



BBC Good Food Champions Information for Applicants

Information for Applicants

The BBC Good Food Champions area is an exclusive subsidised area at each of the shows in the BBC Good Food Portfolio, launched to help the 'Good Food Champions' out there to exhibit with a subsidised presence; enabling them to gain a platform in front of thousands of food enthusiasts, industry experts and chefs and ultimately help to grow their business.

What we will offer

- Subsidised rates set with small producer budgets in mind
- Inclusion in dedicated BBC Good Food Champions Pavilion with a distinctive look and branding to highlight the area to food loving visitors
- Editorial coverage of area on show website and in show guide
- Inclusion of area in social media campaign
- PR coverage of area before show and on site
- Opportunity to put your product in front of press, VIPs, green rooms and selected chefs

Who can apply?

- Small to medium producers of excellent, artisan and speciality food and drink
- Existing exhibitors within the main show are unable to move into this area

How are companies approved for the area?

Inclusion in the area will be based on consideration of the following criteria, which will be assessed through the application form and review of actual product:

- Size of Business and level of distribution
- Quality of Product
- Point of Difference and level availability to consumers

- Provenance
- Presentation of product range and price points
- Integrity

How to apply

If you would like to apply please complete the application form available to download at www.fabulousfoodfinds.co.uk and send ASAP to Katy Truss (katy@fabulousfoodfinds.co.uk) along with a product sample and any promotional literature.

Applicants will be notified whether or not they are successful in their application within 3 weeks of applying. If unsuccessful Katy will be able to discuss alternative options within the shows.

Stand Availability

Stands within these areas of the shows are limited, vary in size and will be allocated on a first come, first served basis. Please apply early to avoid disappointment.

Show Information

The BBC Good Food Champions area will feature at the following shows – please find further information and pricing below.

Spring / Summer Season

BBC Good Food Show Spring

- HIC, Harrogate, 5 – 7 May 2017
- 15,000 visitors expected in 2017
- Subsidised BBC Good Food Champions Rate: £175 per m (standard shell: £250 per m)

BBC Good Food Show Summer

- NEC, Birmingham, 15 – 18 June 2017
- 90,000 visitors expected in 2017 (Co-located with BBC Gardeners' World Live)
- Subsidised BBC Good Food Champions Rate: £175 per m (standard shell: £250 per m)

BBC Good Food Festival

- Hampton Court Palace 26 – 28 August 2017
- 25,000 visitors expected in 2017
- BBC Good Food Champions Area not currently featuring at this show but small producer stands available (please ask for pricing)

Autumn / Winter Season

BBC Good Food Show Scotland

- SECC, Glasgow, 20 – 22 October 2017
- 19,000 visitors expected in 2017
- Subsidised BBC Good Food Champions Rate: £180 per m (standard shell: £250 per m)

BBC Good Food Show Northern Ireland

- Belfast Waterfront, 10 – 12 November 2017
- 12,500 visitors expected in 2017
- BBC Good Food Champions Area not currently featuring at this show but small producer stands available (please ask for pricing)

BBC Good Food Show Winter

- NEC, Birmingham, 30 November – 3 December 2017
- 80,000 visitors expected in 2017
- Subsidised BBC Good Food Champions Rate : TBC for 2017, (£190 per m in 2016)

BBC Good Food Festive Fayre

- Hampton Court Palace, 8 – 10 December 2017
- 12,500 visitors expected in 2017
- BBC Good Food Champions Area not currently featuring at this show but small producer stands available (please ask for pricing)

Contact Katy Truss to discuss any of the BBC Good Food Shows and the BBC Good Food Champions areas on katy@fabulousfoodfinds.co.uk or call 07837753403.