



THE  
Professional Kitchen  
Show

3-5 March 2020 ExCeL London

# CATERING FOR YOUR EQUIPMENT NEEDS

**HRC**  
**BUYERS CLUB**  
LONDON 2020

SUPPORTED BY THE  
ONLY DEDICATED HOSTED  
BUYERS SCHEME IN THE UK



# HRC

HOTEL, RESTAURANT & CATERING

One Event, Four Shows



# THE INDUSTRY EVENT FOR 2020

Providing the tools  
for success

The UK foodservice and hospitality industry is recognised globally as standing at the forefront of innovation and product excellence. The Professional Kitchen Show is the UK's leading event showcasing manufacturers, dealers and service providers of professional catering equipment. Taking place between the 3rd and 5th of March 2020, The Professional Kitchen Show will provide end users with unparalleled sourcing, networking and industry insight.

With the global professional kitchen equipment industry expected to be worth over £82 billion by 2025, the UK industry requires an end to end event that is driving technology and innovation. The Professional Kitchen Show will be market defining; offering quality, affordability, ROI and an unrivalled service to its exhibitors.

This is your opportunity to join many of the leading manufacturers and over 21,000 foodservice and hospitality professionals spanning kitchen designers, operation managers, executive chefs, chef patrons, owners, managing directors, food and beverage managers, general managers, wholesalers, distributors and more.

We look forward to welcoming you to the show.

Stuart Walker  
Head of Sales



co-located with



"Another great event —  
yet again we have been able  
to record a high number of  
good quality leads."

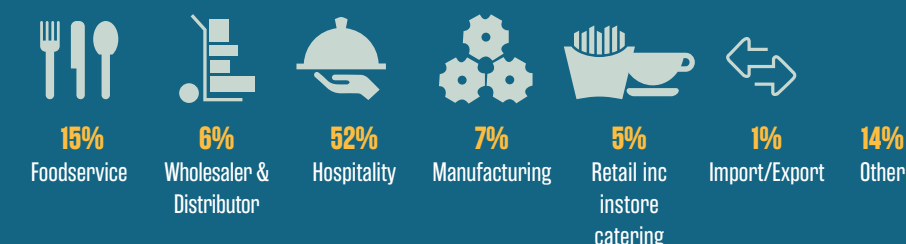
Clare Mansfield,  
Business Development Manager, Synergy Grill

## FOOD FOR THOUGHT

What to expect from  
The Professional Kitchen Show 2020



Who our visitors were:



THE PROFESSIONAL KITCHEN SHOW OFFERS  
AN UNRIVALLED VISITOR AUDIENCE AND IS THE  
INDUSTRY EVENT FOR 2020

\* Statistics based on 2018 Hotelympia attendees



# INTRODUCING THE HRC BUYERS CLUB

An industry first that connects your business with the nations leading procurement professionals



Members of The HRC Buyers Club will be hosted by HRC with 3 key goals:

1	2	3
Meet with a minimum of 8 exhibitors for 30 minutes each on their stands	Attend seminars and workshops and gain industry insights	Network with their peers and suppliers



## What is The HRC Buyers Club?

The foodservice and hospitality industry's only dedicated hosted buyers program, open only to qualifying and vetted buyers of services and products for foodservice outlets across it's multiple channels.

The HRC Buyers Club serves to deliver procurement, buying and purchasing professionals to exhibitors, driving greater business opportunities and return on investment.

The UK's only dedicated buying scheme is a complimentary service to HRC exhibitors. By investing heavily in this service, HRC guarantees to serve its clients like no other event in the industry, providing suppliers the greatest possible opportunity to do business, both at and post event.

## How does The HRC Buyers Club work?

HRC provides qualifying buyers the opportunity to be hosted at the show to source, learn and network. All of this in exchange for eight pre-arranged thirty minute meetings on supplier stands.

Meetings are managed using a dedicated software system and exhibitors receive notifications of their meetings before the show has opened. HRC will target over 2,000 meetings, all set up in advance of the event.

Following a hugely successful launch at our sister events in Birmingham in 2019 we were able to recruit some of the most senior buyers in foodservice.



Members of The HRC Buyers Club are offered a package of benefits to drive recruitment, including;

1. Priority access to insight sessions and seminars across the event, including buyer only sessions
2. Exclusive social events at HRC where they can spend time with their peers and senior members of supplier staff
3. Accommodation and travel bursaries
4. Unparalleled sourcing opportunities; buyers have the opportunity to source from 650 leading suppliers

"The HRC Buyers Club was a great initiative by Fresh Montgomery to engage the industries important buyers with manufacturers and suppliers. We were extremely happy with the eleven meetings which were set up, and look forward to this initiative only developing further and seeing the continued relationships between customers and suppliers deepening"

Gareth Newton, Managing Director, BGL Rieber Ltd.

