

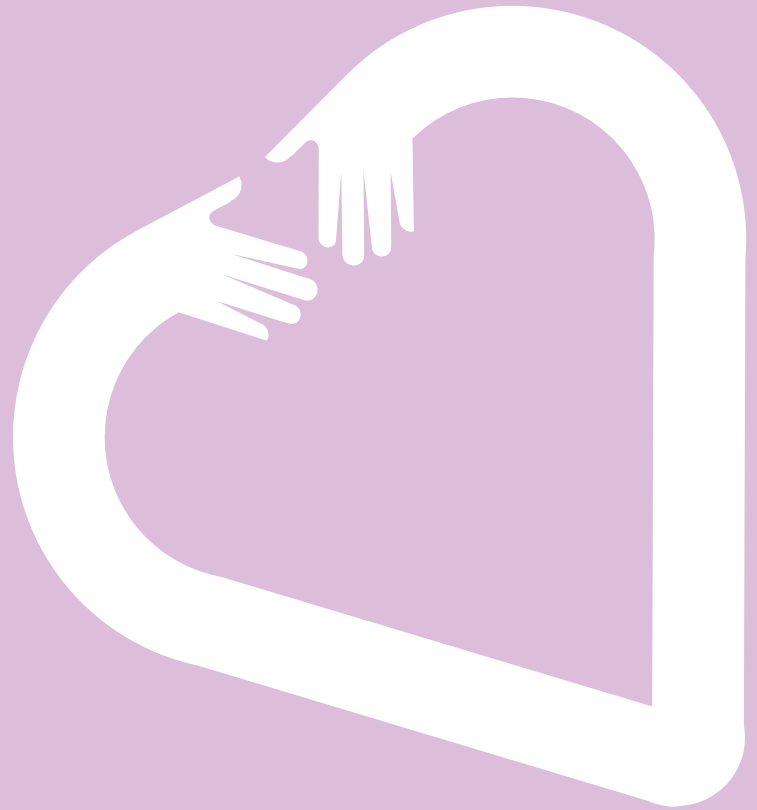


# NUTRITION AT THE HEART OF CARE

NATIONAL ASSOCIATION OF CARE CATERING  
CONFERENCE & EXHIBITION 2009

9th - 11th September 2009

Hilton Hotel, Blackpool



The BIGGEST Care Catering  
Exhibition in the UK

# CaterCare Exhibition 09

Now in it's 18th year

A UNIQUE OPPORTUNITY TO SHOWCASE YOUR COMPANY TO DECISION MAKERS  
AND PURCHASERS OF CARE CATERING PRODUCTS AND SERVICES

Book your stand today!

Stand packages start from  
£1825 + VAT

# CaterCare Exhibition 2009

The CaterCare Exhibition runs in parallel to the National Association of Care Catering's annual conference, now in it's 18th year. To be held at the Hilton Hotel Blackpool from 9th-11th September, it provides a fun and lively environment for doing serious business with the care catering sector and catching up on the latest industry information.

Dedicated exhibition viewing time and incentive schemes for delegates will ensure they make the most of the exhibition. There are also a host of sponsorship opportunities from inserts in delegate bags to sponsorship of the badge lanyards. These are all detailed at the back of this brochure.

## The NACC

The National Association of Care Catering, known as the NACC, is recognised as a prime source of information and opinion on catering within the caring sector.

Its membership has a significant influence on the provision of catering and equipment within the care catering industry, and includes catering officers and community meals managers, as well as purchasing and operations staff from local authorities across the UK, along with representatives from professional caring agencies and voluntary organisations. These are people who are constantly sourcing new products and services to improve their meal provision. People who need to meet with you and your company!

### THE NACC MEMBERSHIP:

- 500 members
- Collectively control over £1 billion of spend in the marketplace\*
- 40% have been members for more than 5 years

\*NACC membership research 2004

The UK care catering market set to grow by up to

# 40%!

According to forecasts from the Office of National Statistics, the 65 plus population in the UK is projected to grow by 40% over the next 20 years.

Any industry dependent on our ageing population is going to experience a huge boom if it is to meet the increasing demands. This means that the care market will grow rapidly in size and supplies of food, beverage and equipment will increase dramatically.

