

2022 VENDOR *Packet*



April 29, 30, &
May 1, 2022

WWW.SOFLOCAKEANDCANDYEXPO.COM

SoFlo

CAKE & CANDY EXPO



APRIL 29-MAY 1
2022

JOIN US!
FOR OUR 6TH
ANNUAL EXPO

CONVENIENTLY HELD AT THE
**MIAMI AIRPORT
CONVENTION CENTER**

The Doubletree Hotel is attached
to the Convention Center!

CONTACT US!

Vendors:

Melanie Richard,
Melanie@SoFloCakeAndCandyExpo.com

Instructors:

Natasha O'Connor,
Natasha@SoFloCakeAndCandyExpo.com

Miami plays a major role in Florida's nickname, The Sunshine State. The city is full of life and culture, and home to some of the biggest events in the country - South Beach Wine & Food Festival, Ultra Music Festival, and Art Basel. But it always felt like something was missing for the baking community we've watched grow and love so much. Hosts, Melanie and Natasha, have been involved in the cake industry for several years. Through this passion, they began attending trade shows around the country. This gave them the opportunity to meet many interesting and insanely talented cake artists. They discovered this huge cake community that expanded far away from home.

Together they attended enough events that they decided South Florida needed an event of their own. After many hours of brainstorming and planning, SoFlo Cake and Candy Expo was born. Going on it's sixth year, South Florida is home to the largest and most interactive Cake and Candy Expo. In it's short existence, SoFlo Cake and Candy Expo has already proven to be one of the most dynamic and engaging events for cake and candy industry professionals, enthusiasts and hobby bakers. This year we promise to exceed the standards set by the past events. Thank you for joining us!

VENDOR BOOTH

Info & Fees



Single booths are 10'x10' in size and allow four staff members total in booth area. Island Spaces are 20'x20' in size and allow up to 12 staff members in booth area. Any additional badges MUST BE PURCHASED AS A GUEST ONLINE. Staff members MUST BE PRESENT to pick up staff badges from the registration desk, badges will not be released if the staff member is not there. Booth fee includes one white skirted 8' table, two chairs and one waste basket. Booth areas are set up with black pipe and drape paneling (8' high in back and 3' high on sides) and one 18" x 6" Company ID Sign. Your clickable logo on the SoFlo cake and Candy Expo website AND your logo in the show program.



BOOTH OPTIONS



A

Inside Booth

10' X 10'

\$1000

SoFlo

B

Corner Booth

10' X 10'

\$1100

SoFlo

C

Island Space

20' X 20'

\$3900

SoFlo

Electric:

Must be ordered through SoFlo Cake and Candy Expo website, can be added at time of registration or after. For standard electricity it is \$75 for the weekend.

Internet:

Must be purchased onsite at MACC from each device. There are day packages and weekend packages available.

Booth registration and payments can be made at :

www.SoFloCakeAndCandyExpo.com

VENDOR Checklist



UPON REGISTRATION, VENDORS AGREE TO THE FOLLOWING:



Sign Vendor Contract, submit logos and advertisements by March 1, 2022.



Vendor Set-Up Day is Friday, April 29, 2022 from 7:00am-6:00pm.



Vendor Meeting with important vendor information will be held at the Main Stage Friday, April 29, 2022 at 4:00pm.



VIP Entrance at 9:00am on Saturday and Sunday. Vendor Booths **MUST** be open by 9:00am. (Vendors may enter at 7:00am).



SHOW SCHEDULE



FRIDAY

7:00am-6:00pm- Vendor Set Up/ Loading Docks Open
4:00pm-Vendor Meeting at Main Stage



SATURDAY

9:00 am-VIP Attendees Granted Entry into Vendor Hall
10:00 am – 5:00 pm -General Admission



SUNDAY

9:00 am-VIP Attendees Granted Entry into Vendor Hall
10:00 am – 4:00 pm- General Admission

SPONSORSHIP

Opportunities



Businesses big and small will be joining us at the SoFlo Cake and Candy Expo, bringing with them products along with industry knowledge and expertise. There are several sponsorship opportunities available! Maximize your brand's exposure and recognition by placing your company strategically throughout the Expo. Please see the Sponsorships Signage page for more information.



