



*Cake*

**F** **i** **e** **s** **t** **a**

**M A N I L A**

A CELEBRATION OF ALL CAKES & BAKES

November 24-26, 2022 | SMX Convention Center Pasay  
Function Rooms 3 & 4 | 10am - 6pm  
[www.cakefiestamania.com](http://www.cakefiestamania.com)

**VENDOR PACK**



*About*

# CAKE FIESTA MANILA

Good friends, Valeri & Christina of Queen of Hearts Couture Cakes, aka the "Buttercream Queens" and Penk Ching of Pastry Bin, aka the "Philippines' Queen of Cakes" have teamed up to bring to the Philippines the international cake show that they have always been invited to. They have long dreamt about it and it has always been their topic during their catch-up lunch dates. Finally, they have made one of the biggest leaps in their careers and have announced that Cake Fiesta Manila is finally happening. They celebrated its inauguration last November 15-17, 2019.

Backed up by their fellow cake artist friends from around the world, as well as Suppliers both from local and abroad, together, the Show attracted not just visitors and suppliers from around the world, but cake competitors as well. Their main goal is to be able to make Philippines as the Cake Decorating hub in Asia and to improve the standard of cake decorating skills in the Philippines.

Cake Fiesta Manila is the **FIRST** and the **BIGGEST** cake dedicated show in Philippines!

CFM 2020 Organizing Team is now joined by Mrs. Amor Quiniones of Mrs. Q's Cakes & Pastries who is also a good friend and another passionate cake artist as well.



# Highlights

## Cake Fiesta Manila 2019



The ribbon-cutting ceremony marked the official opening of the inauguration of Cake Fiesta Manila on November 15, 2019 joined by more than a thousand visitors at the doors.



About 50 Vendors and 15000 local and international visitors flocked our 3-day Expo. It comprised of consumers and businesses in the baking, cake decorating & sweets industry.



Cake Fiesta Manila holds the largest Cake Display Competition in the Philippines with almost 200 amazing entries across 7 categories joined by local and international cake artists.



Cake Wars, the nation's first ever live cake decorating competition, was a huge success participated by talented competitors from all over the Philippines and Asia wide.



Amazing cake artists and chefs shared their expertise at our Sweet Stage through live demonstrations. Visitors learned new skills and enjoyed some cake samples too.

# Highlights

## Cake Fiesta Manila 2019



VIP Lounge hosted by Goldilocks is an exclusive place for VIP ticket holders as well as international guests to relax, chat and mingle over a high-tea experience. Only at CFM!



One of our amazing attractions is our fast and fabulous Make & Take Classroom where we are offering visitors the choice of six fast, 45 minute cupcake/ cookie classes each day.



10 international top cake decorating artists shared their skills through hands-on workshops and live demonstrations and they also judged the display and live competitions.



World-renowned and award winning cake artist, Dorothy Klerck, from South Africa, did a live sculpting of a marvelous Igorot lady (and a rooster) in cake, chocolate and fondant.



Brilliant features at Cake Fiesta Manila with fiesta themed photobooth area (left), life-size edible Filipiniana dress by Emily Peralta (middle), a sweet spread collaboration organized by Peotraco.

# Media Mileage

## Philippine Daily Inquirer

Philippine Daily Inquirer is our official Print Media Partner. They provided social media promotions, pre-event banner ad, full page newspaper ad, half page pre and post-event ad and newspaper/online Editorial feature.

