

# the Gluten Free Food Festival<sup>TM</sup>



## Information Pack

### ABOUT THE GLUTEN FREE FOOD FESTIVAL

The Gluten Free Food Festival, organized by Sapphire Events Ltd, offers a distinctive culinary experience in an exhibition format, showcasing exhibitors for attendees to browse and purchase from. Our Auckland festivals have been very successful, so we're excited to return to Canterbury in 2026!

Got an epic idea for the festival? We're open to new suggestions! Email us at  
[Shaughan@theglutenfreefoodfestival.co.nz](mailto:Shaughan@theglutenfreefoodfestival.co.nz)

# FESTIVAL ADVERTISING

We will be advertising the Gluten Free Food Festival extensively. Some advertising avenues we will be pursuing include: Digital signage, weather channels, Coeliac New Zealand's dedicated Coeliac Link magazine, Social Media, Road signs, Shop front signage and pamphlets, Council website, Eventfinda, Magazines and newspapers.

## FESTIVAL DETAILS

### *Date*

10<sup>th</sup> - 11<sup>th</sup> April 2026

### *Time*

Friday 5pm – 8pm (exclusive preview session – after set up)

Saturday 10am – 4pm

### *Location*

Lincoln Event Centre

15 Meijer Drive, Lincoln, Canterbury.

### *The Venue*

This modern complex is located just 20 minutes from Christchurch International Airport and the central city. Exhibitors and visitors alike will enjoy the spacious, well-lit stadium, with amenities in nearby corridors.

Parking is available at the event centre for customers and exhibitors.

### *The Event*

The festival will be held primarily inside, with an outdoor area for food trucks and visitor seating.

### *Preview Session*

The exclusive three-hour preview session on Friday, 10<sup>th</sup> April will be a chance for visitors to get a sneak peek into your latest innovations and best festival deals! We do ask that you provide exclusive deals that won't necessarily be available on the main festival day. Visitors that come to the preview session are highly likely to be motivated and interested coeliac customers who are ready to buy.

### *CNZ Hub*

The CNZ Hub is a designated space for crossed-grain logo (CGL) accredited exhibitors only. We encourage CNZ's CGL partners to apply to exhibit in this area. As a part of the CNZ Hub you'll ensure access to a motivated audience receptive to your brand's dedication to food safety. Additionally, exhibitors will benefit from targeted brand exposure, positioning themselves as leaders in the field amongst the coeliac community.

# GLUTEN FREE FOODS CONSUMER MARKET

An intolerance to gluten is one of the most common food intolerances worldwide, with the 2022 global gluten-free products market size being valued at around \$6.7 billion (USD) and predicted to rise to \$14 billion globally by 2032. The rising prevalence of coeliac disease and other diseases is expected to drive the continued demand. Growing from a niche market to a now well-known mainstream market segment, gluten-free food options are ever increasing and becoming more popular.

With the above information, a festival catering to the gluten-free consumer is filling a much-needed gap in the market. Despite improvements in the availability of gluten-free foods, finding everything all in one place and discovering new gluten free products can still be difficult. The Gluten Free Food Festival has moved into this niche and dedicated is to opening up a world of possibilities where consumers can enjoy knowing that everything available at the festival is suitable to eat!

## SO WHY SHOULD YOU JOIN US?

### *Brand Exposure*

The Gluten Free Food Festival fills a needed niche in New Zealand for a dedicated gluten free event, putting your gluten free brand in front of *thousands* of eager customers! Expo style events have been shown to be highly valuable for growing your business and getting your name out there – attract new loyal customers, network with other businesses, and connect with industry buyers.

### *Return on Investment*

Recent festivals saw many vendors make a return of upwards of 500%. We expect similar returns for this year for our second Canterbury event.

### *Training Opportunities*

As part of your application we sponsor your registration to the gluten free food safety training course delivered by Coeliac New Zealand. This growing community of people often experience anxiety when they have no control over the preparation of their food as the consequences of an error is significant. The online training covers all aspects of what is involved in serving safe gluten-free (GF) food from choosing ingredients, storage, food preparation, and cooking right through to serving customers. The **Gluten Free Food Safety Training Certificate** is designed to help identify the impact that coeliac disease and non-coeliac gluten sensitivity have on individuals and why the food industry is required to manage gluten to ensure everyone who needs to live gluten free for life can do so with confidence. This is a fantastic course where you'll come out with the knowledge to improve your gluten free food manufacturing processes. You'll receive a certificate at completion, which you can display (if you want) to prove your knowledge and thus expand your customer base!

### *A Fun Day*

The festival is gearing up to be an epic extravaganza of taste, options, vibes, and sensations to delight the many exhibitors and visitors that attend!

# PRICING (GST Exc)

## *Exhibitors (indoors)*

\$195 - \$595

Pricing is GST exclusive, and varies according to site position, site size, power access, velcro panels<sup>†</sup>, and other aspects. Please see festival map at the end of this pack for specific site prices.

<sup>†</sup>extra Velcro panels for your site are available upon request, at your cost (\$48+gst/panel). Email [Shaughan@theglutenfreefoodfestival.co.nz](mailto:Shaughan@theglutenfreefoodfestival.co.nz) to arrange.

## *Food Truck/Cart/Gazebo (ready to eat, outdoors):*

\$250

Any business selling ready to eat food or drinks should apply to sell in the food truck area. Space is limited, so get in quick!

All food businesses will need to have current council permits.

