



Waikato
**FOOD
SHOW**
2026

11 & 12 JULY 2026
CLAUDELANDS EVENTS CENTRE
HAMILTON



EXHIBITOR PROSPECTUS

The Waikato Food Show is the region's only dedicated food show, bringing together artisan producers, established brands, food innovators, and passionate foodies for one unforgettable weekend.

The Waikato Food Show has delighted food enthusiasts for over 12 years! Held in Hamilton Waikato, this event is a celebration of all things food. It provides a unique platform for exhibitors to engage directly with their target audience in a dynamic sales environment.

Venue: Claudelands Events Centre, Hamilton New Zealand

Key dates and times:

Saturday 11th July 2026 9am - 4pm

Sunday 12th July 2026 9am - 3pm

WHY EXHIBIT AT THE SHOW?

8,000 +
FOOD
LOVING
VISITORS



**23 COOKING
DEMOS** OVER
TWO DAYS ON TWO
STAGES

**REACH NEW
AUDIENCES**
88.8%
OF VISITORS
ARE FROM
THE
WAIKATO

LAUNCH PRODUCTS

IN 2025, THE TOP REASON FOR
VISITORS ATTENDING THE SHOW
WAS TO TRY NEW FOODS
AND DRINKS.



**CONNECT WITH AN
ENGAGED
AUDIENCE**
VISITORS SPEND ON
AVERAGE 3 HOURS
AT THE EVENT

**312 MASTERCLASS
TICKETS SOLD**



**200 VIP
TICKETS**

**CENTRALLY
LOCATED**

WHAT MAKES THE WAIKATO FOOD SHOW A MUST ATTEND EVENT...

TARGETED AUDIENCE

ATTRACTS FOOD LOVERS, CULINARY ENTHUSIASTS, AND INDUSTRY PROFESSIONALS FROM ACROSS THE WAIKATO REGION.

EDUCATIONAL BASED

A EDUCATION-DRIVEN EVENT OFFERING VISITORS HANDS-ON OPPORTUNITIES TO LEARN.

AFFORDABLE SITE PRICES

THE EVENT OFFERS COST-EFFECTIVE OPTIONS FOR BUSINESSES OF ALL SIZES.

PRODUCT PROMOTION

SAMPLING IS ONE OF THE MOST EFFECTIVE WAYS TO DRIVE IMMEDIATE CONSUMER INTEREST AND ENCOURAGE REPEAT BUSINESS.



11 & 12 JULY 2026



OVERVIEW OF MARKETING

ORGANIC SOCIAL MEDIA IMPRESSIONS
149,946

PAID SOCIAL MEDIA IMPRESSIONS
284,287

CLICK-THROUGH RATE
2.33%

Click-through rate above industry average of 0.90%.

FACEBOOK
227,761

INSTAGRAM
54,806

AUDIENCE NETWORK
1,438

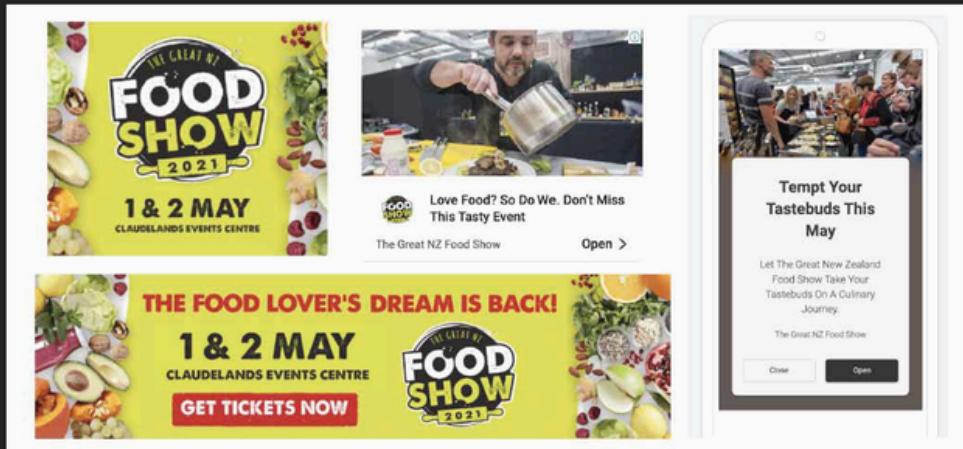
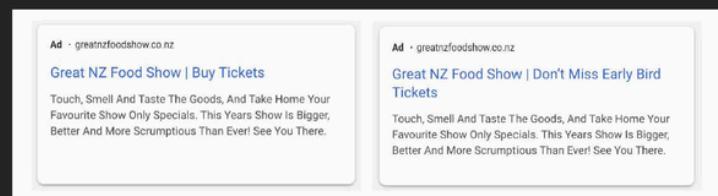
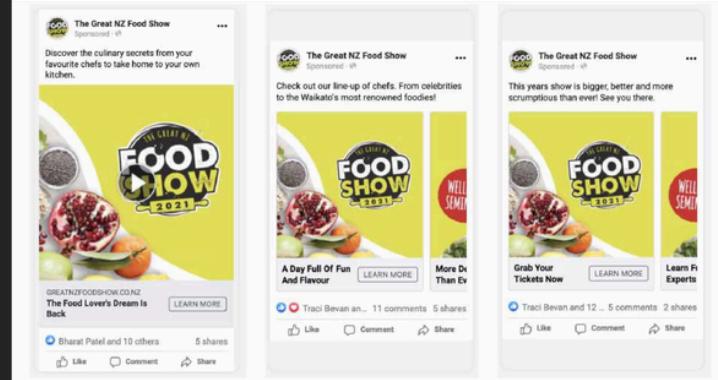
G STUFF.CO.NZ
2,007,029

