

# INTERNATIONAL CAKE SHOW AUSTRALIA

AUSTRALIA'S HUGE BAKING, CAKE, COOKIE & SUGAR ART SHOW



INTERNATIONAL  
CAKE SHOW  
AUSTRALIA

HOSTED BY ACADA



## VENDOR & SPONSOR

INVITATION

2026 PRICING & BOOKING FORM



VENDOR STANDS & SPONSORSHIP - 100% TAX DEDUCTIBLE

BRISBANE BCEC | FRI 31ST JULY - SUN 2ND AUGUST 2026 | [WWW.ACADA.COM.AU](http://WWW.ACADA.COM.AU)



# ICSA 2026 BOOKING FORM

**Friday 31<sup>st</sup> July – Sunday 2<sup>nd</sup> August 2026**

**Brisbane Exhibition & Entertainment Centre**

Company name (for marketing purposes) \_\_\_\_\_

Company name (for invoicing purposes) \_\_\_\_\_

Contact \_\_\_\_\_ Position \_\_\_\_\_

Address: \_\_\_\_\_ Town \_\_\_\_\_

State \_\_\_\_\_ Post Code \_\_\_\_\_ Country \_\_\_\_\_

Phone (incl Country/Area Code) \_\_\_\_\_ ABN \_\_\_\_\_

Email: \_\_\_\_\_ Website \_\_\_\_\_

Yes, I have read and agree to the Vendor & Sponsors Terms and Conditions below.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

- Please note Vendor Stands and Sponsorship Packages cannot be reserved until booking forms are returned and full payment is received.

# EXHIBITOR STAND PACKAGES

## Select Your Preferred Location & Stand Size

Locations are allocated on a first booked, first allocated basis. Once you have booked, we will contact you to discuss your specific needs and options. If you need a tailor-designed stand or size, please reach out, we are here to help.

Please note no shared stands, on-selling of stands or exhibition space is permitted.

Main Area  Cookie Zone  Bridal Zone  Sweet Street  Space Only

### A. Exhibition Hall 2 – International Cake Show Australia

✓	SIZE		PRICE EX GST	TOTAL
	3m x 3m	Exhibitor Shell Scheme Stand Including Light, Standard Power & Fascia Board Signage	\$2,500	\$
	3m x 6m	Exhibitor Shell Scheme Stand Including Light, Standard Power & Fascia Board Signage	\$5,000	\$
	3m x 9m	Exhibitor Shell Scheme Stand Including Light, Standard Power & Fascia Board Signage	\$7,500	\$
	3m x 12m	Exhibitor Shell Scheme Stand Including Light, Standard Power & Fascia Board Signage	\$10,000	\$
	6m x 6m	Exhibitor Shell Scheme Stand Including Light, Standard Power & Fascia Board Signage	\$10,000	\$
	6m x 9m	Exhibitor Shell Scheme Stand Including Light, Standard Power & Fascia Board Signage	\$15,000	\$
	6m x 12m	Exhibitor Shell Scheme Stand Including Light, Standard Power & Fascia Board Signage	\$20,000	\$
<b>A</b>		<b>TOTAL</b>		<b>\$</b>

### B. Exhibition Hall 2 - Sweet Street (Sweet/Baked Products Only)

✓	SIZE	EXHIBITION BOOTH TYPE – LIMITED TO 6	PRICE EX GST	TOTAL
	3m x 3m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$1,250	\$
	3m x 6m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$2,500	\$
<b>B</b>		<b>TOTAL</b>		<b>\$</b>

### C. Dedicated Sink Required

✓	ITEM	ITEM DESCRIPTION	PRICE EX GST	TOTAL
<b>C</b>	Sink	I require a dedicated sink with water supplied with my stand	\$393	\$

### D. Calculate Total Stand Costs

Total from A above:	\$
Total from B above:	\$
Total from C Above:	\$
<b>D TOTAL:</b>	<b>\$</b>