## WHO ELSE MIGHT YOU MEET AMONGST THE 21,000 VISITORS TO THE PROFESSIONAL KITCHEN SHOW...

Amadeus	Crowne Plaza	J D Wetherspoon	Shine
Baxterstorey	Delaware North	John Lewis	Sodexo
Benito's Hat	Deliveroo	KCCJ	Soho House & Co
Benugo	Domino's	KFC	Star Pubs & Bars
Best Western Hotels	Elior UK	Levy UK	Starbucks
Bidfood	etc.venues	Liverpool FC	Stephens Catering equipment
British Airways	Exclusive Hotels	Lord's Cricket Ground	Taj Hotels
British Army	Firmdale Hotels	Marriott Hotels	TGI Fridays
British Petroleum Co Plc	Fortnum & Mason	McDonald's Restaurants UK	The Berkeley Hotel
Byron Hamburgers	Four Seasons Hotels & Resorts	Mitchells & Butlers	The Clink
Cambridge University	Fuller Smith & Turner	Nando's	Twickenham Experience
Carluccio's	Gather & Gather	NHS	University of Edinburgh
CCE Group Ltd	Goldman Sachs	PizzaExpress	Virgin Trains
Center Parcs	Gordon Ramsay Group	Prezzo	Wagamama
CH& Co	Greene King	Radisson Hotel Group	Waitrose
Champneys	Hallmark Care Homes	RDA Ltd	Wasabi
Corinthia Hotels Ltd	Holiday Inn	Rosewood London	Whitbread Plc
Cosmo Restaurants Group	Imperial College London	Royal Air Force	Zizzi

# CONTENT & BENEFITS LIKE NO OTHER INDUSTRY EVENT...

The Professional Kitchen Show delivers the highest quality and value to exhibitors. Alongside the industry's only hosted buyers' scheme, significant investment had been made to ensure HRC delivers the finest content to achieve the greatest measurable return on your investment.

## Extensive Media & PR Reach

The Professional Kitchen Show has an unmatched promotional reach.

- Targeted messaging to our in-house database of 100,000 hospitality and foodservice end-users
- Over 75,000 visitors to the show website in the four months ahead of the show
- The Show Preview, with over 60,000 copies printed and mailed to foodservice & hospitality professionals
- Promotion and publicity in every industry media outlet across print and digital

## Driving Exhibitor ROI

- Data & lead generation; complimentary badge scanning and data capture tools
- The largest database of UK foodservice in the UK with dedicated channel marketing to deliver relevant buyers to your stand
- Pre-event exhibitor training workshops to make sure your business is successful in driving new business opportunities
- The only industry hosted buyers' scheme, unmatched and unrivalled

**"Relaxing environment to meet other like-minded suppliers and customers, great place to have a 'safe haven' to allow you to catch-up"**

Philip Howard, Category Development Manager, Equipment, FoodBuy



## Seminars & Chef Competitions

- Industry leading seminar content and presentations, our in-house content team recruit the very best presenters, speakers and industry panels
- The Salon Culinaire, the largest chef competition in the UK, with over 1,000 chefs in competition at the event
- The latest in innovation, new-to-market and product development on display
- Exclusive content from The Staff Canteen, The Caterer as well as a raft of sampling and chef demos