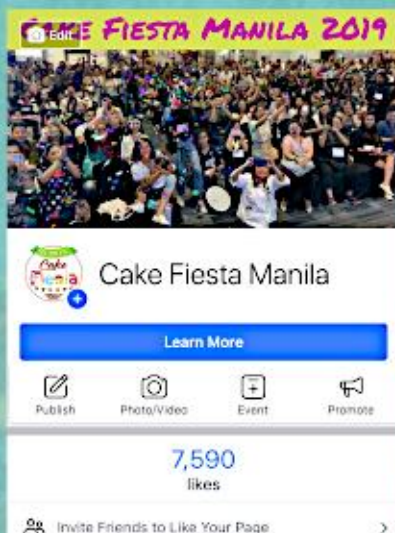
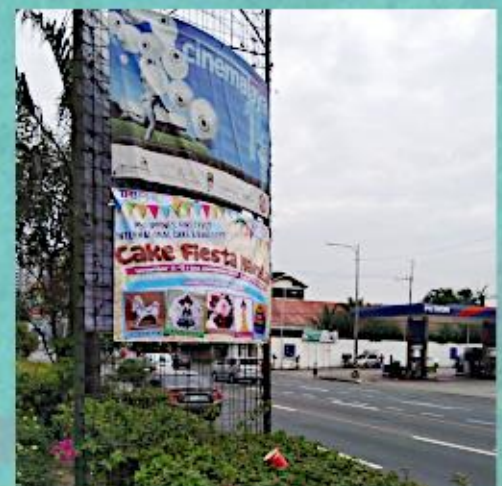


## ABS-CBN Metro Channel

Cake Decorating series w/ CFM invite: 10-15 times airing per day 2 weeks before the Expo.

## Tourism Promotions Board

Cake Fiesta Manila banners were hung along Roxas Boulevard.



## Social Media

Promotion on 2 social media accounts with over hundred thousand followers.

# Sponsorship Packages

## Inclusions

DIAMOND	GOLD	SILVER	BRONZE
P600,000	P450,000	P300,000	P200,000

### SPONSORSHIP INCLUSIONS

	DIAMOND	GOLD	SILVER	BRONZE
3m x 2m booth	4	3	2	1
Exhibitor Passes	20	15	10	6
Complimentary Passes	15	10	8	6

### PRE-SHOW PROMOTION

	DIAMOND	GOLD	SILVER	BRONZE
Social Media Promotions	1x a week	2x a month	1X a month	1x a month
Newsletter Logo Inclusion	YES	YES	YES	YES
Dedicated Newsletter	YES	YES	---	---
Logo on all print collaterals	YES	YES	YES	---
Media publicity inclusion	YES	---	---	---
Press release logo inclusion	YES	YES	---	---

### SHOW RECOGNITION

	DIAMOND	GOLD	SILVER	BRONZE
Logo in Show Guide	YES	YES	YES	YES
Overhead Vendor Hall Banner	YES	YES	---	---
Verbal Recognition during Expo	YES	YES	---	---
Logo Placement on Demo Stage	YES	YES	---	---
Highlighted Logo Placement	All areas	Arch	Registration	---
Sweet Stage Demo Slot	3 slots	2 slots	1 slot	---
Mini Theatre Demo Slot	4 slots	3 slots	2 slots	1 slot

