

ifex 2028

Food | Drink | Retail | Hospitality

Eikon Exhibition Centre, Lisburn

22 – 24 February 2028

The home of innovation for hospitality and retail

www.ifexexhibition.co.uk


8
ATTRACTIONS
230+
EXHIBITORS
6,700+
VISITORS
250+
COMPETITORS
Food | Drink | Retail | Hospitality
ifex
2028
Eikon Exhibition Centre, Lisburn
22 – 24 February 2028
2
HALLS
2
INNOVATION AWARD CATEGORIES
12
CHEF DEMOS
EIKON

Welcome to IFEX 2028









IFEX is the flagship event for the retail, foodservice and hospitality industries where the very best of Northern Ireland's hospitality talent come together to see the biggest and most diverse showcase of manufacturers, suppliers and service providers to the sector.

On February 22nd – 24th 2028 **IFEX** returns to The Eikon Exhibition Centre, conveniently located in Lisburn, just outside Belfast. The move to the Eikon in 2026 significantly broadened the reach of the event to hospitality and retail decision makers from across the Island of Ireland. With plenty of free parking and courtesy transport from Lisburn train station, the location of the Eikon allowed IFEX to hit new heights in visitor and exhibitor satisfaction.

Returning in 2028, the three-day event will serve up the latest food & drink products, equipment, interiors, services and technology solutions for all hospitality and retail businesses. Combine this with the educational insights, the hottest trends and one of the most notable Salon Culinaire competitions in the UK & Ireland, IFEX delivers a world-class event that should be at the forefront of your calendar.

Visitors are able to immerse themselves in the event by tasting, touching, testing and learning their way around the show meeting exhibitors. The great and the good of the industry attend and our list of ambassadors speak for themselves.

Renowned for its amazing atmosphere the event delivers real value to both exhibitors and visitors.

SUPPORTERS

The Guild of Fine Food · Hospitality Ulster · Food to Go Association · RetailNI Standing up for Independent Retailers · NIHF Northern Ireland Hotels Federation · fsb Federation of Small Businesses

Welcome to Eikon

The Eikon Exhibition Centre is Northern Ireland's largest events venue, with 10,600 square metres of indoor event space in a 65 acre site. Opened in November 2015, the Eikon Exhibition Centre was purpose built to serve the large events industry in Northern Ireland.

- 4,000+ free on-site car parking spaces
- Designated exhibitor parking
- State of the art facilities
- 1GB fibre optic broadband
- Under 30 minutes from two main regional airports and ferry port
- 15 minutes from Belfast city centre
- 85 minutes from Dublin
- NEW floor plan layout for 2028









An array of visitor attractions that guarantee more footfall and engage visitors for longer

IFEX's visitor attractions are designed to inform and inspire, but most importantly to impart expert insights into how to run a more profitable hospitality and retail business. Visitors are hungry to debate, discuss and learn about the challenges that are facing their sector and the solutions open to them.



Salon Culinaire Belfast

The heat is on once again as chefs compete across a variety of live cooking competitions, edible art, and skills. See the rising stars and the best of the best showcase their talent culminating in the prestigious Northern Ireland Chef of the Year 2028.

IFEX Kitchen Live!

Must-see top chefs will be taking to the stage where they will be interviewed while cooking their signature dishes.



25%

of visitors attended more than one day of the show, and on average stayed for 4 hours



Great Taste Market

IFEX 2028 has once again partnered with The Guild of Fine Food – the organisers of the prestigious Great Taste Awards – the world's largest food and drink accreditation scheme. The Great Taste Market includes a collection of fine food and drink stalls, ranging from bakery products, tea, coffee, gins and so much more.

The Great Taste Market ensures that retail buyers, both independent and multiple, and chefs and foodservice operators have an opportunity to not only taste excellence but also meet the makers.



Artisan Pavilion

Visitors love to come and discover new products and new companies in the Artisan Pavilion. From cheese and bread to drinks and ice cream, this is the place for new exhibitors to be seen.