# WANT MORE BRAND EXPOSURE?

## Lock in Your Sponsorship Package

### E. Event/Activity Sponsorship Opportunities

✓	SPONSORSHIP AREA AND ( ) QUANTITY AVAILABLE	Fee Excl of GST	TOTAL
	Platinum Headline Sponsor – International Cake Show Australia (1)	Booked	
	Platinum Headline Sponsor - ACADA Australasian Cake Oscar Awards (1)	\$10,000	
	Headline Sponsor - Ultimate Australian Cake Decorating Competition (1)	Booked	
	Headline Sponsor – The Ultimate Global Online Competition (1)	\$7,500	
	Headline Sponsor – ICSA Superstar Stage & International Cake Off Challenge	\$7,500	
	Headline Sponsor – Demonstration Stage – 3 days (1) – Includes naming, theming, product and optional operational rights	\$7,500	
	Headline Sponsor – Baking Stage – 3 days (1) – includes naming, theming, product and optional operational rights	\$7,500	
	Headline Sponsor – VIP Vendors, Sponsors & ICSA Talent Cocktail Party	\$7,500	
	Haute Couture Wedding Cake Designers Marquee – Featuring the work of Australasia’s top Haute Couture Wedding Cake Designers. – This is one of the most popular features at the show. It receives extensive media exposure	\$5,000	
	Make & Take Mini Class Sponsor – Cookie Zone - 3 days (1) – includes naming, theming, product and optional operational rights (assistants provided)	\$5,000	
	Make & Take Mini Class Sponsor – Cupcake Zone - 3 days (1) – includes naming, theming, product and optional operational rights (assistants provided)	\$5,000	
	Make & Take Mini Class Sponsor - Sugar craft Zone <b>Class Sponsor</b> - 3 days (1) – includes naming, theming, product and optional operational rights (assistants provided)	\$5,000	
	Sugar & Wafer Paper Flower Zone - Make & Take Mini Class Sponsor - 3 days (1) – includes naming, theming, product and optional operational rights (assistants provided)	\$5,000	
	Battle of the Sugar Giants Zone (Major Show Features x 3) Sponsor (1)	\$3,000	
	Wedding Cake Wars Sponsor	\$3,000	
	Le Fete Fantastique Global Sugar Artists – 6m x 6m Walk Through Feature	\$2,500	
	Florals & Fairies Global Sugar Artists – 6m x 6m Walk Through Feature	\$2,500	
	1 Day Better Baking Business Training Seminar Sponsor	\$2,500	
	Category Sponsor – ACADA Australasian Cake Oscar Awards (27). These sponsors receive approximately 3-months exposure prior to the event, during the Gala Dinner and for approximately 6 months afterwards. They are exceptional value	\$1,500	
	Class Sponsor – The Ultimate Australian Cake, Cookie & Sugar Craft Competition – Covers 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> , Gold, Silver & Bronze in category (27) This offers strong brand exposure within the competition area and a branding presence at ICSA for small businesses or those on a tight budget.	\$500	
<b>E</b>	<b>TOTAL</b>		<b>\$</b>

\* Contact the ICSA CEO on +61 (0) 412 100 750 for a full list of sponsorship benefits or to discuss awards or classes

# SHOW PROGRAM ADVERTISING

## F. Advertise in the Show Program to a huge Captive Market!

✓	SPONSORSHIP	PRICE	TOTAL
<input type="checkbox"/>	Full Page Colour Advertisement	\$650	
<input type="checkbox"/>	Half Page Colour Advertisement	\$450	
<input type="checkbox"/>	Quarter Page Colour Advertisement	\$250	
<b>F</b>	<b>TOTAL</b>		<b>\$</b>