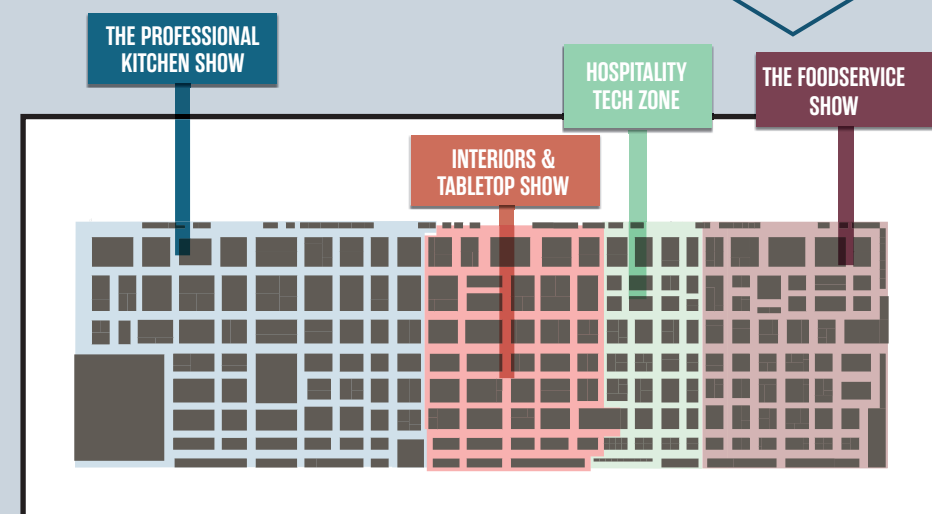
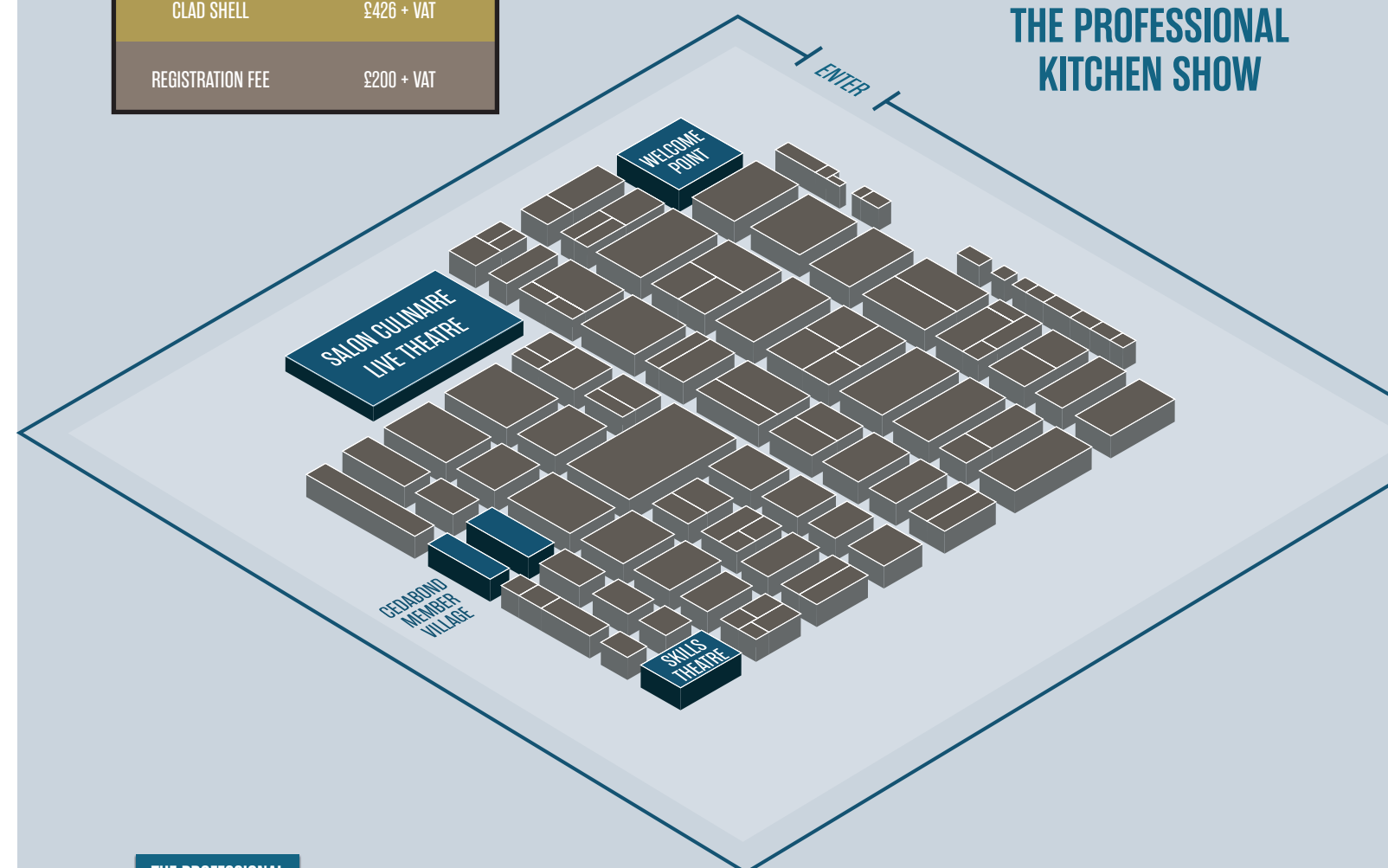


# JOIN US IN 2020

Pricing as follows:

STAND TYPE	0M – 50M	51M-100M	101M-150M	151M-200M
SPACE ONLY	£360 + VAT	£352 + VAT	£343 + VAT	£335 + VAT
CLAD SHELL	£426 + VAT			
REGISTRATION FEE	£200 + VAT			

## THE PROFESSIONAL KITCHEN SHOW



## HRC 2020 FULL FLOOR PLAN

Contact our commercial team  
at [pkshrc.co.uk](mailto:pkshrc.co.uk)  
or +44 20 7886 3019 to request  
a floorplan.



proudly supported by



# THE Professional Kitchen Show

3-5 March 2020 ExCeL London

Discuss exhibiting, sponsorship and partnership opportunities with our commercial team

Mail: [pks@hrc.co.uk](mailto:pks@hrc.co.uk)

Phone: 020 7866 3019

 @profkitchenshow

[HRC.CO.UK/PROFESSIONALKITCHENSHOW](http://HRC.CO.UK/PROFESSIONALKITCHENSHOW)

**fresh**  
MONTGOMERY

CO-LOCATED WITH



**INTERIORS  
& TABLETOP  
SHOW**