



November 14-17, 2024 | SMX Convention Center Pasay
Function Rooms 3 & 4 | 10am - 6pm

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!

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), Bakery Lab (short hands-on baking courses), VIP lounge, variety of demos, and so much more unique features that only our expo offers.

Take advantage of this opportunity and engage in our expected 15,000-20,000 visitors on 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 2023



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.



We raffled off some major prizes each day at the opening ceremony. So many visitors arrived early to be part of it. It was a successful initiative together with the generous sponsors.



The vendor hall was absolutely packed. All our booths were SOLD OUT and quite a lot of companies have expanded their spaces. We had an estimate of almost 20,000 visitors across 4 days.



Sweet Stage hosted a lot of amazing demonstrators and it had 200 seating capacity plus people standing at the side and back. This is the biggest demo stage we have and it was always full.

Highlights

Cake Fiesta Manila 2023



Cake Wars, dubbed as the nation's first live cake decorating competition once again was a huge success. This was where you will here the loudest cheers at the expo. Teams from all over the country and abroad showcased their talents through a 1-hour decorating challenge. Proudly sponsored by Sucere Foods Corporation.



CFM remains to be the BIGGEST and most prestigious international display cake competition in the country. We had a total of 293 entries (247 in 2022) - from local and international as well.



Top international sugar artists graced our expo. Some had their own booth, some shared their skills through demos and some were part of our stellar judging panel.



Our VIP ticket holders were spoiled with gifts from sponsors and they enjoyed the VIP Lounge area where scrumptious cakes and sweet treats were served from Mix Plant Inc.

Highlights

Cake Fiesta Manila 2023



The latest feature activity area, the Bakery Lab, sponsored by RFM Corporation, had a long queue of eager bakers excited to do a short hands-on baking session from their expert mentors.



The Mini Theatre Stage was also a huge hit. It has a seating capacity of 50 and there was always an overflow of eager listeners that stood on the sides and all the way up to the door.



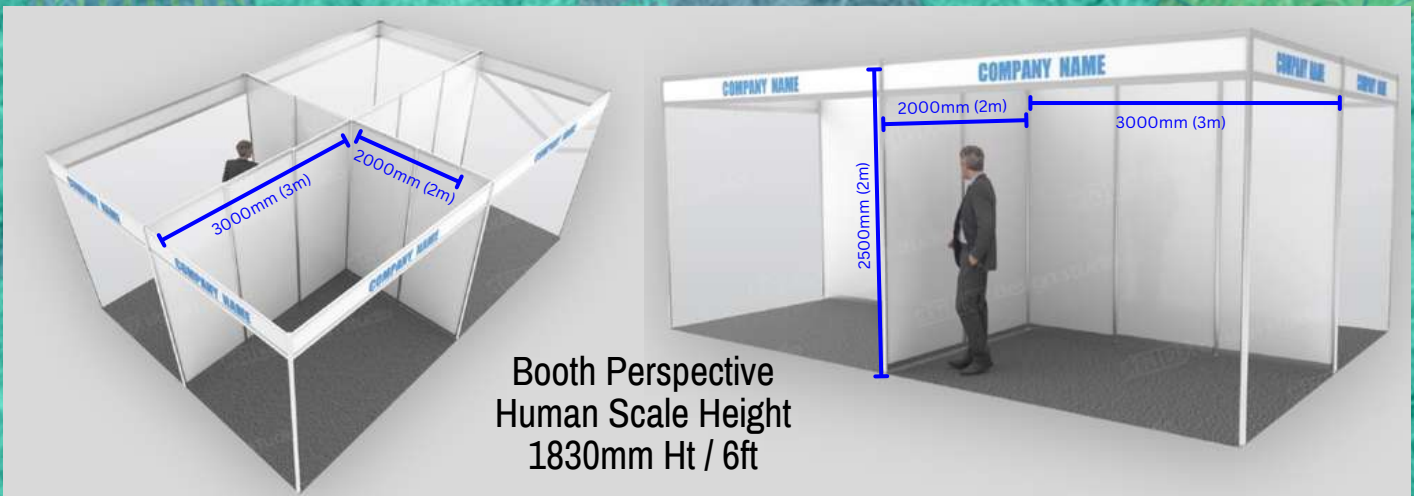
Cake Fiesta Manila 2023 Showpiece was created Madelane Maddagan, the first artist inducted in our Hall of Fame. With the support from Sugar King and Sucere Foods Corporation, she created an 8-foot tall, lifesize man in Masskara costume using fondant and other edible mediums.