## PRODUCT SPONSORSHIP

## G. Showcase YOUR PRODUCTS!

✓	SPONSORED PRODUCTS	PRICE	TOTAL
	ICSA Competitors Show Bags – Sponsor a product to be included or entire gift bag	N/A	
	Cake Oscar Award Winner Product Prize/s	N/A	
	Global Online Competition – Class Winner's Gift Certificates	N/A	
	Show Lanyards – Prime Branding Opportunity – Name Printed on Show Lanyards	N/A	
	Exclusive appliance sponsor partner – only one partner will be appointed	N/A	
	<b>Naked Baked Cake Product Sponsor</b>	<b>Booked</b>	
	Cup Cake Product Sponsor	N/A	
	ICSA Chocolate Sponsor – product will be used and promoted at show	N/A	
	Modelling Chocolate Product Sponsor - product will be used and promoted at show	N/A	
	Polystyrene Dummy Sponsor – product will be used and promoted at show	N/A	
	<b>Fondant Product Sponsor</b>	<b>Booked</b>	
	<b>Colour Product Sponsor</b>	<b>Booked</b>	
	Edible Image Sponsor	N/A	
	<b>Wafer Paper Sponsor</b>	<b>Booked</b>	
	Raffle Prize Product Sponsor	N/A	
	Bridal Magazine Partner – Editorial promotion for Haute Couture Wedding Cake Designers Marquee Finalists	N/A	
	Event Theming Partner	N/A	
	Printing Partner	N/A	
<b>G</b>	<b>TOTAL</b>		<b>\$</b>

Sponsorship benefits include logo inclusion and acknowledgement in the show program, logo included on website, promotion, and complimentary show tickets.

*Contact ICSA CEO for a Full List of Sponsorship Benefits*

## H. CALCULATE YOUR FEES PAYABLE

Total from D	Total Stand Costs	\$
Total from E	Event /Activity Sponsorship Opportunities	\$
Total from F	Show Program Advertising	\$
Total from G	Product Sponsorship	\$
<b>Sub Total</b>		<b>\$</b>
<b>Add 10% GST</b>		<b>\$</b>
<b>TOTAL PAYABLE</b>		

## SELECT YOUR PAYMENT METHOD:

<input type="checkbox"/> We wish to pay by Direct Deposit. Please Issue an invoice. We understand full payment is due within seven (7) days of receipt of the invoice	<input type="checkbox"/> We wish to pay via credit card. If you tick this box, we will contact you to arrange payment.
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## LAST STEP... Please help us make things easy for you:

- I will be selling cake, baked, chocolates or sweets for consumption at the show or will be offering food sampling.

**\*If selling food for consumption at the show or offering food sampling:** You must provide a copy of your food vendor license or temporary food license. By ticking this box you acknowledge and agree all packaged food sold for consumption must be labeled with an appropriate ingredients list as per Australian Food Regulation Standards.

- I will not be selling food or be providing food sampling for consumption at the show

### **PUBLIC LIABILITY INSURANCE:**

- I have a current certificate of currency for \$20m or more and will email a copy of my certificate of coverage to the show organiser NO LESS than 28 days prior to bump in.

Please email your completed booking form to  
Joan McDermott | [partnerships@acada.com.au](mailto:partnerships@acada.com.au)  
One of our staff will then contact you to finalise your booking.



HOSTED BY ACADA

## *Vendor & Sponsors Terms & Conditions, Rules & Regulations*

### **Contract & Contracted Parties:**

This contract is between the "Organizer" International Cake Show Australia (ICSA) ABN 39 331 168 and the "Sponsor" or "Vendor" (the Exhibitor), being the individual or company making application for exhibition space, sponsorship and services or paying for such services. This contract replaces all previous contracts or agreements and can only be varied in writing and authorized by the organizer's appointed representative. These terms and conditions are effective from the date of signing by both parties and terminate 7 days after the event has finished. Submission of the "Exhibitor's" booking application form and payment of deposit, part payment or payment in full constitutes acceptance of the Organizer's terms and conditions of business.