Food Photography Awards



Now in it's third year, this competition showcases professional and amateur photographers e.g. culinary students, lecturers, trainers, demonstrators, food professionals, photographers, bloggers & foodies.

Liquid Academy Live



Imbibe and immerse yourself in the world of drinks with Liquid Academy Live. Hosted in 2028 by drinks guru, Scott Gemmell, there will be a jam-packed programme of interviews, debates, and tastings running daily. This stage offers a great platform for exhibitors to add another layer of engagement with visitors.

79%

of visitors attended at least one feature

IFEX Innovation Awards

The IFEX Innovation Awards showcase new stand out products from our exhibitors. Designed to highlight and recognise outstanding products that have been created since IFEX 2026.

If you are exhibiting at IFEX 2028 and have launched a new product since February 2026, be sure to enter for free in the relevant category: Food & Drink or Catering Equipment, Design, & Technology.

Deadline for entries: January 2028



Let's tell you about our visitors

More than 6,700 visitors attended IFEX in 2026, each visitor spending on average £15,000 (up 18% from 2024) at the show and after – so the show had a massive purchasing power of £101 million! All aspects of IFEX 26 were highly rated by visitors, in particular the atmosphere, buzz inside the show, the quality of companies exhibiting and the range of products on display

Visitors represented the following businesses

- Hotels
- Pubs, clubs & bars
- Restaurants, fast food and takeaways
- Coffee shops, cafés & delis
- Tourist attractions
- Healthcare
- Education
- All other public sector establishments
- Contract caterers
- Food retailers
- Import/Export
- Wholesaler/Distributor
- Manufacturer

What were the top 3 core objectives for our visitors?

1) To keep up to date and see what's new
2) To see local products in Northern Ireland
3) To find ideas and inspiration to take back to their workplace

58%
of our visitors told us they don't visit any other trade show.

+49
Visitor NPS



86%
of visitors said they were able to see all the industry players in one place

96%
of surveyed visitors said they would recommend a friend or colleague to IFEX





82%
of surveyed visitors said it was important to attend IFEX

86%
of surveyed visitors said they were extremely likely visit IFEX 2028



Top level business type breakdown

57% FOODSERVICE/ HOSPITALITY OPERATOR

10% RETAIL

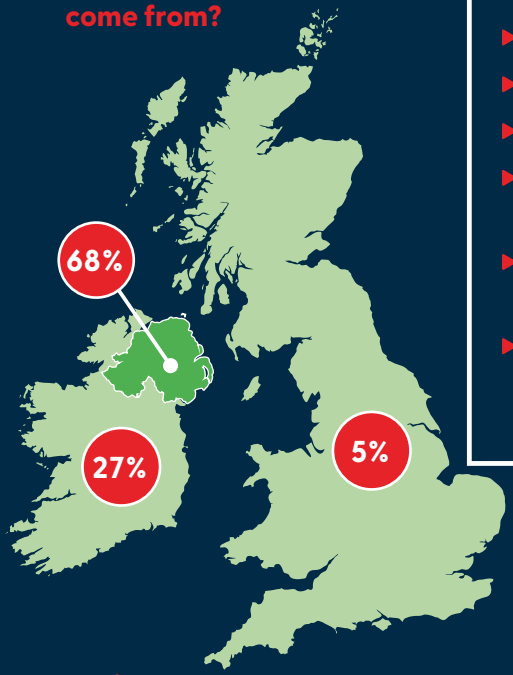
2% CONTRACT CATERER

21% MANUFACTURING

8% WHOLESALE/ DISTRIBUTOR

2% IMPORT/ EXPORT

Where do our visitors come from?