G TRADEME.CO.NZ
1,981,073

G YOUTUBE.COM
674,097

G STUFF.CO.NZ
92,316

G SUNLIVE.CO.NZ
18,829



+ 15,128 GOOGLE SEARCH IMPRESSIONS

PRINTED SHOW



VIP BAGS



8,000 eDM DATABASE



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FOOD SHOW
2026

WHAT'S INCLUDED IN YOUR SITE

All our trade sites come complete with carpet, partitioning, single-phase power and a four-point plug outlet. Promotional material can be attached to the partitions, which are 2.3m high, using velcro dots or strips.

Additional benefits

In addition to space at the Waikato Food Show as an exhibitor, you will also receive the following benefits:

- Listing in the Official Event Programme
- Identification on event maps, making it easy for shoppers to locate you
- Listing on the Show website with a link to your website
- Mention in EDM and social media
- Opportunity to sponsor the event and align your brand

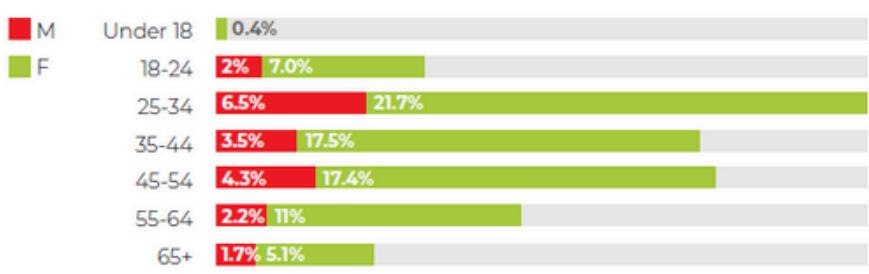
WHO ARE OUR VISITORS

"I DID A MASTERCLASS AND CAME AWAY INSPIRED TO TRY IT AT HOME".

"I LIKED TRYING DIFFERENT FOODS YOU CAN'T FIND IN THE SUPERMARKET."

89.1%
OF OUR VISITORS
WERE FROM THE
WAIKATO

VISITOR AGE



"GREAT TO DO SOMETHING DIFFERENT, ESPECIALLY IN WINTER".

80.6%
OF OUR VISITORS
WERE FEMALE

VIEW THE MAP AND SITE PRICES ON THE NEXT PAGE

11 & 12 JULY 2026



MAP & SITE PRICES

STANDARD SITES

 3m x 1.2m	 4m x 2m
\$425+GST	\$850+GST
 3m x 2m	 4m x 3m
\$500+GST	\$1000+GST
 3m x 3m	
\$750+GST	

START-UP MARKETPLACE

Criteria must be met for these sites. Please see prospectus.

 2m x 1.2m
\$250

 Food Court sites
\$950+GST

CORNER SITES

Corner sites are at a premium, with limited numbers. The cost for a corner site will incur a 20% price increase.

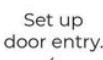
MAIN SHOW ENTRY/EXIT



Set up door entry.

Set up door entry. During show this is FIRE EXIT only.

FIRE EXIT



EXHIBITION CONCOURSE



Egg Truck



1	12	29	30	47
2	13	28	31	46
3	14	27	32	45
4	15	26	49	64
5	16	25	50	63
6			51	62
7			52	61
8	17	24	35	42
	18	23	36	41
	19	22	53	60
	20	21	54	59

VOLARE (33-34, 43-44)



H Heathcotes
Cooking Theatre

HEATHCOTES (37-40)

55	58
56	57

Gate Prize Giveaway

VOLARE
Master Class 1

VOLARE
Master Class 2

SEAT & EAT ZONE

71	73
72	

FC1

FC2 **FC3**

FC6

FC5

FC4

Roller door accessible for Seat & Eat exhibitors - ONLY during set up day after being inducted.

FIRE EXIT

"How To"

VIP Area

81	83	84	85
90	88	87	86
91	92	93	94
98	97	96	95

99	100	101	102
106	105	104	103

107	108	109
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FC8

FC7

FIRE EXIT

Set up door entry. During show these are FIRE EXIT only.

HOW TO APPLY

Apply today to secure your site preference!

1. Click here to apply

2. Complete the online site application form
3. List all products and services you want to exhibit
4. Read and accept the exhibitor terms and conditions and save and submit your form

Site fee payments

To secure your site a non-refundable deposit of 30% (minimum \$250) + GST per site (with 7 days of receipt of invoice) must be paid to confirm your application. The balance of your site fees being payable by **10th June 2026**.

Sites are not confirmed and program and website listings will not be included until site fees are paid for in full. Please ensure you make payments to secure your site booking. Failure to meet each instalment could result in the organiser opting to re-let your site.

Payment options

You can pay by direct credit or request an invoice.

Core Events

Account: 12-3122-0372869-00

Please include your company name as reference.



Disclaimer – Every effort has been made to ensure that information is correct at the time of going to print.



CONTACT INFORMATION

For questions and to discuss exhibiting:
Core Events Exhibitor Manager
Email: sales@coreevents.co.nz