### **Interpretation:**

The word "Persons" shall include corporations. Words importing the masculine gender shall include all genders as the case may require and vice versa. The headings of clauses have been inserted for guidance and do not and shall not be deemed not to form part of this agreement. In the event of a Space being allocated to several Exhibitors each such Exhibitor is jointly and severally liable for any monies payable hereunder. The Organizer shall have full power to interpret and to make or amend these Conditions, Rules and Regulations provided that such amendments and additions do not operate to diminish the rights reserved for the Exhibitor under this Agreement and shall not operate to increase the liabilities of the Organizer.

### **Allocation of Exhibition Space:**

Exhibitors booths may initially be allocated a location based on a temporary floor plan. The Organizer will endeavor to provide the requested booth/location however they reserve the right to reallocate exhibits, where necessary, due to a change in floor plan or in the interests of traffic flow, safety or exhibitor exposure. Once the final floor plan is completed your stand number and location will be supplied. All efforts will be made to ensure all booth allocation is fair to all. Exhibitors booking larger booth areas have preferential space allocation.

### **Exhibitor Cancellation:**

In the event the Exhibitor cancels prior to three months before the event all monies will be refunded less 25% administration fee. In the event cancellation occurs within 3 months of the event, no refunds will apply.

### **Event Cancellation by the Organizer:**

In the event the organizer cancels the event, or the event is cancelled due to a factor outside the control of the sponsor, such as Force Majeure (including but not limited to an act of God, war, revolution, riot, or threat of terrorism) a full refund will apply and be payable within 30 days of the date of cancellation. In the event of cancellation, it must be done in writing. The liability of the organizer shall not be liable for any other loss or expense. The sponsor shall not be liable to refund travel, accommodation or any other expense of registrants, exhibitors or visitors.

### **The Organizer's Responsibilities:**

The organizer is responsible for holding the show as per the agreement, promoting the show and to make reasonable efforts to provide you with the exhibition space, sponsorship and/or advertising requested and agreed to. The Organizer does not agree to guarantee visitation numbers or sales. However, they do agree to make reasonable public relations and marketing efforts to attract both visitors to the show and online visitors. This includes the appointment of a professional marketing and public relations company to promote the show, nationally.

### **Exhibition Changes:**

We may change the show including but not limited to:

- a. The addition or exclusion of advertised key attractions or talent that may be deemed in the shows best interest
- b. Changes or reduction of exhibitor floor space or location due to floor plan changes. This will only occur if essential. If this happens you will be reimbursed for any lost space which may occur.
- c. Changes in the shows date, duration, timing or location
- d. Extending the show to include additional locations

The organizer does not agree to exclusivity of product or services, nor do we agree that similar products or services will not be in a nearby location or adjacent to your stand. Some stands are in specialized zones. These have been organized to maximize exposure and visitation. Prior to allocating your floor plan location, it will be discussed with you.

**Subletting:**

Subletting or sharing the cost of exhibition space is prohibited. The exhibitor agrees not to assign, sublet or apportion the whole or any part of the space allocated at the event.

**Solicitation of ICSA Cake Artists**

Exhibitors and Sponsors are prohibited from soliciting cake and food artists employed by ICSA, to work on their stands or for demonstration purposes without the prior approval of the ICSA CEO. Should you wish to utilize the cake artists their travel and accommodation costs must be shared.

**Move In & Set Up:**

Exhibitors bump in on Thursday prior to the show. You will be provided with a dock access time, which will be mutually agreed. A trolley jack will be available for exhibitor's use. Should you require the use of a forklift this is the exhibitor's responsibility. Forklifts can be arranged by the Organizer, however there will be an hourly cost billed to the exhibitor. Any charges will be at cost, based on provision of these services by the Venue. You must notify the organizer a minimum of 14 days prior to the event if you have forklift requirements. Traffic wardens will direct exhibitor vehicles during the bump in and bump out period. All exhibition booths must be manned and operating during all hours the show is open to the public. High visibility safety vests and enclosed shoes must be worn during Move In & Move Out by everyone. No children under 16 permitted during bump in and bump out. No exceptions will apply.

