

**BOOK YOUR BOOTH NOW**

# SALES KIT

**30 JUNE – 01 JULY 2025**

Tobacco Dock | East London  
The Quay | Wapping Lane

**BCB**  
BAR CONVENT  

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LONDON



**BARCONVENTLONDON.COM**

Built by



In the business of  
building businesses



# HOURS LOCATION

## **DURATION**

2 days

## **FREQUENCY**

Annually

## **EXHIBITORS**

approx. 150

## **ANTICIPATED VISITORS**

3,700

## **OPENING HOURS**

Monday, 30.06.25, 10 a.m. – 6 p.m.

Tuesday, 01.07.25, 10 a.m. – 6 p.m.

## **LOCATION**

Tobacco Dock

East London

The Quay, Wapping Lane

## **ORGANISER**

Reed Exhibitions Limited

Gateway House

28 the Quadrant, Richmond

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# SPECIAL ACTIVATION



## LOCAL HEROES

To emphasize the focus on the market of the British Isles a new concept has been developed: **LOCAL HEROES**

A Local Hero refers to a company or bar (-tender) that stands out, is popular, or highly valued in a specific region or community.

### HOW DO VISITORS BENEFIT?

- They get to know more local and regional products... which is a real trend
- The concept supports communication before, during and after the show
- Local Heroes can be part of any of the stages

## STAGE PROGRAMME

The programme will take place on 3 stages, each with an individual concept to showcase different aspects of the industry.

- Main Stage: non sponsored content, curated by the Education Board
- Brand Stage: product presentations – sponsoring opportunities
- Workshop: Tastings and hands-on sessions – sponsoring opportunities

