

The place to grow your business

Retail Opportunities

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Office of Public Works

May 28th – June 1st 2026, Phoenix Park, Dublin

bordbiabloom.com

Your gateway to thousands of buyers

Attracting over 100,000 attendees across five busy days of the June bank holiday weekend each year, Bord Bia Bloom provides you with a powerful platform to sell directly to thousands of consumers who flock to the festival in search of products and inspiration for their homes, gardens, and lifestyles.

Our expansive retail areas are hugely popular with visitors and exhibitors alike, with 98% of exhibitors reporting that they were satisfied or very satisfied with their experience at Bloom 2025 and 90% planning to return in 2026.

With space in our Indoor Shopping Pavilion and Outdoor Retail Area in high demand, the time has come to apply to participate in the next Bord Bia Bloom. Please contact our dedicated retail team to learn more about this exciting opportunity.

Laura Douglas
Head of Bord Bia Bloom & Brand Partnerships,
Bord Bia



About Bord Bia Bloom: Ireland's favourite festival of flowers, food, and family fun

What is Bord Bia Bloom?

Owned and organised by Bord Bia, Bloom is a festival of horticulture, food, drink, and sustainable living which is designed to inspire, educate, entertain, and empower our 100,000+ attendees. The 2026 festival is a special occasion as we celebrate our 20th edition of Bloom.

Where and when?

The festival takes place each June bank holiday weekend, spanning a 70-acre site in Dublin's leafy Phoenix Park.

What is the long-term goal of the festival?

Our goal is to build on the success of Bord Bia Bloom and cement its position as a world-class, uplifting and innovative horticulture, food and drink experience, with nature and sustainable living at its heart.

Bord Bia Bloom became the first event in Ireland to achieve ISO 20121:2024 certification for sustainable event management systems.

Who attends Bloom?

Since the first event in 2007, Bord Bia Bloom has grown significantly to welcome 100,000+ attendees annually. Over three-quarters of visitors hail from the ABC1 demographic.

What do our visitors think of Bloom?

Attendees at the 2025 festival gave it an impressive net promoter score (NPS) of +50.

What do our exhibitors think of Bloom?

98% of our exhibitors were satisfied with Bord Bia Bloom.



Exhibiting at Bord Bia Bloom gives you direct access to your target audience. Over **100,000** consumers attended the festival in 2025. They were:



78%
ABC1



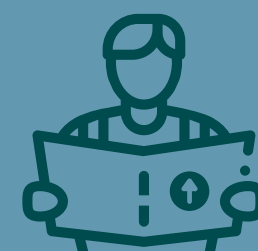
33% Male
67% Female



65%
under 55 years of age



50%
parents



70%
repeat visitors



84%
would return in 2026



+50 NPS
likely to recommend

Daily visitors to Bord Bia Bloom 2024

Thursday, May 29th
13,427

Friday, May 30th
17,243

Saturday, June 31st
21,729

Sunday, June 1st
23,925

Monday, June 2nd
24,399

Total
100,723

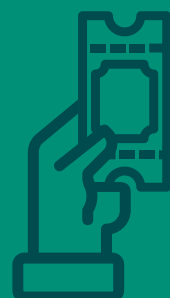
Exhibitor ratings

Our exhibitors rate Bord Bia Bloom highly each year, with many returning to the festival time and again. Independent research found that:



