



The place to grow your business

Retail Opportunities

IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

May 30th - June 3rd 2024, Phoenix Park, Dublin

bordbiabloom.com

Your gateway to thousands of buyers

Signalling a joyful start to summer each year, Bord Bia Bloom is a world-class, uplifting and innovative horticulture, food and drink experience with nature and sustainable living at its heart.

Our retail platforms remain an integral part of this offering, providing you with a valuable opportunity to showcase your products and services to the 100,000-plus consumers who come to the festival each year in search of inspiration for their homes, gardens and lifestyles.

Applications are now open to participate in The Grand Pavilion and Outdoor Retail Area where you will have a prime platform to target thousands of ABC1 buyers across the five days of the festival. Please contact our team to learn more about this exciting retail opportunity.

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



Our visitor profile

Exhibiting at Bord Bia Bloom gives you direct access to your target audience. Over **100,000** consumers attended the festival in 2023. They were:



Daily visitors to Bord Bia Bloom 2023

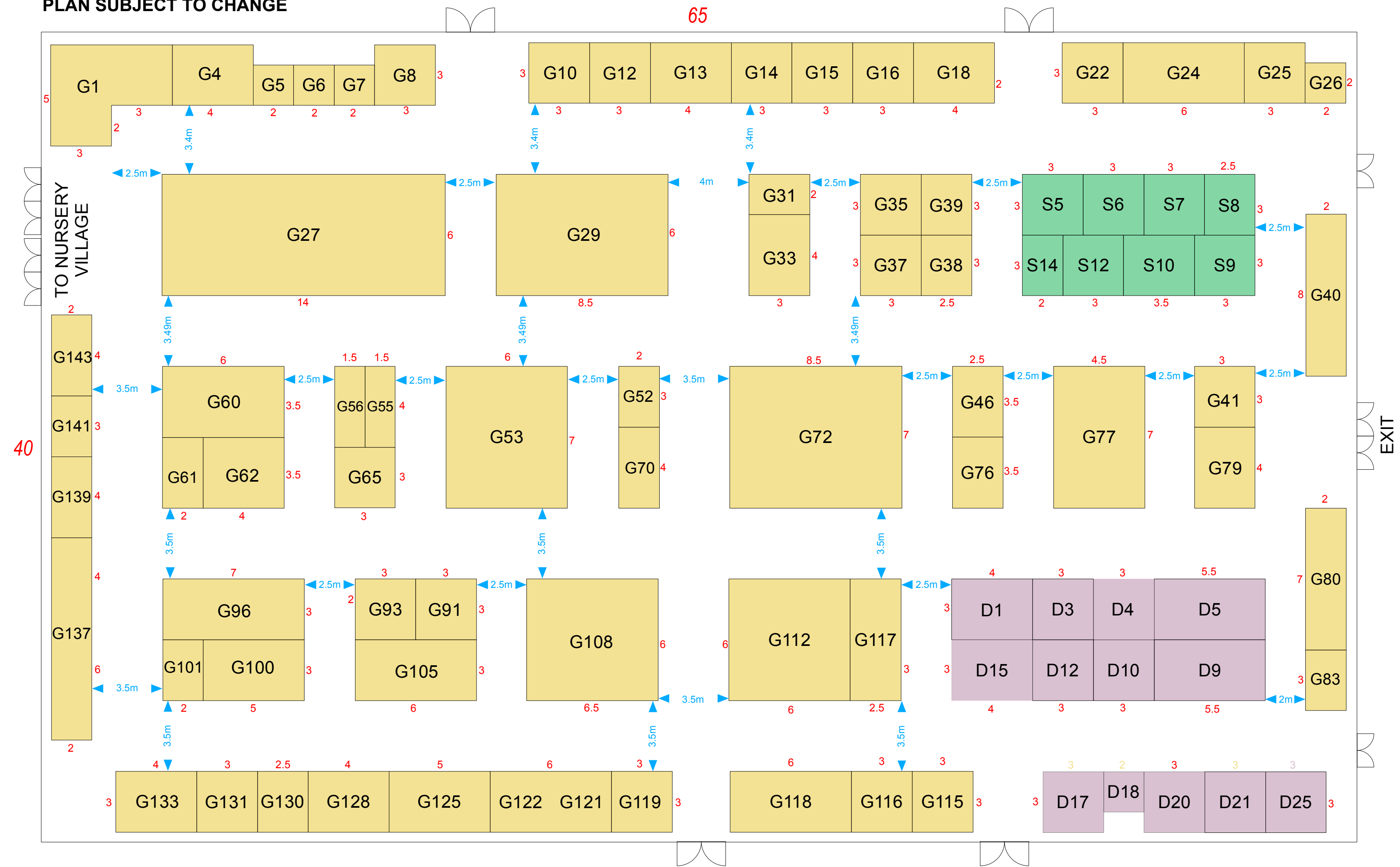
Thursday, June 2nd	Friday, June 3rd	Saturday, June 4th	Sunday, June 5th	Monday, June 6th	Total
16,276	18,568	23,680	24,497	23,171	106,192