Job function from attendances in 2026

- CEO/Chairman/MD
- Owner/Partner
- Buying/Purchasing
- Category/Product/ Brand Manager
- Director/General Manager
- Catering Manager/ Food & Beverage Manager
- Operations Manager
- Sales/Marketing/ Business Development
- Furnishing/Interiors Buyer
- Consultant
- Chef
- New Product Development/R&D

Geographical breakdown of visitors

Visitors come from all over the UK and Ireland with travel incentives and a special bus laid on from Lisburn Train Station.

Great comments visitors shared with us:

"It's a real privilege to be part of IFEX 2026, an event that has championed Northern Ireland's hospitality and foodservice industry for generations. As a Belfast-born chef, it was especially meaningful to see the industry come together in one place. The passion, resilience and innovation on display throughout the show were truly inspiring, highlighting the strength and ambition of our sector despite the challenges it continues to face."

Niall McKenna, James Street South & Waterman House



"There was an excellent and diverse range of products."

"The best place for the catering industry to come together."

"The variety of products was superb and extremely worthwhile... great to see new lines and get ideas to use in the future."

"A great place to find new ideas and innovations across the industry."

"It allowed me to find new vendors and keep up to date with new and exciting products."

Visitor snap shot from IFEX 2026

HOTELS
AC Marriott Hotel
Andras Hotels
Armagh City Hotel
Ashburn Hotel
Balmoral Hotel
BayView Lodge
Benedicts Hotel
Bullitt Hotel
Burrendale hotel country club and spa
Bushmills Inn Hotel
Bushtown Hotel & Spa
Cashel Palace Hotel
Castle Leslie
Clandeboye Lodge Hotel
Comer Group Hotels
Corick Country House Hotel & Spa
Creighton Hotel
Culloden Estate & Spa
Downshire Arms Hotel
Dromantine Retreat and Conference Centre
Dunluce Lodge
Errigal Country House Hotel
Europa hotel
Fitzwilliam Hotel
Flagstaff Lodge Hotel
Friels Hospitality & Heritage Venue
Galgorm Collection
Glenavon House Hotel
Gracehall
Grand Central Hotel
Grays Hotel
Harbour House
Haslem Hotel
Hastings Hotels
Hillsborough Castle
Hilton Hotel
Holiday Inn
IBIS Dublin
Inua Collection
Ivanhoe hotel
Killeavy Castle Estate
Killyhevlin Lakeside Hotel
Kingfisher Country Estate
La Mon Hotel and Country Club
Lough Eske Castle
Magee BnB
Magheramorne Estate
Maldron
Malmaison
Manor House Country Hotel
Marine and lawn
McKeever Hotels
Millbrook Lodge hotel
Monart Destination Spa
Pinegrove Lodge B&B
Roe Valley Resort
Station House Hotel
Stormont Hotel
The Ashburn hotel
The Blue Haven Hotel
The Glasshouse Hotel
The Glenavon Hotel
The Merchant Hotel
The Port Hotel
The Rostrevor Inn
The Royal Hotel
The Salthouse Hotel
Titanic Hotel Belfast
Wyatt Hotel

RESTAURANT
Academy Restaurant
Air
Anzac
Aroi Fusion
Ashburn
Barnabys
Benvindo
Blue Chicago Group
Bull & Bear Grill
Camilie Thai
Camocha
Cherryhill Hospitality Ltd
Clifton
Coppi Ltd
Deanes
Diamonds
Drumlins
Ember
Fairhill Pizzeria
Fairway's Restaurant
Flax
Francos
Frenchs Bistro
Goodfellas
Great Dublin Capital ltd
Greedy Goose
Griolladh
Havana Grill
Hedleys
Home
Ivy Collection
Kamakura
La Bottega
Loft 56
Love Pizza
Luna
Mc Cauley's Restaurant
Montalto Estate
Muddlers Club
N & J Restaurants Ltd
Nico's Pizzeria
No 14 at the Georgian House
Numa
Orto Pizza
Pizza Point
Quaywest
Ramore Restaurants Ltd
Restaurant One Eighty
Ripples
Savoy Café
Scratch Kitchen Bistro
Sinley Chinese
Springsteens Diner
Square Bistro
Sushi Kita Ltd
Tartine at Distillers Arms
Ten10 acai
The Beaten Whisk
The Carrie
The Chef and I
The Courthouse
The Firehouse
The Ivy
The Pheasant
The Vault
Villa Italia
Yangs Chinese
Zezzes

