



CATEX
Catering Inspiration

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**We've got the
ingredients to
deliver more**

**The Definitive
Foodservice Event**
RDS, Dublin
XX-XX February 2017
catexexhibition.com

An IFSA Event

IFSA
IRISH FOODSERVICE SUPPLIERS ALLIANCE





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The number one place to do business in 2017

**“Catex provided us with
a great platform to meet
customers face to face and
showcase our products.”**

Sheila Cahill, Director, REG



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Ireland's Premier Foodservice Event, Organised by the Industry for the Industry

Running for more than half a century, CATEX is Ireland's definitive foodservice event, gathering hundreds of suppliers, stakeholders and competitors at the RDS every two years where they meet, inspire, entertain and do business with over 10,000 top hospitality operators and foodservice buyers.

10,000
visitors
in 2015!

An Irish Foodservice Suppliers Alliance event, CATEX is proudly supported by leading hospitality industry groups from across Ireland, including the Bartenders Association of Ireland, Catering Management Association of Ireland, Irish Accommodation Services Institute, Irish Guild of Sommeliers, Irish Hospitality Institute, Irish Nightclub Industry Association, Licensed Vintners Association and the Speciality Coffee Association of Europe.

'CATEX is at the very heart of the €6bn Irish foodservice industry, providing suppliers with an essential event where they can meet existing and prospective customers, showcase their business and launch new products, while providing operators and stakeholders with an exciting show where they can source products, spot trends, network with peers and share ideas. At IFSA, we are proud to have built CATEX into Ireland's biggest and most influential hospitality show which has been inspiring hospitality for over 50 years.'

Larry Smith
Chairman, Irish Foodservice Suppliers Alliance (IFSA)

An IFSA Event

IFSA
IRISH FOODSERVICE SUPPLIERS ALLIANCE



Our business is your business

We make it our business to provide your business with a dynamic platform to promote your products and services directly to Ireland's biggest and most influential foodservice buyers. We do this through:

An exciting programme of events

Once again, CATEX 2017 will feature a stellar line-up of competitions, activities and demos including the Chef Ireland competitions, Irish Barista Championship, Irish Cocktail Championship, Contract Caterers Culinary Challenge, Euro-Toques Ireland demonstrations, plus a lively series of debates and discussions.

An impressive roll call of suppliers

A significant number of influential Irish hospitality industry suppliers have already confirmed their presence at CATEX 2017.

A heavyweight marketing campaign

Comprehensive PR activity, partnerships with top hospitality media, industry promotions and an extensive digital marketing campaign to a database of **20,000 potential visitors** will maximise publicity and drive awareness of the show.

A dedicated support team

IFSA's event partner, Eventhaus, has a dedicated team on hand to support you in the build up to and during CATEX 2017. Contact us at **+353 (0) 1 846 0020** to discuss your options.

“Catex has provided us with the ideal platform to be able to talk to current and prospective customers as well as allowing us to showcase to the wider food industry.”

Tom Noonan, Marketing Manager, Java Republic

What our 2015 exhibitors said...



of exhibitors rated CATEX as very worthwhile or worthwhile



of exhibitors thought the number of visitors was excellent or good



of exhibitors rated CATEX as excellent or good as a place to generate business

Our 2015 visitor profile...



of visitors rated CATEX as very worthwhile or worthwhile



61% of visitors come to identify new suppliers. 72% of visitors came to see new products and services



43% of visitors from Dublin
28% of visitors from rest of Leinster
11% of visitors from Munster
8% of visitors from Connaught
10% of visitors from Ulster



of visitors placed an order of €10,000 and above



of visitors said they will return to CATEX 2017

Make CATEX your first stop for business in 2017



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Book your stand today catexexhibition.com

Contact our event management team:

Margaret Andreucetti
T: +353 (0) 86 810 3447 | E: margaret@eventhaus.ie

Richard Byrne
T: +353 (0) 86 814 0544 | E: richard@eventhaus.ie

Niamh Kenny
T: +353 (0) 01 846 0020 | E: niamh.kenny@eventhaus.ie

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