TITLE SPONSOR



GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



CAKE SPONSOR



CUPCAKE SPONSOR

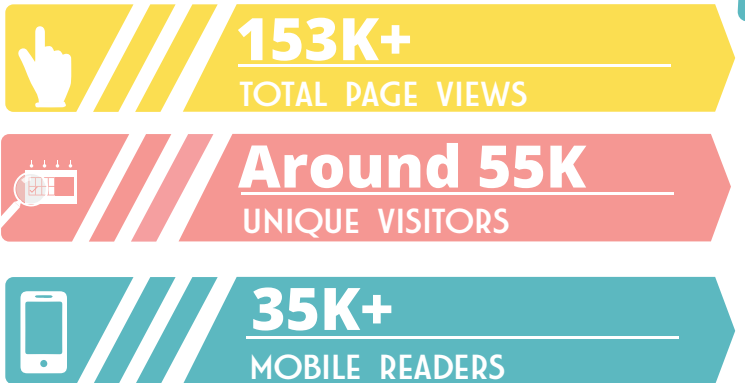
<i>Sponsor Benefits</i>	\$20,000	\$10,000	\$5,000	\$3,000	\$1,500	\$500
# OF 10X10 BOOTHS INCLUDED	4	3	2	1	1	0
# OF VENDOR BADGES AND EVENT SHIRTS	14	12	8	6	4	0
# OF COMPLIMENTARY GENERAL ADMISSION PASSES	10	8	6	4	2	2
Pre-Show Recognition						
AD SPACE ON SOFLO WEBSITE	4 PREMIUM ADS	3 PREMIUM ADS	2 ADS	2 ADS	1 AD	1 AD
SOCIAL MEDIA PROMOTION (FB INSTAGRAM & TWITTER)	1XWEEK	2XMONTH	1XMONTH	1XMONTH	1 PRE-SHOW	1 PRE-SHOW
YOUR LOGO CLICKABLE IN VENDOR PAGE OF WEBSITE						
LOGO INCLUDED IN EMAIL BLASTS						
DEDICATED NEWSLETTER						
LOGO ON EVERY AD AND FLYER						
PRESS RELEASE						
At Show recognition						
LOGO IN EVENT PROGRAM						
LOGO ON EVENT T-SHIRT						
FULL PAGE AD IN EVENT PROGRAM						
LOGO ON EVENT SPONSORSHIP BANNER						
LOGO ON INFORMATION TOWER (BASIC TOWER)						
VERBAL RECOGNITION DURING SHOW						
RECOGNITION ON BASIC PLACEMENT SIGNAGE	6 SIGNS	3 SIGNS	2 SIGNS	1 SIGN		
RECOGNITION ON STANDARD PLACEMENT SIGNAGE	4 SIGNS	2 SIGNS	1 SIGN			
RECOGNITION ON PREMIUM PLACEMENT SIGNAGE	2 SIGNS	1 SIGN				
Post-show recognition						
POST SHOW SOCIAL MEDIA POSTS						
INCLUSION IN OFFICIAL SOFLO VIDEO						
POST SHOW NEWSLETTER						
MENTION IN POST SHOW MAGAZINE ARTICLE						

