



**THE GREATEST LIVE BAKING,
DESSERTS, AND SWEETS SHOW
ON EARTH!**

Event Highlights

Cake Bake & Sweets Show is an event for all bakers and bakers-at-heart out there. Considered the greatest live baking, dessert, and sweets show on earth, this is an event attended by over **35K visitors, 250 exhibitors, and with special participation of celebrity chefs and cake artists such as Miguel Maestre, Katherine Sabbath, Kirsten Tibballs, and Anna Polyviou.**

Cake Bake & Sweets Show: A Festival of Deliciousness

Event Overview

Cake Bake & Sweets Show is the biggest 3-day home baking, dessert, and sweets show in Australia. It offers the ultimate experience to home bakers and dessert lovers in Sydney and Melbourne. It features demonstrations from the most beloved local and international chefs, hands-on baking and cake decorating workshops and masterclasses for home bakers, and more. Hundreds of exhibitors and sponsors also showcase their top baking supplies and products, baking and cake decorating must-haves, and other amazing finds that feature the latest trends and technologies in the baking world.

Number of Event Visitors*

2019 35,000

2018 29,000

**Combined figures of visitors from the Sydney and Melbourne shows*

200+ Exhibitors

\$5.3M+ Total At Show Spend

\$193 Average Spend per Visitor

4.5 Hours Average Time at Show

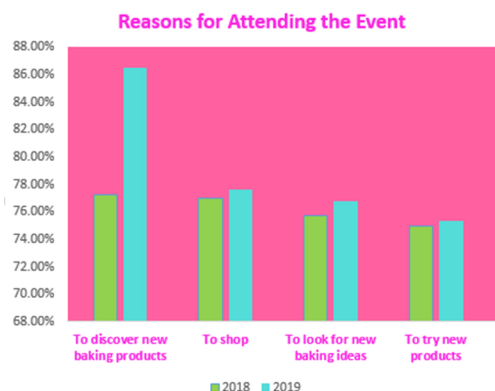
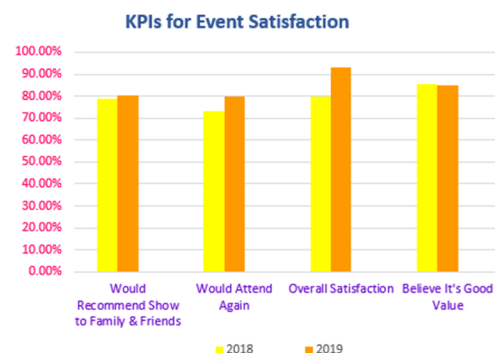
86.5% Female Audience

Share this



Passionate Bakers Make the Sweetest Customers

The Cake Bake & Sweets Show has grown so much in the past 2 years. The number of visitors increased by **21%**. From 29,000 visitors in 2018, this number has increased to **35,000** in 2019. The total At Show Spend for both events reached over \$5 million. The average spend per visitor also rose from \$179 to **\$193**. This means that this exhibition really pays off for the **200+** exhibitors who joined the events. Visitors spend an average of **4.5** hours at the event with the majority or **86.5%** of the attendees being females. Their ages range from 25 to 54 years old. They are presumably the primary grocery buyers in their households making them the perfect audience for the products on display during the shows.



Recommendation of the event and planning to attend again are major indicators of event satisfaction. In both these areas, the Cake Bake & Sweets Show has seen an increase in performance. From 78.92% in 2018, the percentage of visitors that said that they would recommend the event to their family and friends increased to **80.34%** in 2019. In 2018, only 73.35% of visitors said that they would attend the event again in the coming year. But in 2019, the number has soared to **80%**. This is a very promising figure that gives our exhibitors the assurance that the next event would be another success. **85%** of visitors in both events say that attending the show offers good value. This is a testament to the high quality consistently given by event organisers. To add icing on the cake, from 79.28% in 2018, the overall satisfaction level skyrocketed to **93.28%** in the next year. This indicates that exhibitors and visitors are ecstatic with the results that they got from attending the Cake Bake & Sweets Show.