## Invoicing

Upon your acceptance to the festival, an invoice will be sent to you with all payment details.

# EXHIBITOR ADVERTISING OPPORTUNITIES

Utilize the festival and Coeliac New Zealand's combined audience (15,500+) to get your brand in front of more eyes!

## **Coeliac New Zealand**

### *Coeliac Link Magazine*

Please contact Dana Alexander, Sales and Marketing Manager at Coeliac NZ to discuss discounted advertising rates in the Coeliac Link magazine (readership 10,000) available to festival exhibitors. Email: [dana@coeliac.org.nz](mailto:dana@coeliac.org.nz)

### *Logo on the Coeliac New Zealand website*

**\$50+gst**

Display your brand's logo on the dedicated Gluten Free Food Festival and seminar and workshop events page on the Coeliac New Zealand website. The Coeliac New Zealand website is a hub of information and is highly regarded amongst gluten free consumers – your logo displayed here will position your brand as one to look out for at the festival!

## The Gluten Free Food Festival

### *One Social Media Post\**

**\$25+gst**

Let us advertise you on our platform with a tagged social media post on both Facebook and Instagram.

This opportunity is limited. You will need to provide images and copy.

\*Please note we no longer provide one complimentary social media post per exhibitor, due to lack of "space" on our social media.

### *Social Media Festival Marketing Campaign*

**\$80+gst**

Comprising of 4 tagged posts and 1 tagged story across Facebook and Instagram (5,600+ combined followers), this is a great way to advertise your festival attendance and let customers know of your deals, recipes, services, and more!

This opportunity is limited to 20 spots. You will need to provide images and copy.

### *Advert in a Festival Customer Email*

**\$50+gst**

With 2,300+ active subscribers on our customer email list, this option is an ideal way to ensure that your brand is shown to many interested people!

Your advert will be shown at the end of a customer email, alongside up to 2 other brands. You will need to supply a high quality photo of your products, and 30 words of copy.

This opportunity is limited to 30 spots.

### *Dedicated Festival Customer Email*

**\$220+gst**

Benefit from an email sent out to our customers solely advertising your business!

We will work with you to develop the email with images and copy, until you're happy with it. Please note, the email will still have our sponsor logos showing at the end of the email.

This opportunity is limited to one spot per month.

### *Carousel page with backlink on front page of our website*

**\$70-\$220+gst per week**

Get your brand in front of the thousands of eyes that visit our website weekly! Your ad will be shown on a rotating carousel on the front page of our website, alongside up to 3 other brands. A backlink to your website will be included.

Up to two months prior to the festival: \$70+gst (1,000 – 2,000 website visitors weekly)

7 weeks – 2 weeks prior to the festival: \$120+gst (2,500 – 4,000 website visitors weekly)

1-2 weeks prior to the festival, and one week after: \$220+gst (5,000 – 6,000 website visitors weekly)

Prices shown are *per week*.

# TERMS AND CONDITIONS

1: Exhibitor site fee: Pricing is as per the rates shown on the map, and are GST exclusive. Prices do not include licenses.

2: Payment details: Full payment is required by the 20<sup>th</sup> of the month following your application to the festival, however payment by instalments can be arranged if necessary. Email [Shaughan@theglutenfreefoodfestival.co.nz](mailto:Shaughan@theglutenfreefoodfestival.co.nz). Any outstanding payments on 1st April 2026 will incur a 10% collection fee.

3: Festival hours: are from 5pm to 8pm on Friday 10<sup>th</sup> April (after set up) and 10am to 4pm on Saturday 11<sup>th</sup> April 2026. Exhibitors agree not to conduct any competitive classes, seminars, exhibits or similar activities, other than those provided for hereunder, within 110 kilometres of the festival on this date. Breakdown must not occur prior to 4pm on the day or a penalty charge will be incurred. If you run out of stock prior to 4pm, please approach the Info Desk to discuss your options with the event organisers.

5: Site sharing: Sapphire Events is comfortable with two businesses sharing a site as long as the exhibitor making this application states the other company's details on the application form and agrees to be invoiced for the whole stand. If you fail to notify Sapphire Events, they reserve the right to ask the second business to leave at any time.

6: Cancellation: A) In the event of the vendor cancelling all or part of their exhibit space applied for and contracted for hereunder, the following provisions shall apply: 1) If written notice of cancellation is received by the organiser prior to 1<sup>st</sup> February 2026 the exhibitor shall pay a cancellation fee equal to one quarter (25%) of the site fee 2) If written notice of cancellation is received by the organiser between 2<sup>nd</sup> February to 8<sup>th</sup> March 2026 the exhibitor shall pay a cancellation fee equal to one half (50%) of the site fee: 3) If written notice of cancellation is received by the organiser on or after 9<sup>th</sup> March 2026 the exhibitor agrees to pay a cancellation fee equal to the full amount (100%) of the exhibit space rental fee (see above). B) The vendor shall be responsible for payment of the total site fee whether the exhibition is cancelled, delayed or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God or any other cause of any kind whatsoever, not within the organisers control.

7: Insurance / liability: It is essential that exhibitors make their own arrangements for appropriate insurance cover whilst at The Gluten Free Food Festival. This is including third party liability insurance. Vendors will be liable for any damage they cause to the venue and/or event gear.

# FESTIVAL MAP

Please note: this map is not updated to show available spots, so your preferred site may not be available. To see availability and prices, refer to the application form.

Map layout is also subject to small changes if necessary.