98%

of exhibitors were satisfied
with Bord Bia Bloom 2025



90%

of exhibitors are set to
return in 2026



90%

rated their return on
investment as excellent or good



98%

were happy with their dealings
with the organisers



92%

were happy with the
quantity of visitors

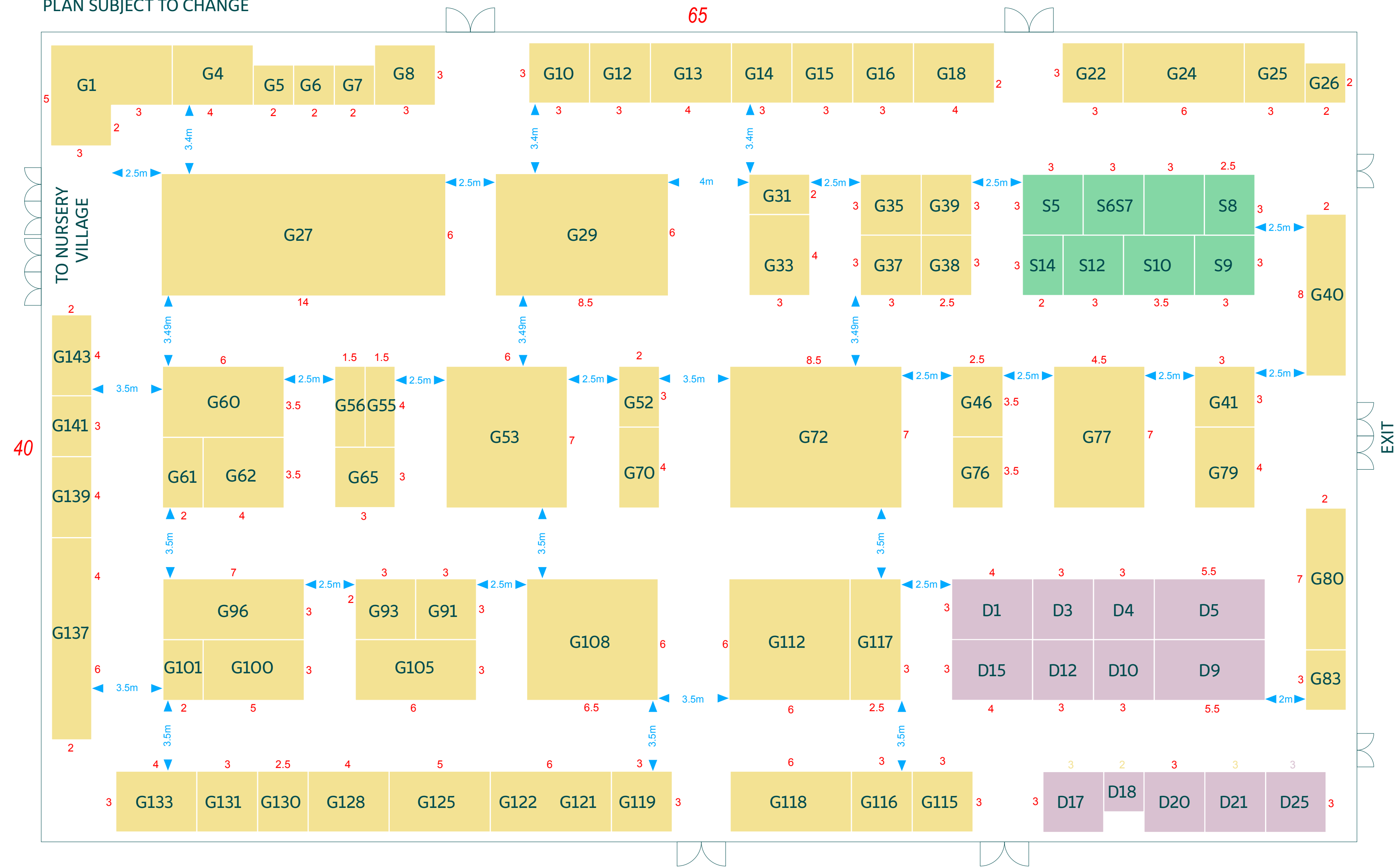


91%

were happy with the
quality of visitors

*Onside research, June/July 2025

PLAN SUBJECT TO CHANGE



Stand Designations

G – General Stands D – Destination Area S – Sustainable Product Pavilion

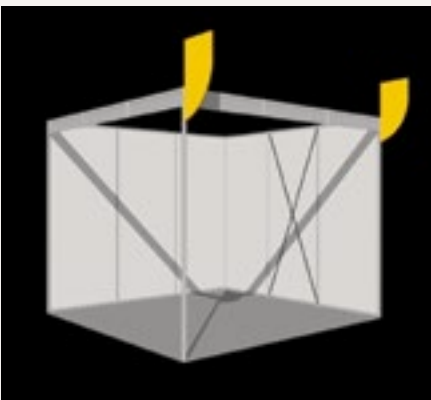
The Indoor Shopping Pavilion

The Indoor Shopping Pavilion attracts thousands of visitors each day who are eager to indulge in some retail therapy and meet our interiors, homewares, fashion, and hospitality exhibitors.

Stand Costs

Up to 32 sq. metres	€252.00 per sq. metre
Over 32 sq. metres	€241.50 per sq. metre
Over 48 sq. metres	€231.00 per sq. metre
Over 80 sq. metres	€210.00 per sq. metre
Over 96 sq. metres	€199.50 per sq. metre
Over 112 sq. metres	€189.00 per sq. metre

Shell Scheme, if required, is an additional €55 per sq. metre.
All prices exclude VAT.



Shell Scheme comprises of divider rooms, fascia, name panel and spotlights (2 per 6 sq. metres)



Outdoor Retail Area

The Outdoor Retail Area is a popular feature at Bord Bia Bloom. Here visitors can source garden products and services.

Stand Costs (space only)

3m x 3m on grass	€1,732.50
5m x 4m on hard stand	€3,412.50
5m x 5m on hard stand	€4,147.50
10m x 5m on hard stand	€6,825.00
15m x 5m on hard stand	€8,662.50

Plan subject to change. All prices exclude VAT.

Please note, all outdoor exhibitors must provide a graphic/layout and full details of any temporary structures on their stand at least one month before the festival.

Meet the team



Laura Douglas

Head of Bord Bia Bloom & Brand Partnerships

Laura joined Bord Bia in 2022 as Head of Bord Bia Bloom and Brand Partnerships. She is an experienced marketer with a proven track record delivering growth across some of the world’s leading brands.