The care catering market encompasses any catering that may take place in residential homes for children, for the elderly or for people with disabilities. It may be meals served to groups in day care or other centres or it may involve delivering individual, fresh or frozen meals to peoples homes.

### The care catering market encompasses...

- 40,000,000 Meals on Wheels served every year\*
- 40,000 Day Centres and Clinics\*
- 30,000 Residential and Nursing Homes serving 597,000,000 meals every year!\*

# More visitors than ever!

## Reasons to exhibit...

- A one off opportunity to meet the key decision makers in care catering from across the country all under one roof
- Develop new contacts and business opportunities
- Launch new products and services into the market
- Build your company's profile and reinforce its position in the market
- Benefit from the formal and informal networking opportunities including:
  - Dedicated exhibition viewing times
  - Breakfasts, lunches and coffee breaks
  - Pre-conference evening
  - Awards & Gala Dinner
- Celebrate with the industry during the Gala Awards Dinner
- **Do some serious business!**

## VIP Guests

Influential decision makers from other areas of the industry such as Prison Service Catering, the Local Authority Caterers Association and The Hospital Caterers Association will also be invited to attend the conference and dinner.

## Delegate Profile

- Catering Advisor
- Catering & Facilities Manager
- Catering Manager
- Community Meals Coordinator
- Community Meals Manager
- Catering Officer
- Catering Operations & Support Manager
- Director of Catering
- Divisional Manager
- Facilities Manager
- General Manager
- Head of Catering Services
- Head Chef
- Head of Operations
- Head of Facilities Manager
- Home Delivery Service Manager
- Meals Direct Manager
- Operations Director
- Principle Catering & Contracts Manager
- Resource Centre Manager
- Service Manager

As well as the anticipated delegates, the doors to the exhibition will be open during the Thursday to day visitors. A dedicated CaterCare Exhibition marketing campaign to attract additional day visitors will be implemented, with free invites being sent to more than 2,000 executives working in care catering within a 100 mile radius of Blackpool.



# PR and Marketing Activity

There will be continual PR to promote the show nationally and regionally and the biggest delegate and visitor marketing campaign yet!

The promotional activity will include:

- PR throughout the catering trade press
- Direct Mail – 10,000 delegate brochures mailed to decision makers and specifiers from:
  - Local Authorities
  - Private Care Homes
  - Residential Care Homes
  - Hospital Caterers
  - Charitable Care Organisations
- Email campaign to potential delegates
- A dedicated marketing campaign to attract day visitors to the exhibition
- Promotions to allied associations such as the Hospital Caterers Association, the Local Authority Caterers Association.

## The Venue

The Hilton Blackpool offers:

- High Speed Internet Access
- Executive Suites
- Business Center
- Fitness Center
- Heated indoor pool
- 20 minutes' drive from Blackpool Airport

## More reasons to exhibit...

- Biggest delegate and day visitor marketing campaign
- Concurrent NACC Annual General Meeting attracting even more delegates
- Exhibition open to day visitors on the Thursday, with a dedicated CaterCare campaign to attract additional visitors
- Promotions to allied association members such as HCA and LACA will ensure a good cross section of visitors
- Influential decision makers from other areas of the industry such as the chairman of LACA and HCA are invited to attend the conference and dinner.



# Feedback from last year's event

*"This is my first conference.  
A good opportunity to put faces to names, talk to existing suppliers and colleagues and meet new people."*

Caroline Bunning, Nottinghamshire County Council

*"First time visitor - gained useful insight into other areas of care catering."*

Lynda Brown, Catering Academy Ltd

*"As always an excellent conference, brilliant presentations too.  
Overall relaxed atmosphere and chance to network and meet up with old colleagues and meet many new ones."*

Ros Speight, Leicestershire County Council

*"I enjoyed the theme, which highlighted the uncertainty of contemporary culting and the linked ideas of change and the need to change how we deliver our service."*

John Lunnun, Nottingham City Council

*"As always very well organised and so enjoyable. Well done to the organisers! I am glad the decision has been made to move to the Hilton Blackpool."*