FAST FOOD & TAKE AWAY
A91streetfood
Backyard bites
Bait n Battered
Bao Bun Street Food
Bayside Catch Dundrum
Bigbears Pizza Shack
Browns Fish and Chips
Burrito Loco
Colby Street Pizza
Docs Fish & Chips
Flash in the Pan
Follow Leisure
Four Star Pizza
Friels Bar and Restuarant
Funky Eat
Ghost Pizza
Grahams Fish & Chips
Harland Chip Shop
Hunts Traditional Fish & Chips
Mcdonalds
Merchant Fish and Chips
Mizzoni's Pizza & Pasta Co Ltd
Nemos Fish and Chips
Nibblers Fish and Chips
Nonnas Pizza
The Barr Buoy
The Box Pizza Co.
The Chip Yard
The Crescent Fish & Chip Shops
The Dolphin Takeaway
The Fish Bowl
The Gourmet Grill Chippy
The Wing Shack
Wing It

PUB & BAR
1 Oak Leisure
AMPM
Bucks Head
Bull and Claw
Burnt Pig
Cadden Group
Carrick-a-Rede Bar
Cavalier Pub Company
Chichester Street Pubs
Dog and Duck Inn
Feeneys Pubs ltd
Harry's Bar
Holywood Wine Bar
Hop House Bangor
Lakeside inn
Longnancy's Bar
Maggie's Wine Bar
Margot
Mary Craig's Bar
O'Flahertys Bar
Pilot Bar
Plate Glass Inns
Plough Inn
Rambling House
The Halfway House
The Hole in the Wall
The Horatio group
The Rusty Keg
The Spirit Circle
The Thirsty Herd
Wolseys Bar

COFFEE SHOP, CAFÉ, DELI, GARDEN CENTRES, FARMSHOPS
Aldo's
Apple Blossom Bakery
Ash Caffe
Avodah Bakehouse
Baylands Coffee Company
Blend & Brew
Bob & Berts
Brewboss Coffee
Cafe 67
Cafe Blasta
Cafe Krem
Cafe Nosh
Cafe Nua
Cafe Rose
Cafe Zulu
Caldwell's Coffee House
Chat and Chew
Coffee Yard
Cozy Café
Crumb & Beyond Coffee
Downey's Butcher & Deli
Founded Coffee
Frappa Coffee
Giggling Goose Bakery
Ground Espresso Bars
Happy Camper Coffee
Joe & The Juice
Keanes Deli
Kiwi's Brew Bar Ltd
Lava Coffee House Ltd
Macs Deli
Mauds (Crema)
McCaugheys Ice Cream
Moghra Bistro Cafe
Nobel Cafe
Now & Again Bakery
Phin Coffee
Quirky Bird
Stix & Stones
Suburban Coffee
Synge and Byrne
The Coffee Station
The Conservatory Cafe
The Daily Grind Café
The Dessert Bar
The Fancy Fox Coffee company
The Prom Cafe
The Upper Crust
Trait Coffee
Unhitched Coffee