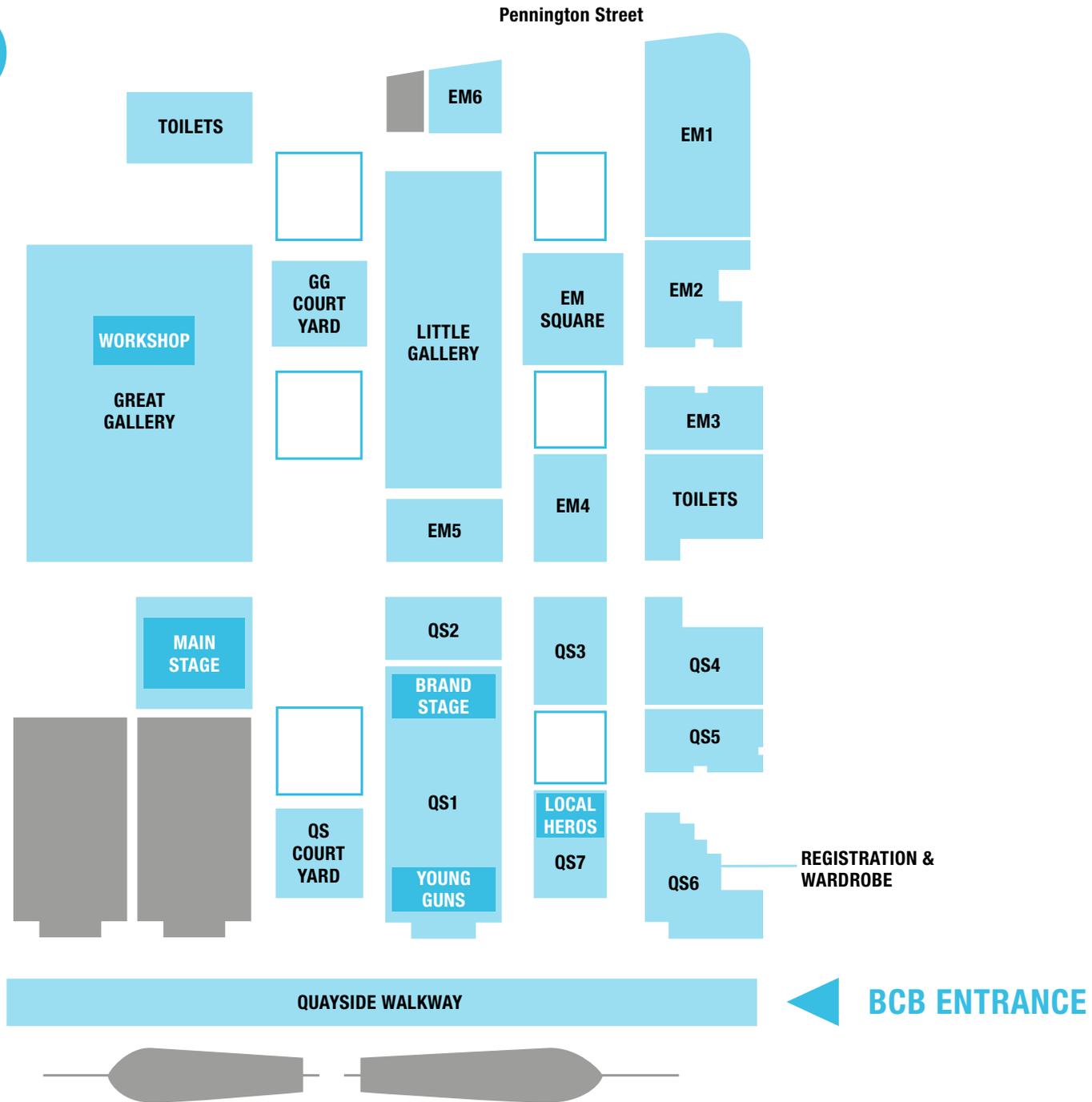
## ROAD SHOW

A road show for visitor activation by the BCB London team takes place in Manchester, Edinburgh.

It travels to Edinburgh, Manchester, Birmingham, Cardiff, Belfast and Dublin. Invitations go to bars, media and interested exhibitors. Each stop takes place in a bar, will include an education component and provide an opportunity for questions and answers and plenty of networking.

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# SITE PLAN\*



\*Site Plan may differ and vary

# WELCOME

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# INDIVIDUAL STAND SPACE

Stand space can be booked individually. This option is ideal for exhibitors who have a bar or exhibition furniture or would like to have their own stand built to order.

## DISPLAY AREA

from 6 sqm:	<b>475.00 GBP</b>
Incidental costs:	50.00 GBP/sqm logistics fee and energy cost fee
Exhibitor Profile:	95.00 GBP
Collect:	45.00 GBP
Insurance:	165.00 GBP
Stand Check approval:	260.00 GBP

plus Lead Manager App fee, unlimited licenses

1. Package 1 until 24 sqm 120.00 GBP
2. Package 2 over 25 sqm 185.00 GBP

Glasses must be booked for a fee via the service portal if required.  
For logistical reasons, it is not permitted to bring your own glasses.

Prices are net plus the statutory VAT.

# SYSTEM STAND CONSTRUCTION

Individual stand space – The stand is available as a head, corner or row stand.

## MANDATORY PRICE

System walling –  
Gel Edge Graphic (2.5 m high) +  
Carpet (choice of colour) 215.00 GBP/sqm

## BASIC PACKAGE

**1.465 GBP**

Features: Counter with Graphic  
Electric Package: 3 Twin sockets  
2 x LED long arm spot lights per wall

## PREMIUM PACKAGE

**1.780 GBP**

Features: Curved Counter with Graphics  
3 shelves with shelf lights  
Electric Package: 3 Twin sockets  
2 x LED long arm spot lights per wall

Design and final price depend on the rented individual stand space.



Exemplary design serves as orientation and is still subject to change.

Prices are net plus the statutory VAT.

# ONE BRAND STAND

## 1 STAND – 1 BRAND

The One Brand Stand is the perfect complete package for presenting a single brand or products which are sold under a single brand name.

### EXHIBITOR SPACE

5 sqm, 2 m x 2.5 m: **2,830.00 GBP**

Features: 1 bar and back buffet incl. logo branding

Services: Power point incl. 1 socket

Exhibitor Profile

Insurance

Additional costs: Collect 45.00 GBP

Fridge and further furniture can be booked additionally via the exhibitor manual.

Leatracking/  
Leadmanager: 120.00 GBP



Exemplary design serves as orientation and is still subject to change.

Glasses must be booked for a fee via the service portal if required.  
For logistical reasons, it is not permitted to bring your own glasses.

Prices are net plus the statutory VAT.

# PORTFOLIO STAND

The Portfolio Stand is the perfect complete package for manufacturers and distributors wishing to present a range of brands.

