

# The place to grow your business

Bord Bia Bloom Retail Opportunities



IN ASSOCIATION WITH



**OPW**

Oifig na  
nOibreacha Poiblí  
Office of Public Works

June 1<sup>st</sup> - 5<sup>th</sup> 2023, Phoenix Park, Dublin

[bordbiabloom.com](https://bordbiabloom.com)

# Your gateway to thousands of buyers

As Bord Bia's new Head of Bord Bia Bloom and Brand Partnerships, I am delighted to work with our experienced event management team to shape the direction of Bloom.

Our shared vision is to make Bord Bia Bloom a world-class, uplifting and innovative horticulture, food and drink experience with nature and sustainable living at its heart.

Bord Bia Bloom's retail platforms remain an integral part of this offering, providing you with a valuable opportunity to showcase your products and services to the 100,000-plus consumers who come to the festival each year in search of inspiration for their homes, gardens and lifestyles.

Applications are now open to participate in Grand Pavilion and Outdoor Retail Area where you will have a prime platform to target thousands of ABC1 buyers across the five days of the festival. Please contact our team to learn more about this exciting retail opportunity.

**Laura Douglas**

Head of Bord Bia Bloom & Brand Partnerships,  
Bord Bia



# Our visitor profile

Exhibiting at Bord Bia Bloom gives you direct access to your target audience. Over **110,000** consumers attended the festival in 2022. They were:



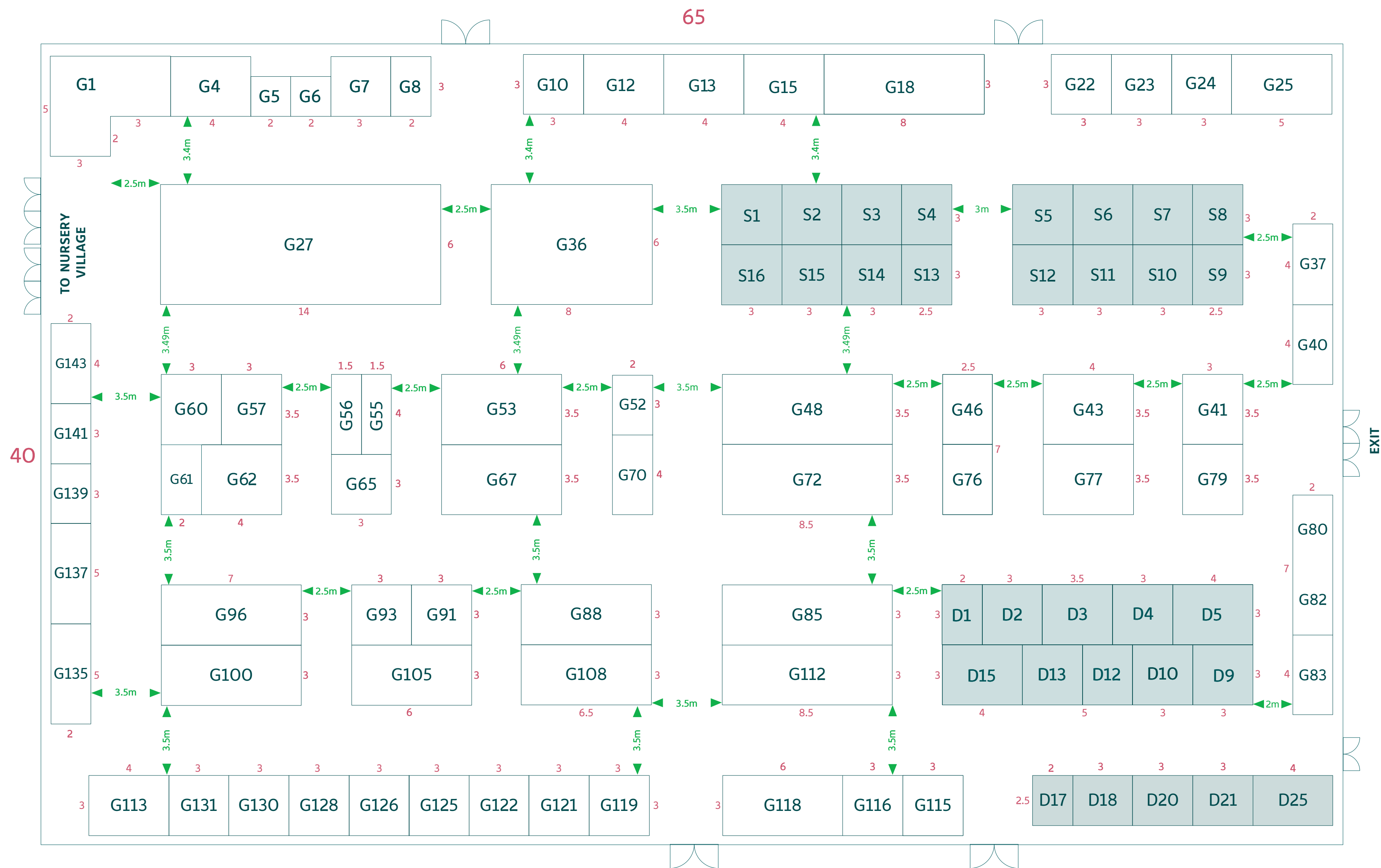
## Daily visitors to Bord Bia Bloom 2022