STATISTICS

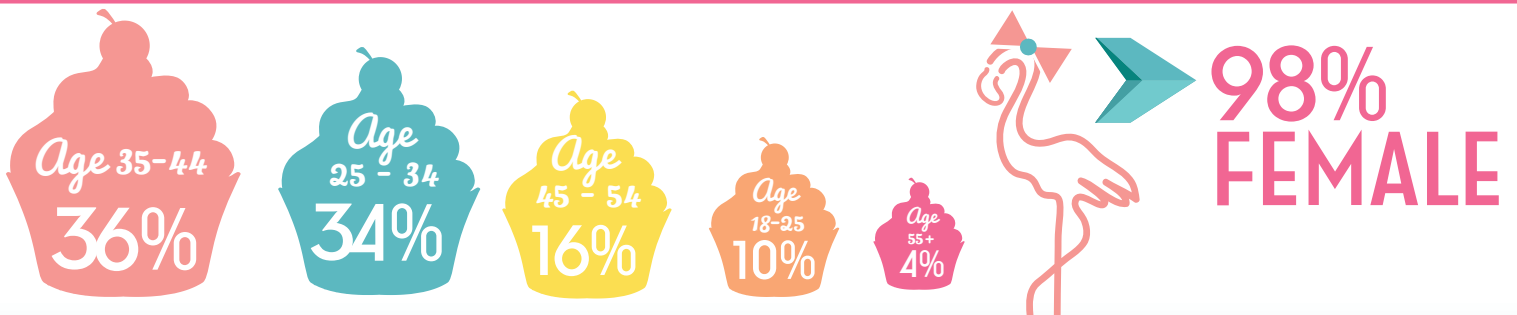
2019

& Demographics

WEBSITE STATS



AUDIENCE DEMOGRAPHICS



NETWORK STATS

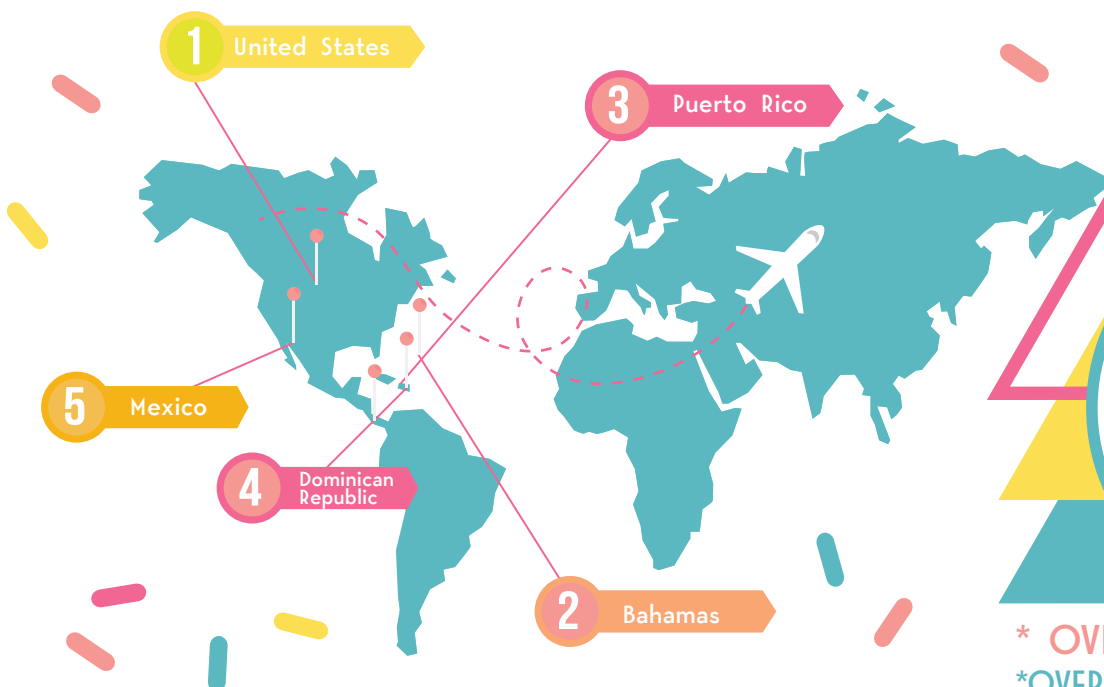


* SOFLO ALSO HAS A GROWING FAN BASE ON TWITTER & YOUTUBE!

STATISTICS

& Demographics

ATTENDANCE: Top 5 Countries



* OVER 4500 PEOPLE ATTENDED
* OVER 43 COUNTRIES IN ATTENDANCE

CAKE AND INDUSTRY PROFESSIONALS

Connect and learn from other experts in the industry. Network with industry experts from abroad too!

INTERNATIONAL ATTENDEES

SoFlo attracts attendees from Central and South America, several Caribbean Islands, Canada, and Europe. Miami is one of the most traveled to tourist spots in the world, making the location of SoFlo Cake and Candy Expo ideal for our international guests.

BUYERS, BUSINESS OWNERS, AND BAKERS

Exhibitors will connect with buyers from the industry and have the time to meet face to face and find new wholesale customer accounts.

WHO Flamingles

WHO SHOULD Exhibit?

DEMONSTRATE AND SAMPLE YOUR PRODUCTS WHILE YOU NETWORK WITH LIKE-MINDED INDIVIDUALS FROM THE BAKING AND CONFECTION WORLD.

