

Grab your share of a 3 billion meal market

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PUBLICSECTOR
CATERING
EXPO 2025

Working together to feed a healthy nation

Tuesday 18th & Wednesday 19th November 2025 - NAEC Stoneleigh, Coventry

2

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Exercise Joint Caterer.

EJC is the flagship event for Armed Forces chefs and catering teams. A tri-service competition with a wide range of culinary classes, it will take place over two-days at the Expo. It is a showcase of skills and challenges chefs at the highest level, demonstrating the role military caterers play in the delivery of an effective armed force. The competition attracts hundreds of chefs from across the forces, many of whom will be competing and supporting their colleagues. Exercise Joint Caterer is renowned in the industry for generating a vibrant and exciting energy that will inspire visitors and exhibitors alike.

The **Public Sector Catering Expo** is a unique event that brings together buyers, decision makers and influencers from across the entire industry.

Within the public sector, almost 3 billion meals are served each year and with that figure forecast to continue growing we must, as an industry, come together and support those individuals and companies that work within it.

ATTRACTING A QUALITY AUDIENCE

The seminar programme and features throughout the show have been developed to engage with contacts at all levels from CEOs through to unit catering managers and chefs. The exhibition will attract visitors from all across all areas of public sector catering and will;

- **Unite caterers on common goals and objectives**
- **Encourage collaboration and sharing of ideas and good practices**
- **Promote public sector catering as a career for skilled and talented caterers**
- **Inspire those involved in the sector to take a more active role in supporting the industry's key issues**

BE PART OF THE PUBLIC SECTOR CATERING EXPO 2025

The two day event is a must attend for any business already supplying or looking to start supplying the public sector catering industry.

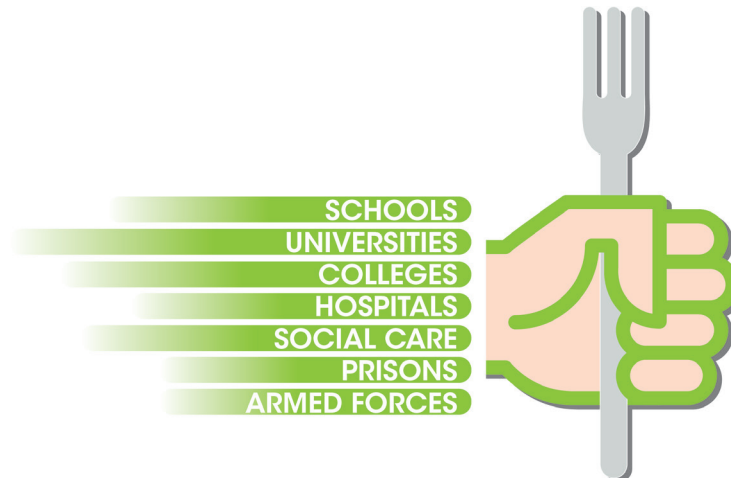
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*Source: Public Sector Catering 100 research 2016

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3

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SHOWCASE YOUR BRAND TO THE PUBLIC SECTOR CATERING INDUSTRY

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Pre event promotion:

- Promotion via the Public Sector Catering Expo website www.pscexpo.co.uk
- Targeted email campaign to our database of public sector catering contacts in the build up to the show
- Social media campaign across our PSC and PSC Alliance channels
- Coverage in Public Sector Catering magazine, regular digital newsletters and on publicsectorcatering.co.uk
- Inclusion in the digital version of the show guide, distributed ahead of the event
- Digital marketing assets available to share your involvement with the event including digital banners and images for your own website and social media channels

At the event:

- Your company details included in show guide handed out at the event
- Meet with decision makers, buyers and influencers from all areas of public sector catering
- Further sponsorship opportunities are available – please contact us to discuss

Post-event promotion:

- Show review, highlights and gallery will be available on pscexpo.co.uk
- Round up email post event sent to all visitors
- Review of event in Public Sector Catering magazine and on publicsectorcatering.co.uk

Discuss exhibiting or sponsorship opportunities with Jacki Brailey:

jackib@dewberryredpoint.co.uk

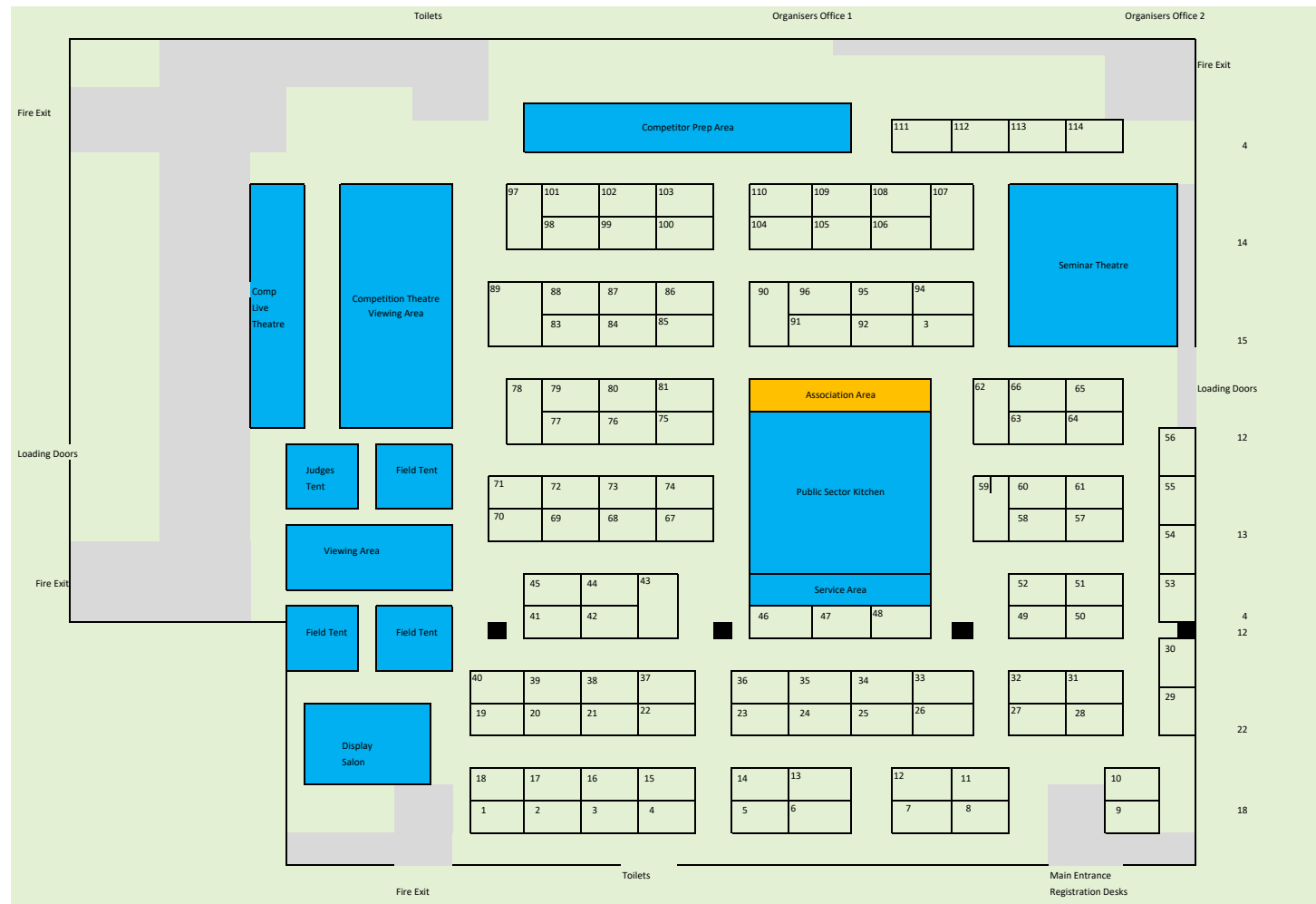
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4

FLOORPLAN & VENUE

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5

STAND RATES

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Stand Rates – All prices +VAT	
Stand Package	Cost
Shell Scheme 3 x 2m	£2,145
Shell Scheme 4 x 2m	£2,860

Costs are all inclusive and include:	Shell Scheme
Stand build with walls	✓
Fascia panel with company name & stand number	✓
Show guide entry	✓
Marketing support	✓

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6

TESTIMONIALS

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“Having never attended the PSC Expo before, we found it to be really beneficial for a few reasons; mainly to launch our new range of products to the Public Sector in one place; to reconnect with existing customers’ and to update them on new innovation and not forgetting the chance to network with all the Public Sector Associations and representatives.

Catering within the Public Sector is so important and therefore, any opportunities to network; expose our brand and products to new customers and ensure that information is shared is of great importance to us and I suspect other suppliers to this sector. As you would expect from the organisers Dewberry Redpoint, everything was easy to arrange; simple to complete (albeit a lot of forms, but that’s normal now!) and the onsite team were always there to help and support.”

Mark Taylor The Devil’s Kitchen Team, September 2022

“The opportunity to meet clients and prospects from across all public sector catering sectors made the PSC Expo one of the most beneficial events FDHospitality attended in 2019; the unique combination of attendees, speakers and exhibitors proved to be the key take away for all. Roll on PSC Expo 2020!

Andrew Pond FD Hospitality

“I was pleasantly surprised with the success of the inaugural PSC Expo 2019. There was a good level of decision makers from a wide range of sectors (covering Healthcare, Education, MOD and MOJ) generating many leads which made the event well worth attending. I will definitely be attending again in 2020.

Chris Gardiner Customer Development Manager - Foodservice, FrieslandCampina UK

“The PSC Expo allows us to connect with a huge amount of decision making individuals across the public sector. Our team enjoy having one-to-one conversations with both end users and chefs, this chef-to-chef approach is so important to our business model. We find this show to be very well organised with so many features to get involved in, including, the ‘knowledge zone’ where leading experts across the sector will discuss key issues and topics, the ‘meet zone’ a central exhibition area housing the key associations that represent the public sector such as TUCO, LACA, NACC & HCA. There is also an interactive demo area in the ‘share zone’ showcasing the skills of caterers from across the public sector. I guess this schedule reasons why this show is supported by the entire public sector! We’re looking forward to attending PSC Expo 2020.”

Ben Forbes Head of Marketing, Essential Cuisine

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