**Move Out & Dismantling:**

Booths are to remain open until 4pm on Sunday. Dismantling and moving out is not to occur until 5pm (after competition cakes are collected) or instructed by the organizer. Traffic wardens' instructions must be obeyed. High visibility vests and enclosed shoes are to be worn **at all times** during pack up and dismantling

**Exhibition Booth Care:**

Exhibitors must follow the booth supply company's terms and conditions of use. These will be provided to you prior to your stand's construction. In the event your exhibition booth is damaged during the show, the exhibitor will be billed for repairs.

**Advertising & Signage:**

You must not display signs or erect displays that protrude outside your allocated area, obstruct a neighboring booth, or booth belonging to any other exhibitor or display. No signage is to be erected in sponsored or show areas unless you have paid for sponsorship in that area. Wandering spruikers handing out brochures outside your paid exhibition stand, in front of other exhibitors stands or around the general show area is prohibited.

**Noise:**

The Organizer has the right to stop any excessively noisy activities that interfere with the peaceful running of the show or that impact on other exhibitors.

**Alcohol, Sale & Sampling of Consumable Products:**

The sale, distribution or consumption of any form of alcohol is prohibited at the show. Any exhibitor or visitor visibly impaired by the effects of alcohol will be evicted from the show.

The sale and/or sampling of non-consumable products or services direct from booths is permitted. The sale of consumable cake, sweets or baked products are only permissible if you've been allocated a Sweet Street Stand and providing you comply with food and regulatory standards and display your Temporary Food License always. In accordance with food regulatory standards all food items for sale must have all

ingredients clearly displayed on packaging. To be able to provide sampling from a temporary food stall/stand the exhibitor must comply with the current Queensland Food Act. <https://www.health.qld.gov.au/public-health/industry-environment/food-safety/regulation/act-standards/default.asp>.

Exhibitors must assume all responsibility for food sampling products, packaging and ingredients they bring onto site. Exhibitors must comply with current State food legislation.

Sampling must be conducted in such a way as to minimize any possibility of contamination. All food products must be clearly labelled and dated. All food items must have an ingredient list prominently displayed to ensure correct information can be given to people with allergies or special dietary requirements. Any high-risk items will need to be assessed by the Venue. Food sold by vendors cannot conflict with the catering offered by the Venue at the event. For example, no vendors (including sweet street vendors can sell coffee or beverages or set up a coffee cart.

**Proper Booth Care:**

All booths must be attended by a minimum of one staff member during the times the show is open to the public. Booth representatives must ensure their booths are clean and tidy throughout the show. Any rubbish must be removed and placed into the mini skips or bins provided on the dock. Any excessive containers or boxes should be hidden under tables or stored in the designated storage area. To ensure visitor safety, exhibitors are prohibited from moving pallets during the hours the show is open.

**Covering of Booth Tables:**

In an endeavor to present the show professionally, all exhibitors are required to dress product tables with floor length black table clothes. Any exception must be approved by the organizers and be in writing. In the event you do not have black table clothes, these can be provided by the organizer at a modest hire cost.

**Risk & Public Liability Insurance:**

All exhibitors must supply to the organizer a current certificate of coverage for a minimum of \$20,000,000 public liability insurance. Any exhibitor who hasn't provided their certificate of currency to the organizer within 30 days of the show will not be permitted on site.

You agree that exhibitions and shows can be hazardous and acknowledge the organizers are not responsible for any damage caused by you, your acts or admissions.

**Warranties & Liabilities:**

You acknowledge we do not make any representations or warranties about you, or your exhibition booth. We are not liable for any person's death, personal injury, property damage, economic loss or any special or consequential damages to do with ICSA. You indemnify ACADA and ICSA from and against any claims, damages, losses and costs we may incur because of any breach of the contract, you may make.

