

# Cake

# Fiesta

MANILA

A CELEBRATION OF ALL CAKES & BAKES

November 16-19, 2023 | SMX Convention Center Pasay  
Function Rooms 3 & 4 | 10am - 6pm

[WWW.CAKEFIESTAMANILA.COM](http://WWW.CAKEFIESTAMANILA.COM)

**VENDOR PACK**



About

# Cake Fiesta Manila

Cake Fiesta Manila is dubbed as the BIGGEST and the most exciting baking and cake decorating event in the Philippines! Our Show boasts of the WORLD-RENOWNED Cake Artists from around the globe to share their skills and expertise to our aspiring cakery and bakers. Together with them are TOP local and international baking/bakery, sugarcraft, cakes, cake decorating, candies, chocolates, dairy (and anything sweet) companies/suppliers/manufacturers who will bring unique products to the Show. Cake Fiesta Manila is indeed the most prestigious and the most sought after Cake Event and now gaining its popularity in the world! Take advantage of this opportunity and engage in our expected 10,000-20,000 visitors to this much anticipated event.

Cake Fiesta Manila also holds the crown for the BIGGEST and most prestigious Cake Display Competition in the Philippines where cake artists in different levels from nationwide and abroad compete in different categories. We take pride having an impressive and reputable line up of international judges who carefully scrutinize each entry. We also have other exciting activities like Cake Wars (LIVE cake decorating showdown), Make & Take (fast paced 45-min cake decorating sessions), Sweetscape (intercollegiate edible installation challenge) VIP lounges, variety of demos, and so much more unique features that only our expo offers.

Take advantage of this opportunity and engage in our expected 10,000-20,000 visitors to this much anticipated event. Our Show is a ticketed event and this gives our Exhibitors more security and confidence that you will get highly targeted and quality customers. We have a limited number of booths and we sell out quickly so make sure to contact us to reserve your spot.



# Highlights

## Cake Fiesta Manila 2022



Opening Ceremony was yet again of the the special highlights at the expo. It was flocked by a thousand of visitors all excited to celebrate with us.



The vendor all were also absolutely packed. We had 108 booths and we were SOLD OUT.

Nov 24, and as well as Nov 26 had the most number of visitors with about 5k-6k visitors per day and 4k-5k on Nov 25, respectively. That is about 15% increase from last 2019. Considering that we are all still recovering from the pandemic, we consider this a HUGE SUCCESS.



Sweet Stage hosted a lot of amazing demonstrators and it had 198 seating capacity plus people standing at the back. This is the biggest demo stage we have and it was always full.



Cake Fiesta Manila remains to be the BIGGEST and most prestigious international display cake competition in the country. We had a total of 247 - nationwide as well as from abroad.



Cake Wars, dubbed as the nation's first live cake decorating competition once again was a huge success. This is where you will here the loudest cheers at the expo. Teams from all over the country showcased their talent through a 1-hour decorating challenge.

# Highlights

## Cake Fiesta Manila 2022



Cake Fiesta Manila also hosted a Meet & Greet area and was supported by influencers as well as the biggest Facebook Cake Groups in the country.



The Mini Theatre Stage was also a huge hit. It has a seating capacity of 30 and there was always an overflow of eager listeners that stood all the way up to the door.



Our FREE demo classroom, with 60 seating capacity were a hit and was always a full house. It hosted a lot of informative 45-min demos by amazing local and international teachers throughout the day for 3 days.



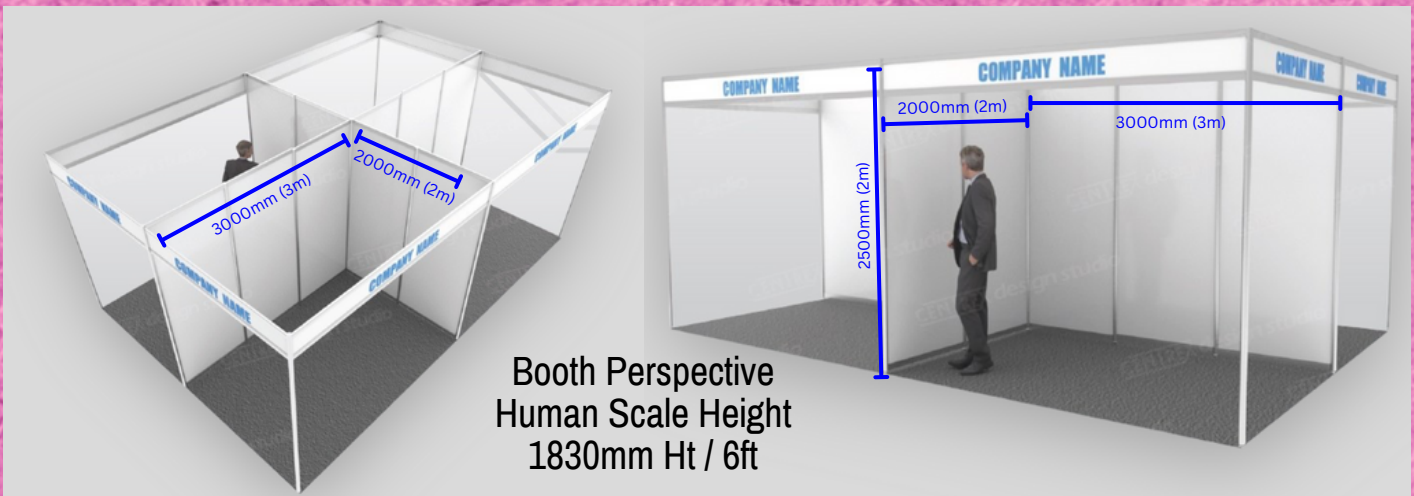
Cake Fiesta Manila 2022 Showpiece was created and hand-carried by the amazing Opal Lippakorn who came all the way from Thailand. It was made by thousands of hand-cut fondant pieces inspired by Catriona Gray's famous lava gown.



