



**Leeds[®]
Loves
Food**



YORKSHIRE
**Food
and
Drink** **2011**

A Food Lovers Festival

YORKSHIRE'S PREMIER FOOD AND DRINK FESTIVAL

1st, 2nd and 3rd July 2011

11am - 6pm

MILLENNIUM SQUARE, LEEDS

The Event

Yorkshire Food and Drink is the showcase event at the heart of a week long, summer, Leeds Loves Food Festival and will take place in Millennium Square, Leeds. A foodies delight the show will be completely free to the public, ensuring a high footfall over the busy, summer weekend of 2nd and 3rd of July. The event is being organised jointly by high profile, quality, media brand the Yorkshire Post along with Marketing Leeds and will include live cookery demonstrations, stunning bar theatre, pizza and chocolate gift making activities, stands from top food specialists from all over the UK and much, much more.

It's set to be one of the most important food lovers events in the region and we'd love you to be there.

The Venue

Millennium Square is a large outdoor pedestrian plaza in the heart of Leeds. The square is a great venue for events in the city centre leading performances such as outdoor theatre, concerts by bands and operatic and orchestral performances, as well as civic ceremonies, fairs, markets and street entertainment. There is also a large BBC screen which shows major sporting events.



Marketing & PR

The event will benefit from extensive promotion and advertising in Johnston Press's local newspaper network throughout the North of England, with a media spend in excess of £500,000. The combined weekly readership of these papers is in excess of 2.3million. Major papers include Yorkshire Post and Evening Post (combined readership 300,000+), Halifax Courier (daily readership 42,000), Wakefield Express (readership 77,815) and Harrogate Advertiser (readership 42,000+).

ADDITIONAL PROMOTIONAL ACTIVITY WILL INCLUDE:

- Advertising in relevant special interest magazines.
- Targeted door to door leaflet drops in Leeds and surrounding areas.
- Local radio promotion and advertising throughout Yorkshire.
- Email promotion to the Johnston Press customer marketing database.
- Online banner and skyscraper advertising on Johnston Press websites throughout the North.



FRIDAY 1ST JULY – SUNDAY 3RD JULY

Exhibition Space Options

(All the following packages are based on all 3 days)



BRONZE PACKAGE **£390** + vat

This includes a 3m x 1m stall with cover, a dimensions sheet, a electric supply of one plug socket and programme listing.

SILVER PACKAGE **£780** + vat

This includes a 3m x 3m marquee, an electric supply, water supply, a table and programme listing.



GOLD PACKAGE **£900** + vat

This includes a prime positioned 3m x 3m marquee, an electric supply, water supply, a table and programme listing.

Other Requirements

NUMBER REQUIRED

Tables	<input type="text"/>	£7 per table for 3 days
Plug Sockets	<input type="text"/>	
Electricity to be kept on overnight	YES <input type="checkbox"/> NO <input type="checkbox"/>	

PLEASE NOTE: All packages are supplied with 1 table and 1 plug socket - additional requirements will incur additional costs.

For further information please contact the exhibitions team on **01422 260292, 01422 260295 or 01422 260293** or email us at helen.kershaw@halifaxcourier.co.uk emma.luczkiwicz@halifaxcourier.co.uk



Booking Confirmation Form

Thank you for your exhibition stand order.

To confirm your booking, please carefully check the details, read our payment terms and conditions and return both the booking and payment forms, duly signed and dated by fax to **01422 260282**.

Company Name

Business Address

Tel. Mobile

Email

Payment Type

In order to avoid too many traders trading similar produce/products please detail goods for sale

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COPIES OF THE FOLLOWING DOCUMENTS ARE TO BE INCLUDED WITH YOUR APPLICATION FOR TRADE SPACE IF APPLICABLE:

- Risk Assessment or equipment/activity assessment
- Gas Safe Certificate
- Public Liability
- EHO Food Safety Registration
- Basic Food Hygiene

Please tick here if you intend to sell alcohol

Please book the exhibition stand as detailed above. I hereby confirm I have read, understood and agree to the terms and conditions attached relating to the exhibition booking and have included payment as per your terms:

Signed

Print Name

Position Date

**Northern Advertising, Courier Buildings,
King Cross Street, Halifax HX1 2SH**

Yorkshire Food and Drink 2011 is organised by JP Events & Exhibitions, part of the Johnston Press PLC group, on behalf of Northern Advertising.

PAYMENT TERMS and CONDITIONS:

A 25% non-refundable deposit is required immediately with the balance due 31 days prior to the date of the relevant exhibition. For any bookings 30 days or less prior to the date of the relevant exhibition, 100% must be paid immediately. All rates quoted are exclusive of VAT which will be charged at the prevailing rate at the time of booking. Please use the enclosed payment form for all payments. If payment is being made by Bank Transfer, please fax back the stamped bank confirmation as proof of payment.

CANCELLATION CHARGES

If you cancel 30 days or less prior to the start date of the event, 100% of the total cost for the show must be paid.

NOTE FOR SPACE ONLY EXHIBITORS

Exhibitors intending to build their own bespoke stand, or wishing to include interactivity in their area, such as a cooking demo for example, must supply Northern Advertising and JP Events & Exhibitions (see exhibitor manual for contact details and requirements) with the relevant Risk Assessment by email or fax by 31 May 2011. For any space only exhibitors with bespoke stands, Northern Advertising and JP Events & Exhibitions will need prior notice.