Exhibitor ratings

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



PLAN SUBJECT TO CHANGE



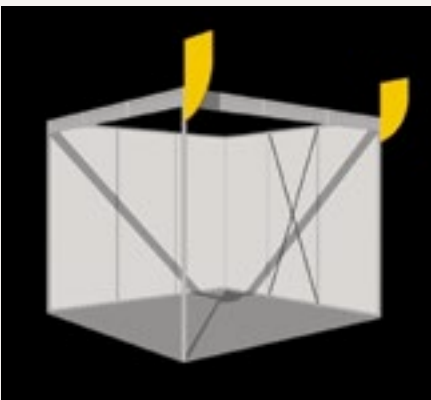
The Grand Pavilion

The Grand 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	€230 per sq. metre
Over 32 sq. metres	€220 per sq. metre
Over 48 sq. metres	€210 per sq. metre
Over 80 sq. metres	€190 per sq. metre
Over 96 sq. metres	€180 per sq. metre
Over 112 sq. metres	€170 per sq. metre

Shell Scheme, if required, is an additional €48 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	€1,575
5m x 4m on hard stand	€3,100
5m x 5m on hard stand	€3,850
10m x 5m on hard stand	€6,300
15m x 5m on hard stand	€7,875

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.



Alan Murphy

Head of Operations

Alan has served as Head of Operations for Bord Bia Bloom for the past 17 years. He has over 30 years’ experience of major event operations and financial control in Ireland, the UK and the US. His calm and logical approach to budgeting, preparing and implementing event plans is a trademark of his management of Bord Bia Bloom’s operations. Alan is also responsible for developing and implementing many of the sustainable practices at the festival.



Garret Buckley

Sponsorship Manager

Garret was an integral part of the events team that launched Bord Bia Bloom in 2007. Over 16 years he has worked with many companies establishing new and innovative elements to the event, most recently the Sustainable Living Stage. Garret has an unbridled capacity for creativity and vision, which has resulted in the continued success of Bord Bia Bloom.



Kerrie Gardiner

Show Gardens & Horticulture Content Manager

A chartered landscape architect with a background in horticulture, Kerrie brings 25 years’ experience in the design and landscape profession to Bord Bia Bloom. As well as competently executing and overseeing the major curation role, Kerrie can effectively manage and communicate with the vast range of individuals who contribute to the delivery of the Bord Bia Bloom show gardens. She works hand-in-hand with sponsors to ensure their gardens deliver on their objectives and provide maximum return on their investment.



John Hick

Retail Sales & Ticketing Manager

John brings more than 30 years’ experience in event management, sales and marketing to Bord Bia Bloom, garnered over a long career working on major events such as the Dublin Horse Show, the World Show Jumping Championships, and the Eurovision Song Contest. A member of the Bord Bia Bloom management team since the festival’s inception, he leads exhibition sales at the event. John also manages the Bloom Motoring Partner and all aspects of ticketing and entrancing.



Be part of the success of Bord Bia Bloom

Contact us to learn more about exhibiting at Bord Bia Bloom

John Hick

Sales Manager

john.hick@bordbiabloom.com

+353 1 295 8181

Rebecca Rasmussen

Sales & Operations Administrator

rebecca.rasmussen@bordbiabloom.com

+353 1 295 8181



IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

May 30th - June 3rd 2024, Phoenix Park, Dublin

bordbiabloom.com