## EXHIBITOR SPACE

9 sqm, 3 m x 3 m:

**5,305.00 GBP**

Features:

1 bar and back buffet incl. logo branding

2 side walls\*

Services:

Power point incl. 1 socket

Exhibitor Profile

Insurance

Additional costs:

Colleqt 45.00 GBP

Fridge and further furniture can be booked additionally via the exhibitor manual.

Leatracking/  
Leadmanager:

120.00 GBP



Exemplary design serves as orientation and is still subject to change.

\* Corner stands only have one side wall.

Glasses must be booked for a fee via the service portal if required.  
For logistical reasons, it is not permitted to bring your own glasses.

Prices are net plus the statutory VAT.

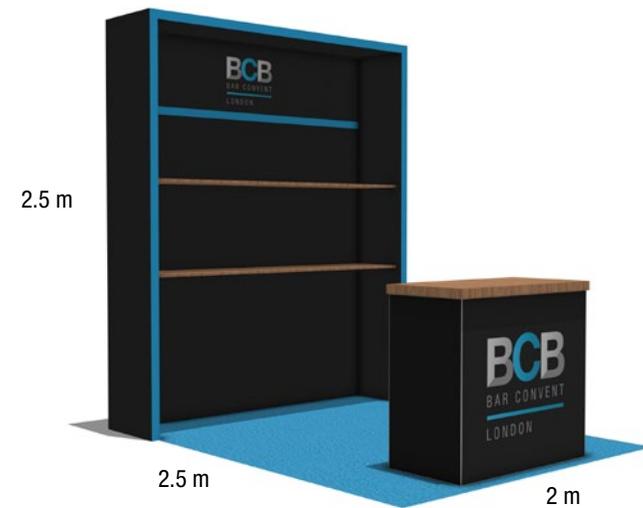
# YOUNG GUNS

## PACKAGE STAND

The perfect solution for manufactures and small firms with innovative and high quality products in the spirit, filler and equipment segment. Please, be aware of the eligibility requirements.

### EXHIBITOR SPACE

5 sqm, 2m x 2.5m:	<b>2,665.00 GBP</b>
Location:	Actual site within hall QS1 may vary
Features:	1 counter, rear and side walls, shelves, logo branding
Services:	Power point incl. 1 socket Exhibitor Profile Insurance
Additional costs:	Collect 45.00 GBP
Leatracking/ Leadmanager:	120.00 GBP
Additional Emerging Brands benefits:	Brand presentation in our Blog Article Presentation within hall QS1 as a special area/community area. Separate highlighting within on-site signage/overview maps as a hall QS1 hotspot



Exemplary design serves as orientation and is still subject to change.

### ELIGIBILITY REQUIREMENTS:

- a new brand that has not been on sale for any longer than 3 years (Wholesale listing or tax certificate for spirits required as proof)
- no publicized investment by a strategic partner
- no company may have more than 1 participants in the Young Guns Pavilion
- the decision on who is eligible lies with the BCB Jury

Glasses must be booked for a fee via the service portal if required.

For logistical reasons, it is not permitted to bring your own glasses.

Prices are net plus the statutory VAT.

# LOCAL HEROES

## PACKAGE STAND

Join Us as a "Local Hero" at BCB London. This is your chance to showcase your exceptional skills, creativity, and deep connection to the local community on one of the most exciting platforms in the industry.

### EXHIBITOR SPACE

5 sqm, 2m x 2.5m:	<b>1,870.00 GBP</b>
Location:	Actual site within hall QS7 may vary
Features:	1 counter, rear and side walls, shelves, logo branding
Services:	Power point incl. 1 socket Exhibitor Profile Insurance
Additional costs:	Collect 45.00 GBP
Leatracking/ Leadmanager:	120.00 GBP
Additional Emerging Brands benefits:	Brand presentation in our Blog Article Presentation within hall QS7 as a special area/community area. Separate highlighting within on-site signage/overview maps as a hall QS7 hotspot



Exemplary design serves as orientation and is still subject to change.

### WHO CAN BECOME A LOCAL HERO?

- local businesses or products that are highly succesful in their region, but may not have yet national or international recognition.
- following the culture, values and traditions of your area.
- being considered as a role model in your hometown or region wether through outstanding achievements, community involvement, or popularity. Glasses must be booked for a fee via the service portal if required. For logistical reasons, it is not permitted to bring your own glasses.