RETAIL, CONVENIENCE, FARM SHOPS
77 Retail Ltd
Applegreen
Ashvale Farm Shop
Asia Supermarket
Ballycastle Food Stores
Banbridge Fuels
Bawn Service Station
Beatty Retail
Booker
Castle Archdale Service Station
Centra
China Cash & Carry
Classic Service Station
Colemans Farm Shop
Colton Service Station
Costcutter
Crossey-Truesdale Retail Group Ltd
Dalys Circle K
DSP Supermarkets
Dunelm
Dunnes Stores
Emersons Supermarket
Eurospar
Finch Retailing
Food City
FoodHalls Group
Fruitfield Service Station
Gala Retail
Gibson's Farm Shop & Restaurant
GO Forecourt
Greens of Lisburn
Hillview Service Station
Kellys Supermarkets
Knockaconny Farm Shop
Knotts Bakery
Lidl Ireland
Lynch's Foodstores
Makro
McAnerney's Superstore
McBride Retail Group
Morrisons Vivoxtra
Moss-Brook Farm Shop
Newell Stores
O'Hares Supermarkets
Orange Box Foods
Spar
Sproule Stores
Supervalu
Tesco
Wilson's Foodstores
Woods Supermarkets

WHOLESALER/DISTRIBUTOR
Bidfood
BWG Foods
Castell Howell Foods
Creed Foodservice
Excellence Food Service
Express Food Service
Henderson Wholesale
Henry Colbeck
Holleys Fine Foods
Lynas Foodservice
Musgrave
Sysco
Tempka Foods
Wallace Wholesale

LEISURE
Ardglass Golf Club
Atlantic Amusements ltd
Belfast Zoo
Brown Trout Golf and Country Inn
Brunswick Movie Bowl
Caribbean Cruises
Casia Catering Limited
Cloud 9 at the Ulster Flying Club
Colemans Garden Centre
Derriaghy Cricket Club
Donaghadee Golf Club
Down Royal Racecourse
Eclipse Cinemas
Eddie Irvine Sports
Edenmore County Club & Golf
Glenarm Castle & Garden
Holywood Rugby Club
Inflatable world
Kelly's Golflinks Hotel Portrush
LH Leisureland
Lisburn Rotary Club
Lost City Adventure Golf
Movie House Cinemas
National Trust
NICSSA
Royal Belfast Golf Club
Royal Portrush Golf Club
Salt Factory Sports
Shandon Park Golf Club
Temple Golf Club
The Big Blue Barn
Treehouse Softplay Centre
Warrenpoint Golf Club
Zoo Park Cafes

CONTRACT CATERER
All Events Catering
Aramark
Arbutus Events
BaxterStorey
Caterlink
CH&CO
Compass Group
Deli on the Green
Elior
Mount Charles Group
Olive & Vine Catering & Events
Orchard Hills Catering
Pan & Pour
Sodexo
SSP
The Frying Squad

TRAINING, EDUCATION, GOVERNMENT
Atlantic Technological University
Bangor SERC
Belfast Metropolitan College
Department for the Economy
Downpatrick SERC
Drogheda Institute of Further Education
Dumfries & Galloway College
Dundalk Institute of technology
Education Authority
Hamilton Private Nursing Home
Loughry College
Meadowclere Cookery School
North West Regional College
Northern Ireland Wine & Spirit Institute
Northern Reginal college
Portadown College
Queens University
Rockport School
School Food Company
Shannon College of Hotel Management
South Eastern Regional College
South West College
Southern Regional College
Springvale Learning
Ulster University
University of Galway/Shannon College
World Skills UK

PUBLIC SECTOR
Abbeyfield Society
Ann's Care Home
Beaumont Care Homes Ltd
Bedeque Restaurant Mater Hospital
Belfast Health & Social Care Trust
Belfast Trust
Burnview Healthcare Ltd
Carmarthenhsire County Council
Colorado Private Residential Home
Corriewood Care Group
Healthcare Ireland Group
Kingsbridge Private Hospital
Knockbracken Healthcare Park
Limetree Residential Home
Local Enterprise Office Fingal
Meals At Home NI
Middletown Centre for Autism
MOD
Newry Mourne and Down District Council
NHS
Northern Health Social Care Trust HSCNI
Northern Ireland Chamber of Commerce
Optimum Care Group
South Eastern Trust
Southern Health & Social Care Trust
Stewarts Care DAC
Translink
Western Trust
Wood Green Healthcare

What kind of businesses exhibit at IFEX?

