

RESTAURANT SHOW
2017
& BAR DESIGN
REFURBISHMENT & INTERIORS

MARKET TO OVER 3,000
RESTAURANT AND BAR OWNERS
AND HOSPITALITY DESIGN
PROFESSIONALS ACROSS 2 DAYS

26 & 27 SEPTEMBER 2017

EXCEL, LONDON



THE EVENT FOR THE INNOVATIONS AND CONCEPTS TRANSFORMING THE RESTAURANT & BAR INDUSTRY

Restaurant & Bar Design 2017 is the UK's most exciting show to be specifically aimed at the products, services, and inspiration needed to transform the style of the country's most progressive restaurants and bars.

The event will provide restaurant and bar owners and managers, designers, and architects with more than 120 suppliers, 50 seminars from experts in design, interactive masterclasses, and the opportunity to find the professional ideas and resources for restaurants and bars up and down the country.

Attendees will search for the products, services, and inspiration to transform the look of their business;

Restaurant & Bar Design will literally put these ambitious restaurant and bar owners in front of you.

Exhibit at Restaurant & Bar Design 2017 to be part of this unprecedented design experience which has been curated to elevate the industry's most exciting visionaries and unite the biggest names in interior design with the most ambitious restaurant and bars in the UK.



“ *Restaurant & Bar Design is the perfect place to showcase your products and services, build personal relationships with your ideal clients, as well as gathering good quality business intelligence to keep you at the forefront of a hugely competitive industry*

James Williams
Event Director, Restaurant Design Show



Restaurant & Bar Design will attract a range of visitors representing:

INDUSTRY

Restaurant Owners	Pub Owners
Bar Owners	Cafe Owners
Hotel Owners	QSR Owners

VIP, ROCKSTAR VISITORS

Heads of Design	Creative Directors
Directors of Operations	Managing Partners
Heads of Brand	Chain Brand Overseers

DESIGN

Hospitality Architects	Product Specifiers
Interior Designers	Brand Designers
Lighting Designers	Award Representatives

WHY DO DELEGATES ATTEND?

Unrivalled Seminar Schedule

Interior design's most influential names will pass on their knowledge and guidance in our exclusive seminar schedule.

Leading Suppliers and the Latest Trends

The show provides a vision into the design trends revolutionising the way restaurants are run, engaging with their customers, and reaching new levels of profit.

SNAPSHOT OF WHO ATTENDS

3,000 VISITORS
ATTENDING FROM:

RESTAURANTS	30%	HOTELS	14%
DESTINATION RESTAURANTS	2%	COFFEE SHOPS & CAFES	4%
BARS & LOUNGES	20%	VIPS FROM MAJOR CHAINS	10%
GASTRO PUBS	15%	ATTRACTIONS	5%

“ Restaurant & Bar Design is the only event specifically putting food entrepreneurs and designers in one marketplace together. ”



VISITOR MARKETING PLAN

Our event marketing experience is vast and the publicity for this event will leave no stone unturned.

We are working with industry magazines, associations and leading restaurant owners who are all promoting it heavily to their databases, contacts and carrying advertising. There will also be intense activity on social media channels, our telesales team will personally invite thousands of highly targeted prospective visitors and our already vast database of 40,000 restaurants and bars will be invited.

ENTICING EVENT - FREE TO ATTEND

We've worked closely with the experts to create an outstanding programme of seminars and workshops that the UK's leading restaurant and bar owners will be compelled to attend, and what's more we've made it free to attend. The marketing campaign has been designed to make sure that everybody in this type of role in the UK is informed about the event.

PARTNERS

We will be working with numerous partners to reach out to their audiences from industry magazines and popular websites to directory owners, social media group owners, key influencers, and networking groups. No stone will be left unturned when it comes to reaching out to this audience.

VISITOR ACQUISITION TEAM

The Visitor Acquisition Team is a dedicated team that invites professionals, innovators, and entrepreneurs to the show. Interior design's most influential names will pass on their knowledge and guidance in our exclusive seminar schedule. This means that we are able to fully explain the benefits of attending, provide a complete registration service and ensure a high volume of quality visitors.

EMAIL CAMPAIGNS

Emails will reach 120,000 venues and 40,000 design professionals, restaurateurs and business owners through all of our partner databases. This will be accompanied by regular email blasts to thousands of others in the industry to data that we have sourced ourselves.