Make it with Sugar King (Make & Take), our fast-paced hands-on workshops was a hit, while our VIP Lounge area served scrumptious cakes and sweet treats from Mix Plant Inc.

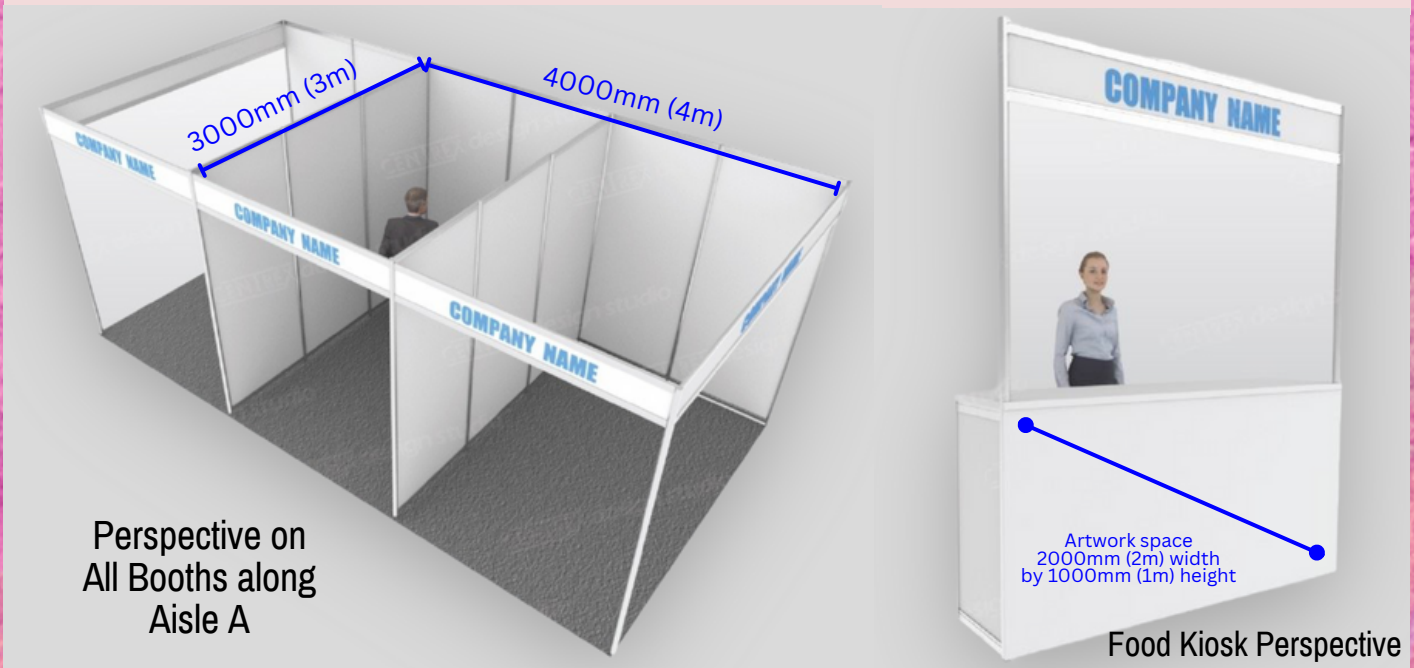


# Floor Plan Perspective



Booth Perspective  
Human Scale Height  
1830mm Ht / 6ft

**STANDARD BOOTH DIMENSION:** 3000 x 2000 x 2500mm HT (3m x 2m x 2.5m height)



Perspective on  
All Booths along  
Aisle A

Food Kiosk Perspective

## Sample computation for multiple booths:

(For 2 booths) Standard booth:  $3m \times 2m = 6sqm \times 2booths = 12sqm$   
See perspective above for 2 combined booths:  $4m \times 3m = 12sqm$