Sylvie Babout, HC3S

*"A good range of speakers all with relevant content."*

Vivien Rose, London Borough of Redbridge

*"As always an excellent conference with many good presentations, thank you!"*

John Hilton, Bristol City Council

*"I liked the informality of the room arrangement on the Friday morning. It also provides the opportunity for suppliers to showcase their goods e.g. water, snacks, juices etc."*

Shona Strachan, Fife Council

*"I enjoyed it and made some excellent contacts."*

Juliet Bates, Bournville Village Trust

*"Thought it was excellent. The pre-conference evening looked good, and the Gala Dinner looked fantastic ."*

Gill Thrush, Harrogate Neighbours Housing Association

*"Very good"*

Jacqlyn Spence, Rhonda Cynon Taff Council

*"For our first time at the NACC exhibition we were very pleased at the exhibition and the contact we made."*

Colin Salter, Rea Plasrack

*"As always a well run, enjoyable event with a good cross section of customers."*

Glenn Roberts, Gram UK

*"Good feel to conference and the exhibition"*

Elaine Coupland, County Enterprise Foods

**Collectively the NACC membership control over £1billion of spend in the market – so make sure you grab your slice!**

Whether you already supply to the care catering market or are looking to launch your products and services into it, the CaterCare Exhibition is a must for your company.

# EXHIBITION SPONSORSHIP OPPORTUNITIES

Only exhibiting companies have the opportunity to enhance their presence at the show through sponsorship

PLEASE TICK THE SPONSORSHIP YOU WOULD LIKE TO TAKE UP ON THE BOOKING FORM OPPOSITE

<b>Delegate Folder (A4)</b>	Each delegate will be given an A4 hard back conference folder with the sponsoring company's name on the inside - £1900
<b>Pens</b>	Placement of promotional pens in delegate folder - £550
<b>Delegate Bag</b>	Each delegate will be given an environmentally friendly conference bag. The sponsors logo will be on the inside flap of the bag - £1500
<b>Badge Lanyards</b>	Each delegate will be given their name badge – have your company name printed on the badge lanyards and be seen as a major sponsor at the NACC event - £1100
<b>Sponsorship of Coffee Points</b>	The sponsoring company can supply graphics to be displayed around the coffee points plus tent cards and brochures. The sponsors product can also be served at coffee points if appropriate - £650
<b>Sponsorship of the Registration area</b>	The sponsoring company can supply graphics/pop up screen to be placed at the delegate registration desk - £795
<b>Sponsorship of “You are Here” Boards</b>	Exhibition floor plan displayed at the entrance to the exhibition, with sponsoring company's logo on it and company name highlighted on the plan - £750
<b>Pre-Conference Night</b>	Sponsorship of evening entertainment – POA
<b>Pre-Dinner Drinks</b>	Sponsorship of the drinks reception prior to the gala dinner – POA
<b>Sponsorship of Seating Plan for Dinner</b>	Seating plan will be positioned outside the dining room for the gala dinner. The sponsoring company will have their logo and name on this - £550
<b>Literature Placement</b>	Placement of company literature into each delegate bag - £265
<b>Delegate Mailshot</b>	Delegate Mailshot – Mail delegates prior to the event - £350
<b>Advertising</b>	Place an advertisement in the Conference Programme & Exhibition Guide – £530 Copies will be distributed to: All delegates; day visitors on the Thursday; mailed to non-attending NACC members

**BOOK TODAY** by faxing the form overleaf to 0870 748 0181  
Or simply call 0870 748 0180, email [info@thenacc.co.uk](mailto:info@thenacc.co.uk) or visit [www.thenacc.co.uk](http://www.thenacc.co.uk)  
or alternatively email Paul Davis at [paul@mcculloughmoore.co.uk](mailto:paul@mcculloughmoore.co.uk)