**Pictures & Publicity:**

You acknowledge that both professional photographers, members of the media and members of the public may take photographs or videos of you, your products or your exhibition stand at the show. Photos may also be used for future promotional purposes or posted to the internet. You release the organizers from any claim to exclusivity or copyright for any such photos or videos taken at the show or used prior to the show for promotional purposes.

**Electrical Testing & Tagging:**

The exhibitor is liable for testing and tagging costs. Testing and tagging of all electrical equipment being used within your exhibition booth is a legislative requirement. Any testing and tagging costs, will be billed to the exhibitor at cost.

**Common Show Areas:**

The show entrance, corridors, walkways, aisles, restrooms, demonstration areas, stages and the food and beverage areas are deemed common areas. No exhibitor is permitted to use these areas for the display of promotional material, banners or distribution of pamphlets or display products or services. Workshop and or academy areas are exclusively for the use of those teaching, working in, or attending classes in these areas. The workshop area is off limits to the general public and exhibitors unless they are officially sponsoring an area.

**Exhibition Booth Inclusions:**

All Exhibition Booth are exclusive of GST. All booths include:

- ✓ Octanorm Shell Scheme  
– White 3m x 3m paneled walls with aluminum framing 2.5mH
- ✓ Your choice of design for stand-alone booths (walls or no walls)
- ✓ 2 x cool LED track lights per 9m<sup>2</sup> stand
- ✓ Name digitally printed in black on all aisle facing fascia boards (pink)
- ✓ Standard power with option to upgrade (depending on appliance requirements)

**Options available at cost:**

Our friendly, professional exhibition partners can provide booth upgrades, feature signage and furniture available

\$45 extra will be charged for each corner where the booth size ordered is less than 3m x 9m. No corner charges are applied to booths larger in size.

**Cordial Conduct and respect for Attendees and Other Exhibitors**

All exhibitors are required to act within the law and to treat others (including competitors and other exhibitors) with respect. No disrespectful, racial, discriminatory or religious brochures, displays, literature or behavior will be tolerated. Your products and services must be presented in a professional manner. No unsavory or aggressive sales

tactics will be permitted.

**Pricing and Terms of Payment:**

No stands will be reserved until full payment is received. Tax invoices will be issued.

Payment is accepted via direct deposit, Credit Card or PayPal. No additional service fees are applicable. Full payment must be made within 7 days of receipt of the invoice.

Alternatively, you can pay by Credit Card. All prices are exclusive of GST and in Australian Dollars.

**Late Payment:**

Late payment of invoices will be charged a 1.5% late payment fee.

**Internet Access:**

Internet access is available for exhibitors directly through the venue at a nominal cost.

**Stock Loading, Receipt & Handling:**

Receipt of stock, loading or handling of exhibitors' stock prior to or after the event will incur a handling cost. Should you require use of a forklift please contact the organizer.

**Remedies:**

A party's failure or delay in exercising a power, right or remedy pursuant to this agreement does not operate as a waiver of that power, right or remedy.

**Governing Law and Jurisdiction:**

The agreement recorded in this document is governed by the laws of the State of Queensland. Each party submits to the non-exclusive jurisdiction of courts exercising jurisdiction there about all matters concerning the agreement recorded in this document.

The exercise of a power or right does not preclude its future exercise or the exercise of any other power or right.

**Severability:**

If any provision of these terms and conditions (the agreement) is determined by a court or other competent tribunal or authority to be void, voidable or unenforceable then:

- a. Where the offending provision can be read down to give it a valid and enforceable operation of a partial nature it must be read down to the extent necessary to achieve that result; and
- b. Where the offending provision cannot be read down then that provision must be severed from the document in which event, the remaining provisions of this document operate as if the severed provision had not been included.

But only to the extent that it is consistent with giving substantial effect to the intentions of the parties under this document / agreement.

**Variation:**

The terms of this agreement can only be amended by a further written agreement signed by both parties.