### POST SHOW RECOGNITION

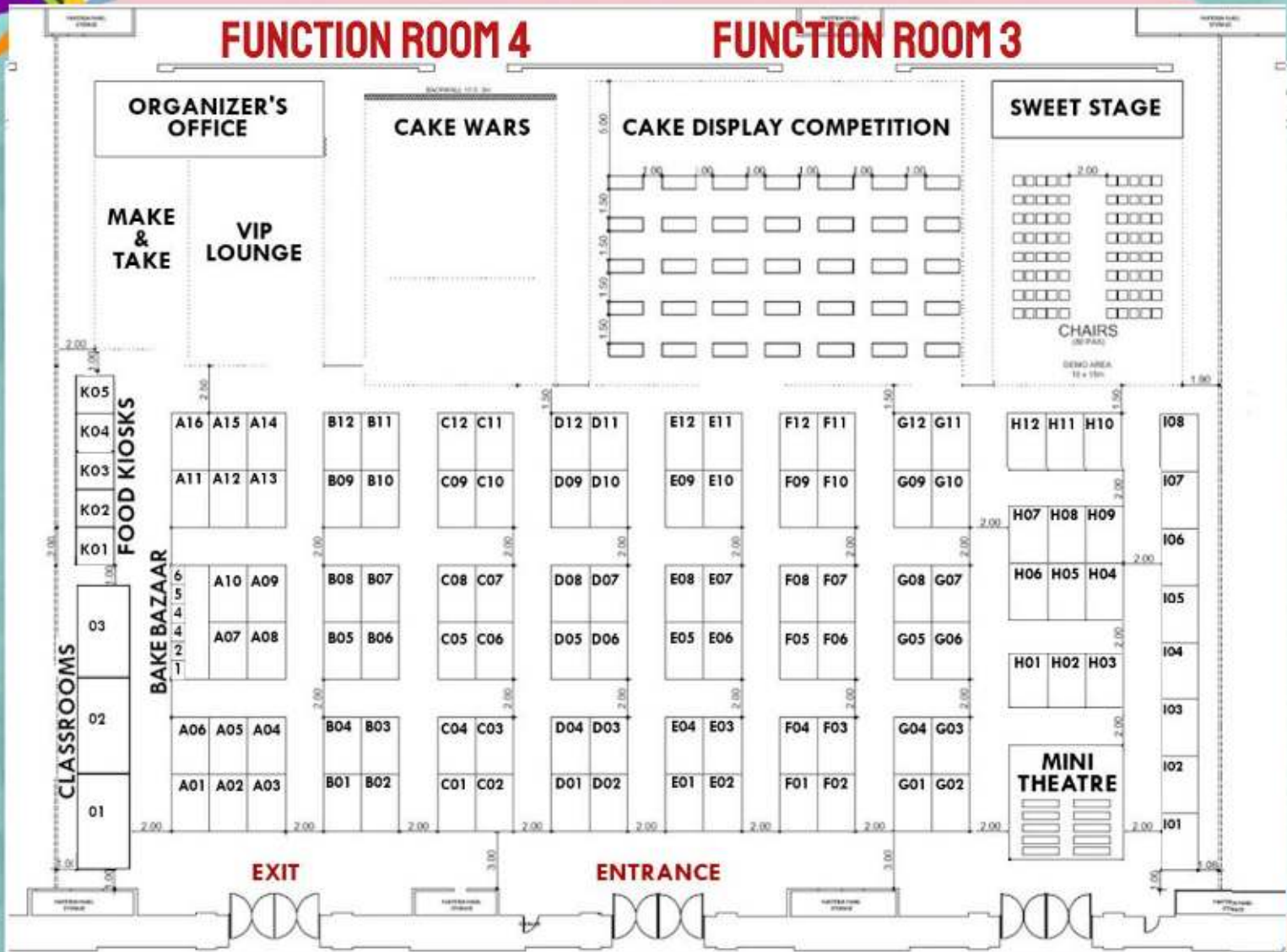
	DIAMOND	GOLD	SILVER	BRONZE
Post-Expo Social Media Posts	YES	YES	YES	YES
Inclusion on Official Video	YES	YES	---	---
Post-Expo Newsletter Mention	YES	YES	---	---

We are expecting double the number of visitors we had from the last Expo due to its success...so take advantage of our Sponsorship Packages to enhance your brand visibility and maximize your presence at Cake Fiesta Manila!

November 24-26, 2022 / 10am-6pm  
Function Rooms 3 & 4 / SMX Manila



# FLOOR PLAN LAYOUT



## RAW SPACE

P7800 / \$170 per sqm  
Minimum 36sqm  
Basic Electricity  
**P280,800 (36sqm)**

## COMPLETE PACKAGE

P9400 / \$210 per sqm  
1 table, 2 chairs, 1 waste bin,  
2 fluorescent lights, Shell Scheme  
wall panels, fascia board  
Basic Electricity  
**3m x 2m Booth: P56,400 (6sqm)**

## FOOD KIOSK

**P30,000 per 2m x 2m**  
1 table, 2 chairs, 1 waste bin  
Basic Electricity

## BAKE BAZAAR

**P15,000 per 1m table**  
1m table, 1 chair

**ALL TRANSACTIONS PLUS 12% VAT**



*Come*  
**Fiesta**  
*with us!*

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November 23, 2022 (Ingress)  
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SMX Convention Center Pasay

Contact:

[info@cakefiestamanila.com](mailto:info@cakefiestamanila.com)

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