.



## About the NACC

The National Association of Care Catering, known as the NACC, is recognised as a prime source of information and opinion on catering within the caring sector. Its membership has a significant influence on the provision of catering and equipment within the care catering industry and its members are constantly sourcing new products and services to improve their meal provision. NACC members comprise the biggest private care providers and local authorities in the UK and collectively control more than £1 billion of spend in the market.



## The market

The UK care catering market is set to double its size by 2020 according to the forecast from the Office for National Statistics. Any industry dependent on our ageing population is going to experience a huge boom if it is to meet the increasing demands.

This means that the care market will grow rapidly in size and supplies of food, beverage and equipment will increase dramatically.

The care catering market includes any catering that may take place in residential homes for children, for the elderly or for people with disabilities. It may be meals served to groups in community and day care centres, or it may involve delivering individual, fresh or frozen meals to people's homes or luncheon clubs.

### The care catering market encompasses:

- In excess of 19 million community meals being served across the UK per annum\*
- 40,000 day Centres and Clinics\*
- 30,000 Residential and Nursing
- Homes serving 597,000,000 meals every year!

\*NACC membership research 2004



# An extensive PR & marketing campaign

## This will include:

- PR throughout the catering trade press
- E-mail – in excess of 50,000 delegate tickets emailed to decision makers and specifiers from:
  - Local Authorities
  - Private Care Homes
  - Residential Care Homes
  - Nursing Homes
  - Hospital Caterers
  - Charitable Care Organisations
  - Hospices
  - Extra Care Schemes
  - Not for Profit Care Providers
  - Day Care Centres
- A dedicated marketing campaign to attract day visitors to the exhibition
- Promotions to allied associations such as the Hospital Caterers Association (HCA), the Lead Association for Catering in Education (LACA)
- Social media including Twitter (@NACCCaterCare) and LinkedIn exposure

## Dedicated event website

[www.mcculloughmoore.co.uk/nacc](http://www.mcculloughmoore.co.uk/nacc)

The NACC training & development forum and exhibition has a dedicated website that shows delegates and visitors all the information they need about the event.

In addition, it profiles the exhibitors who have booked with a short description about their products and services and a link to their website. When you book as an exhibitor your details will be added to this website so that when visitors and delegates look through the information they can find out more about your business prior to meeting you face to face.

A current exhibitor's list will also be included in all the delegate promotional emails so it's important your company books early to maximise your exposure opportunities.

## We asked delegates and exhibitors what the highlight of the conference was for them...

A fantastic training forum – I think I would go as far as to say the best I have attended. I particularly liked the one-to-one meeting (meet the buyer) – **Linda Davies, Monmouthshire County Council**

The event was very well organised, relaxed, which was perfect for me, as I attended for the first time alone and knew absolutely no-one! But the combination of formal sessions and networking opportunities left me with improved knowledge and lots of contacts – **Michelle Dewar, Community Dietician, Herts, Community Meals**

Being able to meet the suppliers during the 'meet the buyer' session – **Deborah Bramley, Head of Kitchen, Ashmere**

I thoroughly enjoyed the workshops – **Jamie Pattinson, Chef, Notaro Care Homes**

The 'meet the buyer' session was a great way to communicate the needs of our service. This has been a fantastic event - thanks to all the organisers – **Phil Pettitt, St Lukes**

The range of suppliers/partners was excellent and many complimented a full process for implementation of new ideas and methods – **Pamela Ghisi, Sue Ryder**

This year the event offered something for everybody and covered a huge variety of topics. Plus, as ever it offered great networking opportunities – **Pauline Batty, Monmouthshire County Council**

The speed dating was great. I gathered lots of information and made contacts I may not have made otherwise. A\* all round – **Christine Hamilton, Four Seasons Health Care**

## Reasons to exhibit

- Grab your share of this £1 billion market
- A cost effective opportunity to meet the key decision makers in care catering from across the country all under one roof
- Each delegate is already a qualified prospect
- Network and make new contacts
- Build long term relationships
- Develop new contacts and business opportunities
- Launch new products and services into the market
- Build your company's profile and reinforce your position in the market
- Benefit from the formal and informal networking opportunities including:
  - Dedicated exhibition viewing times
  - Breakfasts, lunches and coffee breaks
  - Pre-event networking evening
  - A networking brunch on Friday
  - NACC Awards dinner
  - The NACC Annual General Meeting takes place during the event and attracts even more delegates
- Gain a further understanding of the market and challenges your customers face by attending conference sessions
- Demonstrate your products and services and let delegates sample your food & drink products
- The Nottingham central location will make the event accessible to everyone

## Meet the buyer...

Following on from the success of last year's introduction, you will have the opportunity to take part in the **MEET THE BUYER** sessions. These will allow you to have one-to-one discussions with key purchasers and decision makers.