- MANUFACTURERS OF BAKING TOOLS
- BAKERY SUPPLIERS
- FOOD SERVICE
- NATIONAL BRANDS
- CANDY SUPPLIERS
- CANDY MANUFACTURERS
- BAKING INGREDIENTS MANUFACTURERS

WHO SHOULD Attend?

- BAKERS
- PROFESSIONAL CHEFS
- HOME BAKERS
- HOBBYISTS
- BAKERY OWNERS
- BAKING SUPPLY OWNERS
- CANDY SUPPLY OWNERS
- CANDY MAKERS
- EVENT PLANNERS

Sponsorships

AVAILABLE FOR PURCHASE ONLINE



Registration Kiosk Branding | \$3,000

Sponsor the registration area check-in kiosks. Every single attendee will check in here upon entering the convention center. Your brand will be visible to each guest during the check in process. These kiosks will be co-branded with the SoFlo Logo. Sponsorship includes 1 four station kiosk. 2 Sponsorships available.



Front Window Cling | \$800

Sponsor a panel at the front of the MACC with your company brand. Each panel can be designed individually and provides maximum exposure as each guest will see these windows while entering from the parking lot into the building. Sponsor must provide the graphics in the specified dimensions by the deadline. 4 single panel clings and 3 double door clings available.



Stage Branding | \$4,500



Walk Way Signs | \$1,000

Place your company brand and get exposure in the walk way that connects the Doubletree to the MACC. Each outdoor banner is 5 ft x 8.5 ft, Premium placement, 12 banners available.



Cake Competition Prizes | \$7,500

Sponsor the cake competition prizes and receive branding throughout the entire cake competition area as well as the vendor hall. Your company logo will appear on the Prize checks, on the main stage during the awards, on the certificates of each competitor and in the event program.

VENDOR

Contract



RULES & REGULATIONS

1. Vendors shall be responsible for the contents of their booth at all times. Vendor releases the SoFlo Cake and Candy Expo® , herein known as the "Presenters", of all liability for injury, loss, or damages resulting prior to, during, or after the event.
2. Vendors may not share, sell, or sub-let their space. Booths may only be used and occupied by the applicant and their registered guests.
3. Vendors may not possess, display, sell, or distribute any items that are offensive in nature, unlawful, or in poor taste. Any acts taking place or items within a vendor booth which the Presenters or staff deems violates these provisions shall be removed from the booth and such vendor/person will be subject to ejection from the event without refund.
4. Booth locations will be assigned by the Presenter on a first-come-first-served basis. Event floor plan is subject to change without notice. Vendors may request an area within the floor plan, but only the "category" of the booth is guaranteed.
5. If a requested booth is not available, the Presenter will notify vendor with available options prior to accepting payment.
6. Vendor may not use, occupy, or take up any space outside the perimeter of their booth(s). Additionally, Vendor acknowledges that their booth configuration will be an open plan that allows attendees visibility from the aisles from at least one side of the booth. Furthermore, Vendors must be considerate of other booths in their area as not to intentionally block other booths by using unapproved side walls/furniture. Any solid fixture should be placed as the back wall in the booth space.
7. No alcoholic or illegal substances are permitted inside the event at any time.
8. Vendor booth is not considered reserved until full payment is received.
9. Booths must be paid in full at time of reservation.
10. Booth rental cancellations: Cancellations made more than 60 calendar days prior to the event are entitled to a 50% refund of rental fees. Any cancellations made less than 60 calendar days prior to event are not entitled to any refunds. All cancellation requests must be in writing to Melanie@SoFloCakeAndCandyExpo.com. Applicable refunds shall be issued within 30 calendar days of receipt of cancellation request.
11. Any photos or videos created during the event or released to the Presenters for promotional purposes become the property of the Presenters and may be used for future promotions during related or similar events.
12. Vendor acknowledges that any demonstrations held inside the vendor hall will be free of charge to all attendees. Charging fees for the demonstration of products inside the vendor hall is strictly prohibited.
13. The Presenters shall not be held liable for losses due to cancellation of the event for circumstances beyond their control. These include, but are not limited to, fire, flooding, acts of God, venue cancellation, or any other local events making the convention impossible or dangerous for attendees. Fees paid to the Presenter shall be fully refunded due to event cancellation for the above reasons.
14. Booths must be set up on Friday, April 29, 2022 between the hours of 7am-6pm. There will be no access to the venue after hours until one hour prior to the commencement of the event.
15. Booths, displays, and products may not be removed or dismantled prior to 4 p.m. on Sunday, May 1, 2022. And all items must be completely removed from the venue by 9 p.m. on May 1, any items left will become property of the Presenters and may be destroyed.
16. Booths may only be occupied by those issued vendor or staff badges.
17. Vendors may not bring "special guests" or "celebrity guests" who may draw additional crowds without 90 days prior notice to SoFlo. SoFlo must approve in writing of each special guest. This is to ensure that SoFlo can effectively manage the safety and security of the vendors, guests, staff and attendees.
18. Products can only be sold in your booth. "Pop-up" stations cannot be established outside the boundaries of your booth space.
19. Building support columns are located throughout the venue. These columns are identified by black squares on the floor plan. It is your responsibility to ensure columns do not interfere with your booth set-up. Booths will not be moved or altered during set up day.
20. Booth dimensions are not exact and may vary +/- 1 foot in each direction.