Laura was responsible for the creation and launch of the Guinness Open Gate Brewery as part of transforming Guinness into a vibrant and dynamic innovator. She was also instrumental in the development and success of some of Ireland’s most popular events, including the Carlsberg Cat Laughs and the Vodafone Comedy Festival. Recognised for her breakthrough strategic thinking and excellent relationship building skills, she delivers growth-driving business outcomes and best-in-class experiences.



Sorcha Fennell Sheehan

Bloom & Events Manager

Sorcha was appointed Bloom and Events Manager at Bord Bia in 2025, joining the team on her return from Washington DC where she spent three years working as Senior Manager, Corporate Sponsorships for Events DC, a US government-funded agency that delivers large-scale public experiences. There she led the negotiation, contracting, and execution of multimillion dollar partnership investments for Washington DC’s Sports Authority.

Previously Sorcha spent eight years with Bord Gáis Energy, first in communications and latterly as Sponsorship Manager. A strategic thinker with excellent organisational skills, Sorcha is responsible for delivering the annual Bloom implementation plan, helping to achieve visitor and exhibitor KPIs.



Rebecca Rasmussen

Retail Sales Manager

Rebecca brings over 20 years of experience in event management and exhibitor customer relations to Bord Bia Bloom.

She supports up to 800 exhibitors each year across major events, including Bord Bia Bloom, Showcase Ireland, Gift & Home, and Architecture Expo, bringing a wealth of expertise and practical know-how to every project.

With an in-depth understanding of exhibition participation - from preparation to maximising opportunities - Rebecca is a valuable resource for exhibitors at every stage.

Over the years, she has built strong relationships within the industry. Her calm, supportive approach is consistently recognised and appreciated.





Be part of the success of Bord Bia Bloom

Contact us to learn more about exhibiting at Bord Bia Bloom

Rebecca Rasmussen

Retail Sales Manager

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