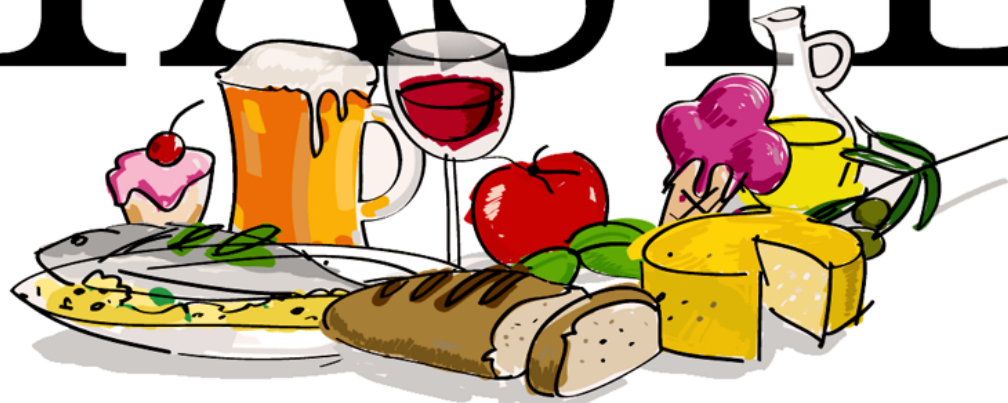


TASTE



FOOD FAIR 2013

Presented by

Ex2

in cooperation with

TIVOLI
.....

Taste Food Fair 2013

Facts

3 days

20 - 30 exhibitors

Focus on food and drinks introduced in 2012 - 2013

Place: Central CPH in Tivolis Lumbyesal

Time: 30. AUG - 1. SEP

Tivoli - Lumbyesalen - Efteråret 2013

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Taste Food Fair 2013

Concept

Food exhibition with focus on big and many free samples, this time with products introduced during the last year. We invite danish and foreign importer, delicacy shops and producers to gather the most interesting new and unique products on the shelves. All the products can be tasted and there are great exhibition discounts.

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Taste Food Fair 2013

The two angles

Taste Food Fair 2013 is:

An exclusive exhibition where the guests can taste their way through new products in food, wine, delicacies and much more launched in 2012-2013.

A brand and sales-platform for shops, producers and importers that would like to introduce new and interesting products to the audience.

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Taste Food Fair 2013

Based on experience...

Our four key ingredient for the perfect tasting exhibition

Middle-high entrance fee

Low number of simultaneous guest at the exhibition

Exhibitors pays for their stand with the samples they hand out

Experience from earlier events.

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Taste Food Fair 2013

Middle-high admission fee

We charge between 100-200 dkk for admission to our exhibition. This means the the average visitor has an available amount of money over guests that visit the big free exhibitions. Furthermore they have placed an investment from the beginning which they would like to get back; this can be done by tasting the samples and using the great deals. This results in a large sale for the exhibitors.

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Taste Food Fair 2013

Low amount of simultaneous guest

After many interviews with guest from earlier events, we have discovered that the most important thing to guarantee a good experience is the time and dialog they get the the experts that exhibits.

A lot of the exhibitors are self employed and are experts on their products, so they love to tell vivid about their products

To make sure there are time to get a good talk and enjoy the stories we keep the amount of simultaneous guest very low compared to similar exhibitions.

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Taste Food Fair 2013

Exhibitors come free of charge...?

The exhibitors don't pay to participate. But they do afterall: They pay with their free samples. As a rule of thumb every exhibitors has to hand out free samples for around 5000 dkk pr. day. For the exhibitors this is a great success because they don't have to put money on the table, and they can pay with the thing they want to the most: their products.

When the guest gets a tasting of the product first they are much more inclined to buy it afterwards, and they walk away with a full stomach and a smile on their lips.

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About "Taste of Italy"

Earlier held exhibition with similar setup.



Facts

3 days, 26 exhibitors, Lumbyesalen, Spring 2013

Exhibitors sold average over 200% on their targets

3500 guest

Evaluation video: <http://www.youtube.com/watch?v=TRMgogRXETk>

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TIVOLI
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Thanks...

Looking forward to see you...

With love

Theis & Tørk



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