# To book your exhibitor stand

...simply complete the form overleaf and fax back on **01293 852 375** or call Jac Brailey for further information on **0870 748 0180**

# Sponsorship opportunities

▶▶ Only premier partners and exhibiting companies have the opportunity to enhance their presence at the show through sponsorship. Please tick the sponsorship you would like to take up on the booking form opposite.

Logo	Logo to be included in the programme and exhibition guide with company description	£80
Literature placement	Placement of company literature into each delegate pack	£265
Email to delegates	Email sent out to all booked delegates one week before and after the event	£350
Advertising	Place a full page advertisement in the programme & exhibition guide. Copies will be distributed to all delegates and day visitors	£530
Pens	Placement of promotional pens in delegate folder	£550
Seating plan for dinner	Seating plan will be positioned outside the dining room for the awards dinner The sponsoring company will have their logo and name on this	£550
Sponsorship of coffee points	The sponsoring company can supply graphics to be displayed around the coffee points plus tent cards and brochures. The sponsors product can also be served at coffee points if appropriate	£650
Sponsorship of registration area	The sponsoring company can supply graphics/pop up screen to be placed at the delegate registration desk throughout the event	£795
Badges or lanyards	Each delegate will be given their name badge – have your company name and logo printed on the badges and be seen as a major sponsor at the NACC event	£1100
Delegate Bag	Each delegate will be given an environmentally friendly training forum bag. The sponsors logo will be on the outside of the bag	£1500
Delegate Folder (A4)	Each delegate will be given an A4 hard back training forum folder with the sponsoring company's name on the outside	£1900
Pre-event night	Sponsorship of evening entertainment	POA
Pre-dinner drinks	Sponsorship of the drinks reception prior to the awards dinner	POA

## Book today

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## NACC TDF 2016 **Booking form** ▶▶

5th – 7th October, East Midlands Conference Centre

**Meet the Buyer:** Wednesday 5th October

**Build-up:** Wednesday 5th October

**Main show:** All day Thursday 6th October

**Breakdown:** Thursday pm 6th October

### EXHIBITOR PACKAGES:

#### Option 1: Stand only +2 day exhibitors

##### Comprises:

- 2m x 3m stand space
- Two day exhibitors on the stand on Thursday
- Lunch for two people on Thursday
- Entry in the Programme & Exhibition Guide
- Company details listed on event website
- Two places at the forum
- Attendance at Meet the Buyer session on Wednesday pm

#### Option 2: Stand only +1 residential exhibitor

##### Comprises:

- 2m x 3m stand space
- Accommodation for one person in single room for Wednesday & Thursday nights
- Place for one person at the informal networking dinner on Wednesday
- Place for one person at the Awards Dinner on Thursday
- Breakfast for one person on Thursday & Friday
- Lunch for one person on Thursday
- Company details listed on event website
- Entry in the Programme & Exhibition Guide
- One place at the forum
- Attendance at Meet the Buyer session on Wednesday pm

#### Option 3: Stand only +2 residential exhibitors

##### Comprises:

- 2m x 3m stand space
- Accommodation for two people in single rooms for Wednesday & Thursday nights
- Place for two people at the informal networking dinner on Wednesday
- Place for two people at the Awards Dinner on Thursday
- Breakfast for two people on Thursday & Friday
- Lunch for two people on Thursday
- Company details listed on event website
- Entry in the Programme & Exhibition Guide
- Two places at the forum
- Attendance at Meet the Buyer session on Wednesday pm