Lucky participants learned a lot at Make it with Sugar King (Make & Take) area, our fast-paced hands-on cake decorating workshops. Courses were taught by top local sugar artists.

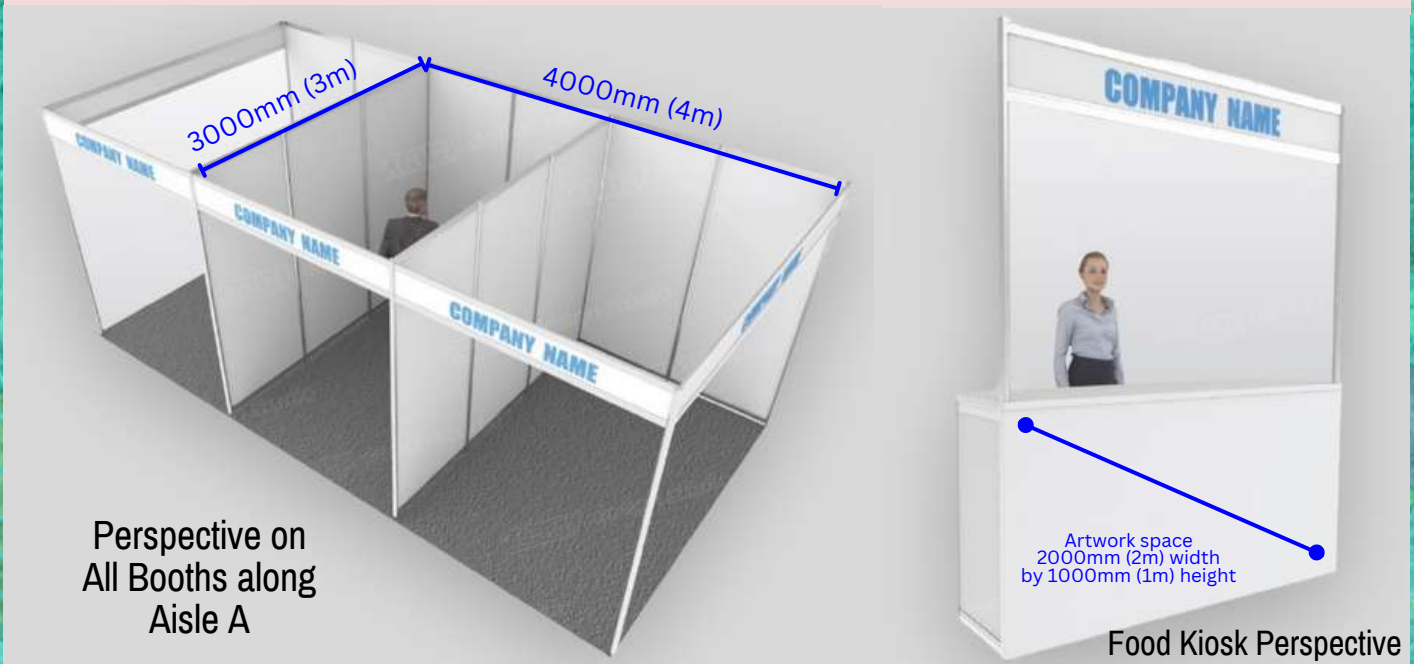


Floor Plan Perspective



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: $3\text{m} \times 2\text{m} = 6\text{sqm}$ x 2booths = 12sqm
See perspective above for 2 combined booths: $4\text{m} \times 3\text{m} = 12\text{sqm}$

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

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

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
 bare, no carpet, w/ 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, 250 entries in 2022 and astounding 293 entries in 2023.

Sponsoring a Category is truly a great way to boost your brand awareness not just during the 4-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

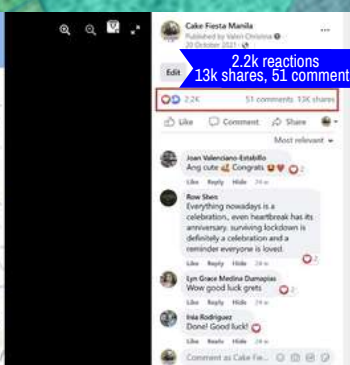
- automatic sponsorship of the same category for the People's Choice Awards (10k plus combined Facebook reactions)
- all social media collaterals will have Sponsor logo - these will be used for marketing through out the year leading to the main event
- Sponsor will be properly tagged and acknowledged 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 - P3,000

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:

www.cakefiestamanila.com

info@cakefiestamanila.com

Viber/WhatsApp: +447702212182