Thursday, June 2nd	Friday, June 3rd	Saturday, June 4th	Sunday, June 5th	Monday, June 6th	Total
17,596	20,733	27,046	21,403	26,462	113,240

## Exhibitor ratings

Our exhibitors rate Bord Bia Bloom highly each year, with many returning to the festival time and again. Independent research found that:





Stand Designations

G – General stands    D – Destination area    S – Sustainable Product Pavilion

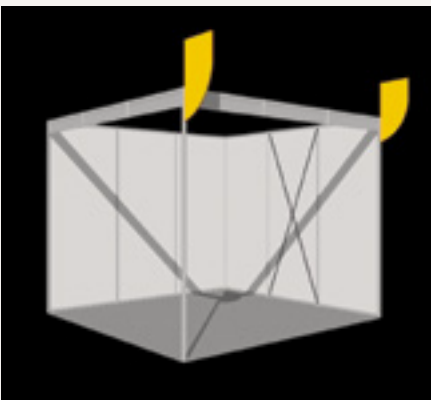
The Grand Pavilion

The Grand Pavilion attracts thousands of visitors each day who are eager to indulge in some retail therapy and meet our interiors, homewares, fashion, and hospitality exhibitors.

Stand Costs

Up to 32 sq. metres	€220 per sq. metre
Over 32 sq. metres	€210 per sq. metre
Over 48 sq. metres	€200 per sq. metre
Over 64 sq. metres	€190 per sq. metre
Over 80 sq. metres	€180 per sq. metre
Over 96 sq. metres	€170 per sq. metre
Over 112 sq. metres	€160 per sq. metre
Shell Scheme	€48 per sq. metre

Shell Scheme, if required, is an additional cost per metre.  
Plan subject to change. All prices exclude VAT.



Shell Scheme comprises of divider rooms, fascia, name panel and spotlights (2 per 6 sq. metres)



# Outdoor Retail Area

The Outdoor Retail Area is a popular feature at Bord Bia Bloom. Here visitors can source garden products and services.

Stand Costs (space only)	
3m x 3m on grass	€1,500
5m x 4m on hard stand	€2,950
5m x 5m on hard stand	€3,685
10m x 5m on hard stand	€6,000
15m x 5m on hard stand	€7,500

Plan subject to change. All prices exclude VAT.

Please note, all outdoor exhibitors must provide a graphic/layout and full details of any temporary structures on their stand at least one month before the festival.

# Meet the team



## Laura Douglas

### Head of Bord Bia Bloom & Brand Partnerships

Laura joined Bord Bia in 2022 as Head of Bord Bia Bloom and Brand Partnerships. She is an experienced marketer with a proven track record delivering growth across some of the world's leading brands. Laura was responsible for the creation and launch of the Guinness Open Gate Brewery as part of transforming Guinness into a vibrant and dynamic innovator. She was also instrumental in the development and success of some of Ireland's most popular events, including the Carlsberg Cat Laughs and the Vodafone Comedy Festival. Recognised for her breakthrough strategic thinking and excellent relationship building skills, she delivers growth-driving business outcomes and best-in-class experiences.



## Alan Murphy

### Head of Operations

Alan has served as Head of Operations for Bord Bia Bloom for the past 16 years. He has over 30 years' experience of major event operations and financial control in Ireland, the UK and the US. His calm and logical approach to budgeting, preparing and implementing event plans is a trademark of his management of Bord Bia Bloom's operations. Alan is also responsible for developing and implementing many of the sustainable practices at the festival.



## Garret Buckley

### Sponsorship Manager

Garret was an integral part of the events team that launched Bord Bia Bloom in 2007. Over the last 14 years he has worked with many companies establishing new and innovative elements to the event, most recently the BBQ Bliss Area in association with Tesco. Garret has an unbridled capacity for creativity and vision, which has resulted in the continued success of Bord Bia Bloom.



## Kerrie Gardiner

### Show Gardens & Horticulture Content Manager

A chartered landscape architect with a background in horticulture, Kerrie brings 25 years' experience in the design and landscape profession to Bord Bia Bloom. As well as competently executing and overseeing the major curation role, Kerrie can effectively manage and communicate with the vast range of individuals who contribute to the delivery of the Bord Bia Bloom show gardens. She works hand-in-hand with sponsors to ensure their gardens deliver on their objectives and provide maximum return on their investment.



## John Hick

### Retail Sales & Ticketing Manager

John brings more than 30 years' experience in event management, sales and marketing to Bord Bia Bloom, garnered over a long career working on major events such as the Dublin Horse Show, the World Show Jumping Championships, and the Eurovision Song Contest. A member of the Bord Bia Bloom management team since the festival's inception, he leads exhibition sales at the event. John also manages the Bloom Motoring Partner and all aspects of ticketing and entrancing.



# Be part of the success of Bord Bia Bloom

Contact us to learn more about exhibiting at Bord Bia Bloom

**John Hick**

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