# NACC Conference & Exhibition 2009

## BOOKING FORM



**Build up date** Weds am 9th Sept

**Show dates** Weds 9th pm Thurs 10th Sept

**Breakdown date** Thurs 10th pm or Fri 11th am Sept

### 1) EXHIBITOR PACKAGE COMPRISING

**Option 1 – Stand Only + 2 day exhibitors**  
Comprises:

- 2m x 3m stand space
- Two "day" exhibitors on the stand – Wednesday and Thursday
- Afternoon tea for two on Wednesday 9th
- Lunch for two people on Thursday 10th
- Entry in the Conference Programme & Exhibition Guide

Stand Only  
£1825 + VAT

**Option 2 – Stand + 1 residential exhibitor**  
Comprises:

- 2m x 3m stand space
- Accommodation for one person in single room for two nights, 9th and 10th September
- Afternoon tea for one on Wednesday 9th September
- Place for one at the pre-conference dinner on Wednesday 9th September
- Place for one at the Gala & Awards Dinner on Thursday 10th September
- Breakfast for one on Thursday 10th and Friday 11th September
- Lunch for one on Thursday 10th and Friday 11th September
- Company details listed on the NACC Website
- Entry in the Conference Programme & Exhibition Guide

One place at conference  
£2100 + VAT

**Option 3 – Stand + 2 residential exhibitors**  
Comprises:

- 2m x 3m stand space
- Accommodation for two people in single room for two nights, 9th and 10th September
- Afternoon tea for two on Wednesday 9th September
- Two places at the pre-conference dinner on Wednesday 9th September
- Two places at the Gala & Awards Dinner on Thursday 10th September
- Lunch for two on Thursday 10th and Friday 11th September
- Breakfast for two on Thursday 10th and Friday 11th September
- Company details listed on the NACC Website
- Entry in the Conference Programme & Exhibition Guide

Two places at conference  
£2695 + VAT

EXTRA EXHIBITOR PLACES	Price per person	No of places	Total
EXTRA ONE NIGHT RESIDENTIAL PACKAGE	£460 + VAT		
EXTRA PRE-CONFERENCE ACCOMODATION AND DINNER	£125 + VAT		
EXTRA DAY EXHIBITOR PASS Includes 1/2 day Weds, all day Thurs, 1/2 day Fri	£160 + VAT		

### 2) ADDITIONAL SPONSORSHIP OPPORTUNITIES Please tick the box if you would like to book any of the following sponsorship opportunities:

Advertising in the Exhibition Guide @ £530	<input type="checkbox"/>	Pre Conference Night @ £POA	<input type="checkbox"/>
Conference Delegate Folders @ £1900	<input type="checkbox"/>	Pre Dinner Drinks @ £POA	<input type="checkbox"/>
Conference Delegate Bags @ £1500	<input type="checkbox"/>	Coffee @ £650	<input type="checkbox"/>
Badges @ £1100	<input type="checkbox"/>	Literature in Delegate Pack @ £265	<input type="checkbox"/>
Registration Area @ £795	<input type="checkbox"/>	You are Here Boards @ £750	<input type="checkbox"/>
Pens @ £550	<input type="checkbox"/>	Dinner Seating Plan @ £550	<input type="checkbox"/>
Delegate Mailshot @ £350	<input type="checkbox"/>		

Please choose your stand 1st choice  2nd choice  We will contact you to confirm your allocated stand number

Please contact me to discuss the sponsorship opportunities further

<i>Person placing order:</i>	<i>Title</i>	<i>First Name</i>	<i>Surname</i>
<i>Job Title</i>	<i>Organisation</i>		
<i>Address</i>			
<i>Post Code</i>			
<i>Tel</i>	<i>Fax</i>	<i>Email</i>	

Please note this contract is not effective until the 2nd January 2009. **BOOKING TERMS AND CONDITIONS: Payment terms:** A non-refundable deposit of £500 + VAT invoiced 02/1/09 Balance invoiced 02/03/09. All stands must be paid in full prior to event. Failure to do so will result in the loss of the right to exhibit. **Cancellation Terms:** All exhibitors are required to give written notice of intention to cancel their contract subject to the payment of a percentage of the total contract price by the exhibitor to McCullough Moore Ltd as consideration for release from the contract as follows: 50% - between 3 to 6 months prior to the exhibition date. 100% - within 3 months prior to the exhibition date. PLEASE NOTE THIS CONTRACT DOES NOT COME INTO EFFECT UNTIL THE 2nd JANUARY 2009.