Taking Your Brand Closer to the Perfect Market

A survey of the reasons the visitors attended the Cake Bake & Sweets Show shows that they go to this event to discover new baking products, shop, look for new baking ideas, and try new products. This is good news for exhibitors and sponsors who joined the 3-day events as they have definitely captured the right market. The event visitors not only go to the show to look around but they actually buy baking products on display. This is why the Cake Bake & Sweets Show has **consistently delivered millions of dollars** in product sales each year.

Happy & Satisfied Exhibitors

Exhibitors were more than content with the visitor turn-out and their event performance. They were able to showcase their latest products and technologies to baking aficionados. Through Cake Bake & Sweets Show, they were able to reach, engage, educate and sell to a highly-qualified audience during the 3-day event. Our exhibitors are also ecstatic about the networking opportunities and business partnerships they developed as a result of this event. With the demonstrated success of Cake Bake & Sweets Show, it is no doubt a worthwhile investment for your company.

"We attended the Cake Bake & Swets Show to try and get our product out to the cake and baking industry and create some exposure for our brand - we achieved this with a huge success!"

"We were in touch personally with thousands of people between shows and it really took Berry Fresh to an unexpected level."

"We got to work with some of the most influential people in this industry including Katherine Sabbath, Jessica Pedemont and others."

"We will definitely be attending future events!"

- Jimmy Ripepi, Managing Director of Bery Fresh Australia

"A big thank you and congratulations to the organisers, GL Exhibitions, for a fabulously co-ordinated event. We were impressed with the volume of attendees, the networking opportunities and the amazing atmosphere. The event was very successful for us in more ways than predicted and we are looking forward to attending again next year!"

- Jennifer Mead, Thermomix

Fun Day Out for Home Bakers and Home Cooks

In the previous years, Cake Bake & Sweets Show also featured Love Cooking Live which is a haven for those who love cooking at home and entertaining friends and family. There were booths displaying savory ingredients, the latest products for smart kitchens, fun workshops, and cooking demos from top celebrity chefs. Many visitors were delighted by this part of the show which is why the organisers have decided to make this a separate event dedicated for passionate home cooks and at home entertaining. Love Cooking Live will be bigger and better this coming year! It will still be held simultaneously with the Cake Bake & Sweets Show, but this time, it will have its own big function hall devoted for all the booths, workshops, and demos for home cooking and entertainment. This will give more room for businesses and enterprises involved in baking, cake decorating, cooking, and at home entertainment more space to showcase their products in fun, interactive, and creative ways to engage our visitors.

“Loved this show! It was such an incredibly fun day out! I gorged myself senseless on some of the most amazing cupcakes, pies and macarons! I can NOT wait for next year!”

- Pheobe Gellar

“I’ve recently gotten into baking, and my family and I had the most amazing time tasting brilliant sweets, I’ve never seen my children so excited to bake as when they were attending the Make & Take! Thanks to Michelle Smith for being so good with them! As a mother, I was delighted to spend the day here!”

- Sara Miller

Social Media Marketing Overview for Cake Bake & Sweets Show and Love Cooking Live

As of February 14, 2020, Cake Bake & Sweets Show has **79,465 followers on Facebook** and **44,256 on Instagram**. Its YouTube channel has reached **112,352 views**.

Love Cooking Live has **8,146 Facebook followers** as of February 14, 2020

The Cake Bake & Sweets Show's social media accounts already have a solid base of followers and with continuous marketing campaigns, this is expected to grow even bigger. Even Love Cooking Live is taking steps to expand its follower base. These accounts are platforms, not only for event promotion, but also for featuring participating businesses and sponsors. Exhibitors get product exposure and increase their brand awareness. Best of all, it presents a golden opportunity to reach out to a highly-qualified audience even before the event starts. For exhibitors, this is a sweet moment to keep your target market engaged and convert them into loyal brand customers.

Contacts us for exhibition and sponsorship enquiries

Email:
sales@glexhibitions.com