## Food Kiosk

- Artwork c/o Vendor
- 1m height barricade separating kiosks



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# Floor Plan Layout

## FUNCTION ROOM 4

## FUNCTION ROOM 3

**Organizers' Office**

**Make & Take**

**VIP Lounge**

**Cake Wars**

**Display Cake Competition**

**Sweet Stage**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>
<b>FK08</b>	A12 A11 A10	B12 B11	C12 C11	D12 D11	E12 E11	F12 F11	G12 G11	H18 H17 H16	I08
<b>FK07</b>	A07 A08 A09	B09 B10	C09 C10	D09 D10	E09 E10	F09 F10	G09 G10	H13 H14 H15	I07
<b>FK06</b>									I06
<b>FK05</b>									I05
<b>FK04</b>									I04
<b>FK03</b>	A06 A05 A04	B08 B07	C08 C07	D08 D07	E08 E07	F08 F07	G08 G07	H12 H11 H10	I03
<b>FK02</b>	A01 A02 A03	B05 B06	C05 C06	D05 D06	E05 E06	F05 F06	G05 G06	H07 H08 H09	I02
<b>FK01</b>									I01
		B04 B03	C04 C03	D04 D03	E04 E03	F04 F03	G04 G03	H06 H05 H04	
		B01 B02	C01 C02	D01 D02	E01 E02	F01 F02	G01 G02	H01 H02 H03	

**Mini Theatre**

**EXIT**

**ENTRANCE**

**ENTRANCE**

### STANDARD BOOTH

₱12,500 / \$285 / £230 per sqm  
 3m x 2m (6sqm) standard size booth  
 wall panels, kitchen use, 1 table,  
 2 chairs, carpet, fascia board,  
 2 fluorescent lights, 300watts outlet

**₱75,000 (6sqm)**

### RAW SPACE

₱10,200 / \$230 / £185 per sqm  
 Minimum of 36sqm  
 carpet, kitchen use

**₱367,200 (36sqm)**

### FOOD KIOSK

2m x 2m standard size kiosk  
 by application only  
 strictly no competing products  
 300watts outlet, fascia board,  
 kitchen use

**₱50,000 (4sqm)**

**ALL TRANSACTIONS PLUS 12% VAT**

# Sponsorship Packages

*Inclusions*

**DIAMOND**

**GOLD**

**SILVER**

**BRONZE**

**₱700,000**

**₱500,000**

**₱300,000**

**₱200,000**

## SPONSORSHIP INCLUSIONS

3m x 2m booth	4	3	2	1
Exhibitor Passes	20	15	10	6
Complimentary Passes	30	20	10	6

## PRE-SHOW PROMOTION

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

Logo in Show Guide	YES	YES	YES	YES
Verbal Recognition during Expo	YES	YES	—	—
Overhead Vendor Hall Banner	YES	YES	—	—
Verbal Recognition during Expo	YES	YES	—	—
Logo Placement on Demo Stage	YES	YES	YES	—
Highlighted Logo Placement	All areas	Arches	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 PROMOTION

Post-Expo Social Media Posts	YES	YES	YES	YES
Inclusion on Official Video	YES	YES	—	—
Post-Expo Newsletter Mention	YES	YES	—	—

**Take advantage of our Sponsorship Packages to enhance your brand visibility, improve company perception and maximize your presence at Cake Fiesta Manila!**

# Competition Sponsorship

Cake Fiesta Manila holds the crown for the BIGGEST Cake Display Competition in the Philippines. Every year, our numbers kept rising. During 2019, we had 173 entries across different categories. In 2020 we had 202 entries, 230 in 2021 and astounding 250 entries in 2022.

Sponsoring a Category is truly a great way to boost your brand awareness not just during the 3-day event, but pre and post expo as well. Reach the right market through the nation's BIGGEST and most prestigious Display Cake Competition at Cake Fiesta Manila.

## P70,000 per Category

### SPONSORSHIP BENEFITS

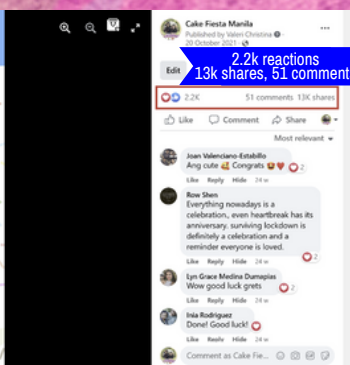
- automatic sponsorship of the same category for the People's Choice Awards (10k plus combined Facebook reactions)
- all social media collaterals will have Sponsor logo - these will be used for marketing through out the year leading to the main event
- Sponsor will be properly tagged and acknowledged in any social media post
- logo/Sponsor name on our website with special poster of the products prizes
- co-presenter during the awarding ceremony
- acknowledgement during the expo
- logo on the backdrop - the biggest backdrop in all the highlight areas (15m wide)
- logo inclusion on the certificates (one of the popular photos being posted/shared/reacted)
- logo inclusion on the trophy/plaque for the Best in Category
- post show acknowledgement
- logo inclusion on all appropriate video promotions

### PRODUCTS PRIZE REQUIREMENTS

**Best in Category: P10,000    2nd Place: P7,000    3rd Place: P3000    People's Choice Awards - P5,000**

All products prizes should be handed to us at ingress day and must be presented in a gift bag/hamper. Amount above is the minimum value of the products but you may give more if you wish.

People's Choice Awards run only for a day and these screenshots show how incredible our social media reach is. These numbers continuously increase even a week after the competition. Truly amazing exposure for our Competition Sponsors.





*Come*

**FIESTA**

*with us!*

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**Contact:  
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