Prices are net plus the statutory VAT.

# EXHIBITOR COMMUNICATION PACKAGES

## EXHIBITOR PROFILE

(MANDATORY PER BOOTH)

### ONLINE EXHIBITOR PROFILE

- Cover image
- Company name
- Logo
- Stand number
- Company description and product categories
- Social media links

### EXHIBITOR LIST

- Company name, Logo & stand number
- Product categories
- Company description

### EXHIBITOR HUB FEATURE

- Exhibitor Dashboard Basic

**95.00 GBP\***

## PRIORITY PROFILE

*EXHIBITOR PROFILE FEATURES*  
**+ ADDITIONAL PRIORITY PROFILE FEATURES**

### ONLINE EXHIBITOR PROFILE

- Brand listings
- "Why visit our stand" - description
- Display of product images
- Contact information telephone and email
- Positioning in the exhibitor list with "Premium" label

**410.00 GBP\***

## PRIORITY PLUS PROFILE

*PRIORITY PROFILE FEATURES*  
**+ ADDITIONAL PRIORITY PLUS PROFILE FEATURES**

### ONLINE EXHIBITOR PROFILE

- Feature sponsoring of a product category incl. "Premium" label and positioning at the beginning of the exhibitor list
- Feature in the website carousel
- Usage of the profile analysis tool Exhibitor Dashboard Pro

**1,660.00 GBP\***

\* The prices are net plus the statutory value added tax.

# LEAD MANAGER – LEADTRACKING

## LEADS CAPTURE MADE EASY

Lead Manager is a simple mobile application to easily capture lead's contact information during the event and helps you to facilitate an effective follow-up.

## VALUE PROPOSITION

- View your lead's contact information instantly in the app.
- Add notes and rate your leads for an effective follow-up after the show.
- Receive e-mails at the end of the day and again at the end of the show (sent to the main contact of your company), with the link to the exhibitor portal area where you can download your full lead report.
- Download your lead report at any time in the exhibitor portal.
- If you are not connected to the internet, the application stores the visitor's Badge ID and synchronizes the data as soon as it is connected to the internet again. However, we recommend that you have a permanent internet connection so that you can check the completeness of the contact data.
- Visitors receive an e-mail at the end of the day with the list of exhibitors visited this includes your company name, day and time of connection and name of the person they connected with as well as contact details (e-mail and phone number).

## WHAT YOU NEED TO KNOW

- Name of the scanning employee - This name is shared with visitors who will receive an email at the end of the day with the exhibitors visited. You can also use this name in the lead report to identify which contacts were scanned by which employee.
- Company ID
- Company access code

**Company ID, company access code and a link to download your lead report can be found in the Welcome email sent to the main key contact of your company.**

You can use the log in data with as many users of your company as you would like.



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# PRICE OVERVIEW 2025

## STAND SPACE

Individual stand space per sqm 475.00 GBP

## PACKAGES (SPACE PLUS STAND CONSTRUCTION)

One Brand Stand (2 m x 2.50 m) 2,830.00 GBP

Portfolio Stand (3 m x 3 m) 5,305.00 GBP

Young Guns Package Stand (2 m x 2.5 m) 2,665.00 GBP

Emerging Brands 1,870.00 GBP

## INCIDENTAL COSTS FOR INDIVIDUAL SPACES

Maintenance fee per sqm 50.00 GBP

Co-Exhibitor fee 420.00 GBP

Indemnity fee (Insurance) for individual space areas 165.00 GBP

## EXHIBITOR MEDIA COMMUNICATIONS PACKAGE

Exhibitor Profile (Mandatory) 95.00 GBP

Priority Profile 410.00 GBP

Priority Plus Profile 1,660.00 GBP

## ADDITIONAL EXHIBITOR PASS

Additional Exhibitor Pass 99.00 GBP

## LEADTRACKING / LEADMANAGER (MANDATORY)

### **Unlimited Licenses**

1. Package 1 until 24 sqm 120.00 GBP

2. Package 2 over 25 qm 185.00 GBP

## COLLEQT

QR-Code (Mandatory) 45.00 GBP

**Prices are net plus the statutory VAT and subject to change.**

# CONTACTS

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