SOCIAL MEDIA

Various social media platforms are utilised by experts in the medium to give the event maximum exposure to restaurant and bar owners, industry leaders, and relevant online publications. LinkedIn is used to speak to members of relevant groups and also with job title targeted advertising campaigns – this is also the case with Facebook. Twitter is a key resource that's fully exploited, with several points of contact constantly making contact with show stakeholders.

PR

We'll use tactical PR to give the event the greatest amount of attention across the media, covering all the most effective channels and outlets to ensure a high attendance of relevant visitors. We will capitalise on relevant news stories and interact with appropriate media to maximise the event's exposure.

EXHIBITOR GUEST LIST

As an exhibitor, you will have the exclusive option to invite up to 200 guests. These can be existing clients or prospective customers that you would benefit from meeting face-to-face.

DIRECT MAIL & NEWSLETTERS

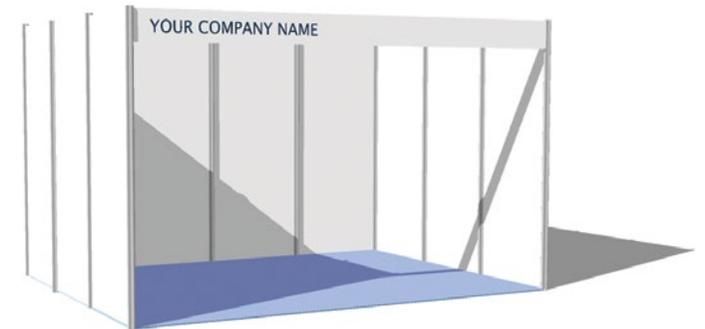
Event partners will send out a number of emails and letters to their databases endorsing the show and inviting their members along to the event. They will also advertise the event in their newsletters and publications, as well as promoting it on their websites.



PACKAGE & COST

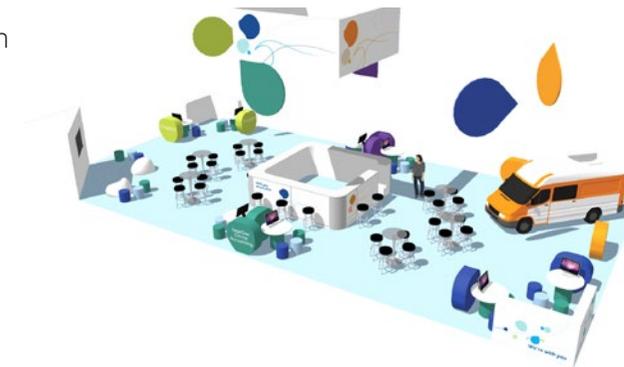
SHELL SCHEME STANDS

- Shell scheme stands are fully carpeted and walled. Stand inclusive of fascia name board and stand number.
- £435 plus VAT per square metre



SPACE ONLY STANDS

- Space only stands are just that and give you a blank canvas to create something special within that area.
- £415 plus VAT per square metre



PACKAGE INCLUDES:

- A Shell Scheme Stand
- A Dedicated Page On Our Website (With Social Media Amplification)
- An Entry Into Our Show Guide.
- Potential Speaking Opportunities





ALTERNATIVE OPPORTUNITIES

There are numerous sponsorship opportunities, all designed to offer you maximum brand exposure, for instance branding the official show carrier bags or sponsoring the network cafe. Anything and everything is open to discussion and we would welcome the opportunity to work with you to find a solution to your brand exposure aims.

SHOW SPONSORSHIP

Sponsorship of Restaurant & Bar Design is a unique opportunity to establish a brand association and strong relationships with this audience. Sponsorship packages offer a range of opportunities to display your branding prominently around the event and across the advertising campaign. Ask us for more information.

MASTERCLASSES

One way to guarantee pre-qualified leads and make a big branding impact on the show is to host a masterclass, based on a proven formula previously operated by Google, Yell, SAGE and Microsoft. These 30 minute hands-on interactive sessions run throughout the day and allow you to demonstrate your products and expertise. Masterclasses are the exhibition equivalent of pay-per-click marketing and the price is on a 'per seat' basis, so you only pay for as many hot prospects as you can take on.

ADVERTISING OPPORTUNITIES

Advertise your products and services to the entire audience and incentivise them to visit your stand through the visitor's digital show guide which is emailed to every single person who registers for a ticket to the event.



BOOK YOUR STAND NOW

CONTACT JAMES WILLIAMS AT

JAMES.WILLIAMS@PRYSMGROUP.CO.UK
OR CALL 0117 930 4927

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