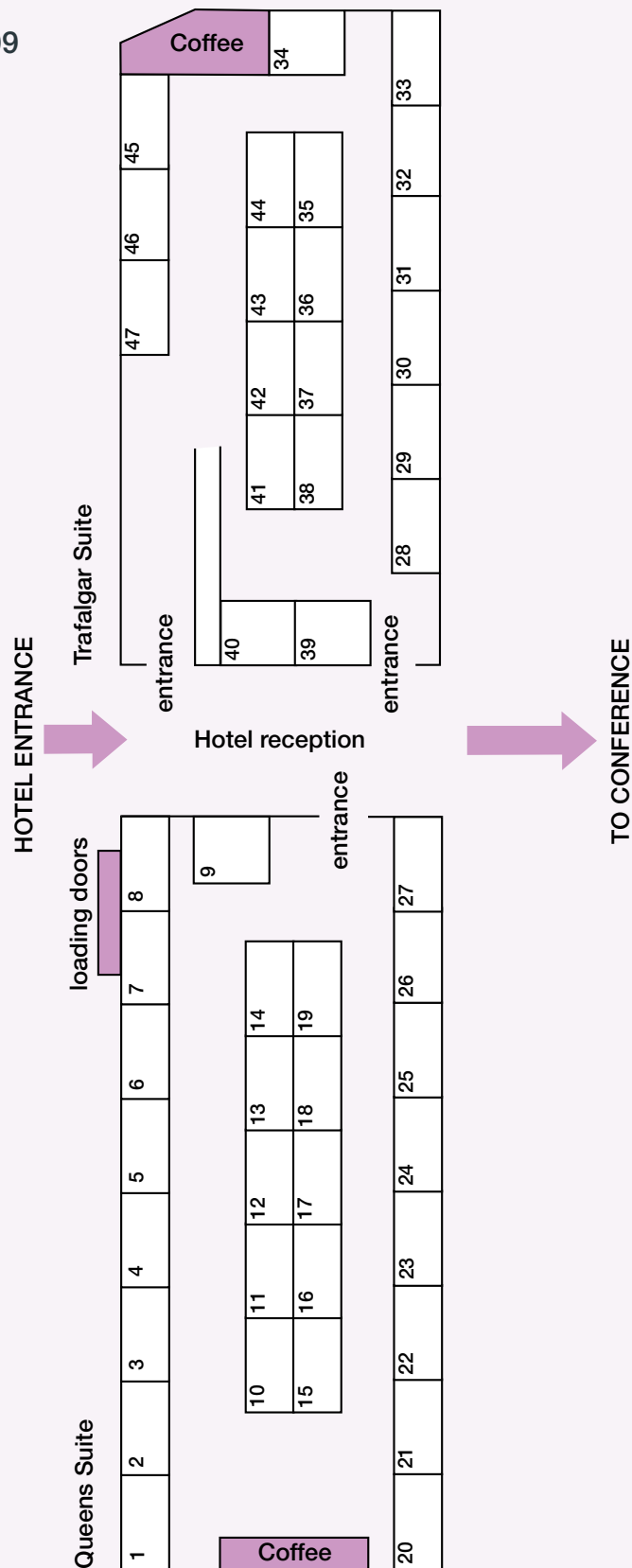
The information you provide may be used for direct marketing purposes, if you do not wish it to be used for such purposes, please write to us at the administration address at the bottom of this form.

**CUSTOMER SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

Please fax back on 0870 748 0181 or post to the NACC Conference & Exhibition Administration Office  
c/o McCullough Moore Ltd, Meadow Court, Faygate Lane, Faygate, West Sussex RH12 4SJ

# NACC Exhibition Floorplan

Hilton Hotel, Blackpool  
9th - 11th September 2009



NACC Conference & Exhibition Administration Office  
c/o McCullough Moore Ltd, Meadow Court,  
Faygate Lane, Faygate, West Sussex RH12 4SJ  
Tel 0870 748 0180 Fax 0870 748 0181  
Email info@thenacc.co.uk Web www.thenacc.co.uk

