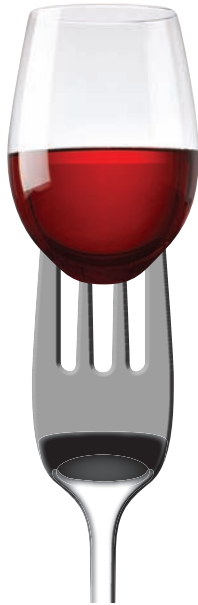


   **IFEX**
24 - 26 APRIL 2012

KING'S HALL, BELFAST

**DON'T
DELAY
BOOK YOUR
STAND
TODAY**

Northern Ireland's **ONLY** food, drink,
retail and hospitality event



IFEX 2012 - Northern Ireland's only food, drink, retail and hospitality event

On 24 - 26 April 2012, IFEX is set to shake up the food service and food retail sectors in Northern Ireland! With more buyers, more products and much more business to be done than ever before, IFEX is your chance to meet a target audience who are hungry for your produce and waiting to do business.

"IFEX is a great show for us to bring new and innovative products to the catering industry and to connect & find out the issues our customers are facing. We have secured our stand at IFEX 2012 because it is the premier catering show in Northern Ireland."

**Andrew Lynas,
Managing Director,
Lynas Foodservice**



CALL the team on +44 (0)28 9068 3331



Who should exhibit?

If you offer any of the below services or equipment then IFEX is your unique platform to meet your customers face-to-face and do business:

- Design and fit-out services and equipment
- Display equipment
- Food and beverages
- Hotel guest facilities and amenities
- Machinery and equipment for the catering industry
- Payment, booking and IT solutions and equipment
- Printing and packaging services
- Security and surveillance systems

Why exhibit?

- Get face-to-face with the industry's key buyers
- Demonstrate your products
- Launch new product ranges
- Generate sales
- Make new contacts
- Leverage PR opportunities to gain media exposure

Book now and benefit from the complimentary marketing tools!

Companies signed up to date include:



Above and right G2FoodPhotography By Sean Owens



www.easyFairs.com/IFEX

Why visitors attend IFEX

If the kitchen is the heart of the home, then IFEX is at the heart of the food, drink, foodservice and retail sectors in Ireland. In addition to pioneering products and services, a complex mix of competitions and expert demonstrations bring the exhibition to life for visitors.

Celebrating excellence at IFEX

Here are just a few of the exciting features taking place at the show:



Chef Skill & Salon Culinnaire

Current sponsors include:



La Parade des Chefs



Live Hot Kitchens with Good Food NI



Product of the Show Awards

Reaching your target market

IFEX is supported by an extensive marketing & PR campaign, reaching the very heart of the market across all media. easyFairs works very hard to ensure that exhibitors' products and services are heavily promoted in all marketing and PR, including:

- National press
- Trade press
- Online & email
- Social media
- Direct mail



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IFEX

Vital statistics from 2010

4,473 high quality visitors over three days

Exhibitors were exposed to
£166,420 worth of PR in trade and national press

79% of visitors said they would make a purchase as a direct result of attending IFEX

89% of visitors said they would visit IFEX again in 2012

Who will you meet?

- Chefs
- Catering managers
- Directors
- Food & beverage buyers
- Hotel managers
- Independent retailers
- Manufacturers
- Multiples buyers
- Off sales
- Owners/proprietors
- Publicans
- Restaurateurs
- Symbol group buyers
- Wholesalers



"As the dominant foodservice player in Northern Ireland, we are delighted to have signed up to IFEX 2012. As the exclusive distributor in Ireland for Booker Foodservice UK, ... IFEX has been a successful exhibition for us in the past and we are excited about the opportunity to grow our business with existing and new customers through the 2012 IFEX exhibition."

Kiera Campbell, Head of Sales, Henderson Foodservice



IFEX 2010 Visitors



<i>Booker Direct</i>	<i>.....Planning Manager</i>
<i>Carlton Red Castle</i>	<i>.....Chef</i>
<i>The Chef Centre Of Ireland</i>	<i>.....Executive Head Chef</i>
<i>Costcutter</i>	<i>.....Manager</i>
<i>Dunnes Stores</i>	<i>.....Buyer</i>
<i>Eurospar</i>	<i>.....Store Manager</i>
<i>Hilton Worldwide</i>	<i>.....Executive Chef</i>
<i>Kerryfoods</i>	<i>.....Business Development Manager</i>
<i>Movenpick</i>	<i>.....Managing Director</i>
<i>Nestlé UK</i>	<i>.....Senior Manager</i>
<i>O'Briens Sandwich Bars</i>	<i>.....Partner</i>
<i>Ramada Encore</i>	<i>.....Chef</i>
<i>Spar</i>	<i>.....Director</i>
<i>Supervalu</i>	<i>.....Butchery/Deli Supervisor</i>
<i>Tayto</i>	<i>.....Manager</i>
<i>Tesco</i>	<i>.....Retail Manager</i>
<i>TGI Fridays</i>	<i>.....Head Chef</i>
<i>Unilever</i>	<i>.....Customer Director</i>

Time & cost effective!

Never exhibited at an easyFairs® show before?



It really is easy - easyFairs® gives exhibitors a single all-inclusive price for participation, including a complete stand module with furniture and electrics. We take care of everything, and the sooner you are on board the more you benefit from our visitor promotion campaign including access to a free PR facility.

"Stephens Catering Equipment has been exhibiting at IFEX for many years. This is the primary food show in Ireland and we at Stephens see the show as a key part of getting ourselves in front of customers within the food industry. We will be demonstrating the latest technological advances not only in the ultimate performance of catering equipment but also in energy and direct cost savings and reducing food waste costs."

**Paul Caves, Managing Director,
Stephens Catering Equipment**



ALL-IN PACKAGE

Exhibit at IFEX 2012 and receive a complete package...
Just turn up and do business!

STAND MODULE

Includes stand build, name board, carpet, daily cleaning, two exhibitor passes and inclusion in show catalogue.

FURNITURE AND FITTINGS

Includes two chairs, one table, literature rack, double power socket and two spotlights.

**BOOK
EARLY
FOR
MAXIMUM
VISIBILITY**

VISITOR PROMOTION

easyFairs® gives you a complete programme of highly targeted promotional activities. We work in close co-operation with prominent trade magazines and user organisations. We also help you maximise opportunities by giving you as many invitations as you need, plus a variety of online and traditional communication tools to raise your visibility before, during and after the show.

BOOK NOW!

ONLINE AT

www.easyFairs.com/IFEX

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8 Oak Lane, Twickenham, TW1 3PA

Tel: +44 (0)20 8843 8800

Fax: +44 (0)20 8892 1929

STAND TYPE

• Space only m ²	£185
• Shell scheme m ²	£213

Make sure you book your stand today and save over 15% off the stand price!

PUT IT IN YOUR DIARY



All information correct at the time of press



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www.easyFairs.com/IFEX