VENDOR

Contract



RULES & REGULATIONS

21. General announcements are played on four main speakers inside the vendor hall. The locations of these speakers are indicated on the floorplan by a RED X. It is your responsibility to be aware of your booth location in relation to the speakers.
22. No booth wall may exceed 10 feet tall.
23. Any signage SoFlo is requested to build will incur an additional cost of \$250 per sign
24. Any signage SoFlo is requested to hang will incur an additional cost of \$250 per piece.
25. Floor plan is subject to change without notification.
26. Terms and conditions subject to change without notice.
27. Indemnification. Vendor shall indemnify and hold harmless SoFlo Cake, and their respective officers, employees, agents, servants, agencies and instrumentalities ("Indemnified Parties") from any and all liability, losses or damages, including attorneys' fees and costs of defense, which the vendor and their respective officers, employees, agents, servants, agencies or instrumentalities may incur as a result of any and claims, demands, suits, causes of action or proceedings for personal injury and wrongful death arising out of, relating to or resulting from the negligent performance of this Vendor Contract and the duration of the Expo event by the Indemnified Parties.
28. Non-Assignability. This Vendor Contract shall not be assigned. This Vendor Contract shall be binding upon and inure to the benefit of the successors of the parties.
29. Modification or Termination. Any modification or deferral of any provision of this Vendor Contract shall not be effective unless in writing sent to the company address provided by Vendor at the time of execution of this Vendor Agreement.
30. Waivers. No waiver by either party of any provision shall be deemed a waiver of any other provision or of any subsequent breach by either party of the same or any other provision.
31. Partial Invalidity. If any portion of this Vendor Contract shall be declared by any court of competent jurisdiction to be invalid, illegal or unenforceable, that portion shall be deemed severed from this Vendor Contract and the remaining parts shall remain in full force as fully as though the invalid, illegal or unenforceable portion had never been part of this Vendor Contract.
32. Governing Law and Venue. The parties intend and agree that this Vendor Contract shall be governed by and construed in accordance with the laws of the state of Florida. Venue for any proceedings or disputes pursuant to this Vendor Contract shall be in Miami-Dade County.
33. Entire Agreement. This Vendor Contract contains the entire agreement between the parties concerning the rental and use of the Booth, and supersedes all prior written or oral agreements between the parties to this Vendor Contract. No addition to or modification of any term or provision shall be effective unless in writing, signed by Presenters.
34. It is solely the vendors responsibility to collect and report any and all sales tax collected during SoFlo Cake and Candy Expo® 2022. SoFlo Cake and Candy Expo® will not withhold or remit any sales tax on behalf of vendors and does not assume any responsibility for assuring that any Federal, State or Local sales taxes are reported or paid to the agencies.