**STAND ONLY** £1,930 +VAT

**ONE PLACE AT FORUM** £2,205 +VAT

**TWO PLACES AT FORUM** £2,800 +VAT

### EXTRA EXHIBITOR PLACES:

Extra one night residential package (Weds) £370 +VAT

PRICE PER PERSON

NO. OF PLACES

Extra one night residential package (Thurs) £425 +VAT

Extra two night residential package (Wed-Fri) £488 +VAT

Extra day exhibitor only pass £80 +VAT per day

£80 +VAT per day

TOTAL

### PLEASE CHOOSE YOUR STAND

1st choice

2nd choice

We will contact you to confirm your allocated stand number

### SPONSORSHIP OPPORTUNITIES – PLEASE TICK IF YOU WOULD LIKE TO BOOK ANY OF THE FOLLOWING

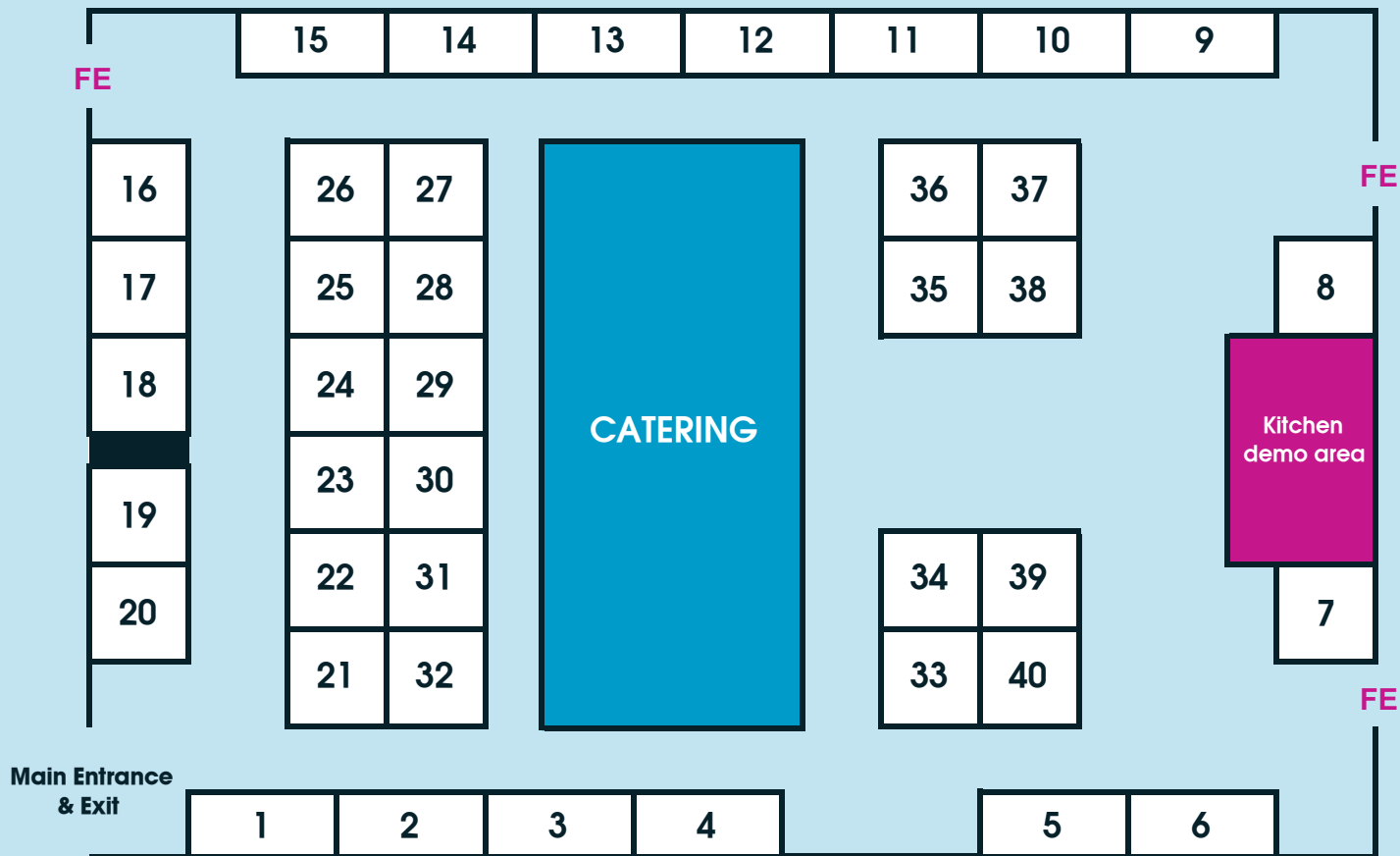
- Logo in programme @ £80  Advertising @ £530  Coffee points @ £650  Delegate Bag @ £1500  Pre-event night @ POA   
 Literature placement @ £265  Pens @ £550  Registration area @ £795  Delegate Folder (A4) @ £1900  Pre-dinner drinks @ POA   
 Email to delegates @ £350  Dinner seating plan @ £550  Badges or lanyards @ £1100

#### DETAILS OF PERSON PLACING ORDER:

Title	First name	Surname
Job title		Organisation
Address		
Postcode	Accounts name	Accounts email
Twitter		Purchase order
Tel.	Fax	Email
Customer signature		Date

**Payment terms:** stands will be invoiced in full on signed booking form. All stands must be paid in full prior to event. Failure to do so will result in the loss of the right to exhibit. **Cancellation terms:** All exhibitors are requested to give written notice of intention to cancel their contract subject to the payment of a percentage of the total contract price by the exhibitor to McCullough Moore Ltd as consideration for release from the contact as follows: 50% – between 3 – 6 months to the exhibition date. 100% – within 3 months prior to the exhibition date. The information you provide may be used for direct marketing purposes, if you do not wish it to be used for such purposes, please write to us at the administration address at the bottom of this form. In the event that suppliers chose to attend the event as a delegate, they are not permitted to solicit business. This expressly includes the showing and distribution of their products and interaction with delegates in any areas covered by the NACC TDF. The Orchard Hotel (the on-site hotel at the EMCC) has limited rooms which will be provided on a first come first serve basis, alternative accommodation will be provided at the overflow hotel (NCSL) and transfers will be provided.

# Exhibition floorplan >>>



## Choose your stand today

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or call Jac Brailey for further information on **0870 748 0180**