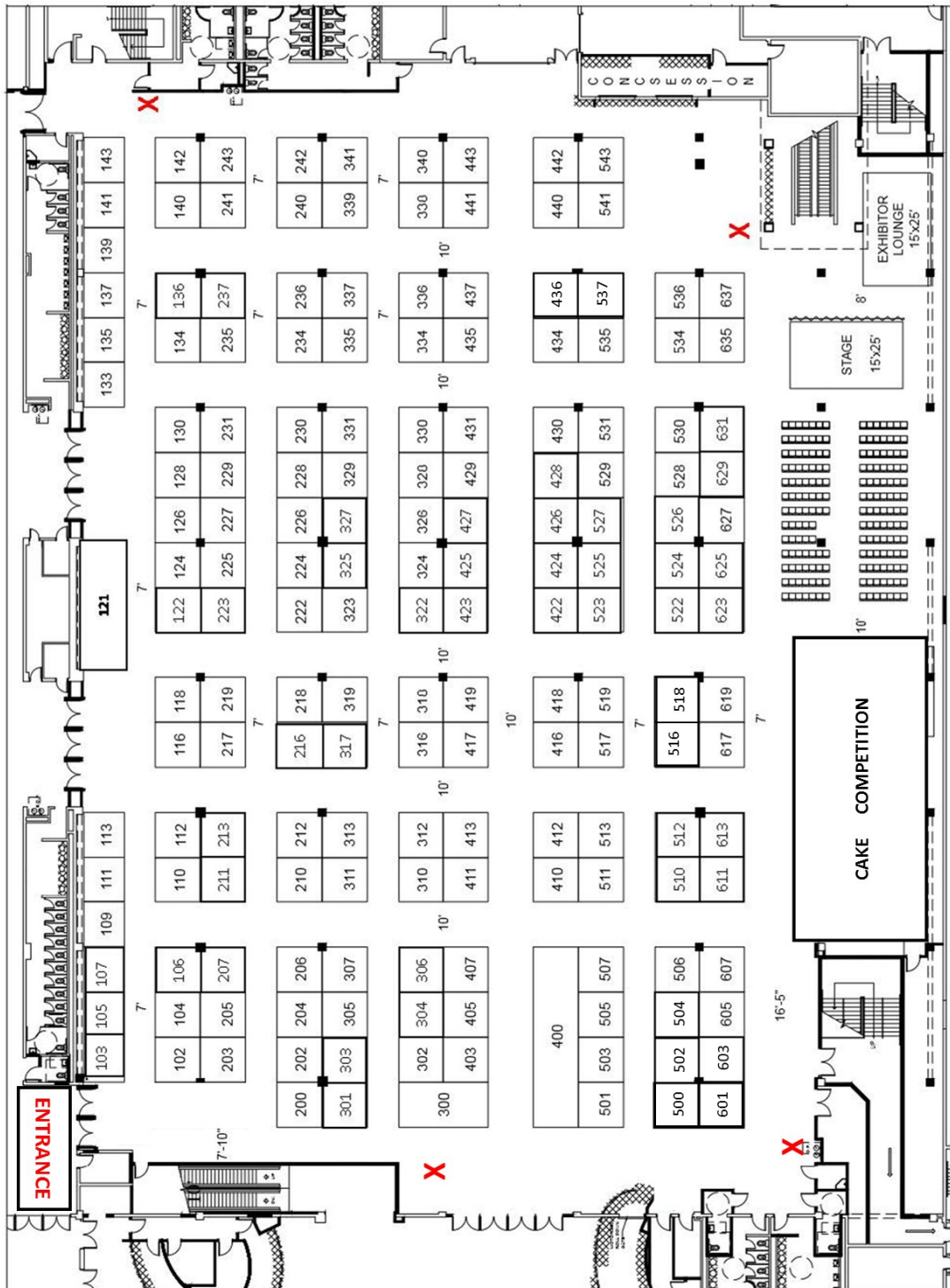
By signing below, completing the Vendor Application, or paying vendor booth fees you acknowledge that you have read, understand, and agree to abide by the above Rules and Regulations. You further understand and agree that the SoFlo Cake and Candy Expo®, and any sponsors, instructors, or employees shall not be liable and assume no responsibility for any losses, damages, or theft of products delivered to, used at, or displayed during the event. You also agree to hold harmless and indemnify the SoFlo Cake and Candy Expo®, and any sponsors, instructors, or employees of the event against any and all claims, liability, losses, damages, injuries, and liabilities as a result of your participation, travel to/from, and attendance at the SoFlo Cake and Candy Expo®.

Signature _____ Name _____ Company Name _____ Date _____

VENDOR

Contract

FLOORPLAN



I have reviewed the location of the columns (Black Squares) and main speakers (Red X) on the 2021 Floorplan.

Signature _____ Name _____ Company Name _____ Date _____