A plethora of incredible suppliers showcase their products and explain their services over the three-day event.

From award winning Great Taste products to the latest drink trends; stylish tableware to innovations in catering equipment; and an array of futuristic technology to help visitors manage front and back of house.

Exhibitor Testimonials:

"Fantastic show for the hospitality and food sector in NI with a great atmosphere about the place..."

"Excellent event for networking and delivering key business messages."

"The overall atmosphere in the hall was one of business being done everywhere."

"Good for lead generation and meeting customers"

"Good show, good footfall with key buyers in attendance."

"Professional set-up, well run event and good outlet for brand awareness."

"IFEX is a great way to get your brand in front of trade customers that you may not initially think of contacting"

"Professional show and value for money."

"Truly amazing show, a great opportunity to meet the correct type of buyers."

Just some of the amazing brands that exhibited in 2026



86%
of exhibitors met good quality people at the show

79%
of exhibitors were able to meet visitors that they wouldn't have seen elsewhere

100%
of exhibitors were able to launch a new product or service

81%
of exhibitors generated a good number of prospects and leads

93%
of exhibitors said they were able to educate the market on their products and services

84%
of exhibitors generated new sales leads

Why exhibit?

IFEX has the largest showcase of hospitality business solutions in Northern Ireland with over 230 exhibitors in 2026. It is the must attend event for industry buyers as they love the variety of products, and can keep up to date with new innovations, discover products made both locally and from across the UK, and take inspirational ideas back to their businesses.

Having face to face meetings in one place is an essential platform for you to promote your products to this market. IFEX's array of visitor attractions, competitions and 'buzz' guarantee more footfall and longer engagement for you.

Key reasons why you should exhibit:

- Generate new sales leads
- Build brand awareness or reposition
- Network with other exhibitors
- Meet current customers
- Educate the market
- Sell and sign new contracts
- Showcase products to an international audience
- Enter new markets and sectors
- Show off their company's latest innovations
- Launch a new product or service
- Capture target audience data
- Support current distributors & partners
- Exhibitor NPS +29 (from +14)
- Average visitor spend as a result of IFEX26 £34,500 (increase of over 50%)

Stand Prices



Space Only

£320 per m²

Bring your own complete stand build

Exhibitor must supply their own walls and floor



Shell Scheme

£365 per m²

Make a shell scheme your own

What you get: walls, carpet, fascia panel and name board

Artisan Pavilion Package

New to IFEX and a smaller producer less than 5 years old?

What you get: 4m² shell scheme stand with walls, carpet, fascia panel, name board, light, counter

Total package price £1,380 +VAT

Great Taste Market

Do you hold 1, 2 or 3 great taste stars on at least one product?

What you get: walls, carpet, fascia panel, name board, light, counter and a stool

Price on application through the Guild of Fine Food

Contact: ***Sally.coley@gff.co.uk***

Registration Fee £240

Includes: Exhibitor passes, basic listing in printed show guide, full listing on website, marketing support, personalised stand number digital banner, personalised e-invite link for your customers, delegate scanning facility.

Insurance Participation Fee £149

Sponsorship Opportunities

Build your brand awareness at IFEX

Registration Email Advert £1,500

Create a banner advert that will appear on all registration confirmation emails to visitors.

Visitor Badges £1,500

(approximately 7,000 badges)

A high visibility opportunity with badges being worn by all attendees entering and visiting the show. The sponsor logo will appear in colour on all visitor badges.

Lanyard Badge Holders £3,995

(approximately 7,000 lanyards)

An excellent opportunity to provide the sponsoring company significant visibility across the event with branded show lanyards that all visitors wear. This is an opportunity to catch the eye of every visitor to the event and drive both brand awareness and visitor footfall to the stand.

Includes production cost.

Registration Area £3,500

Give IFEX visitors a memorable experience as they first enter the event. Sponsor logo will be displayed on the signage around the entrance offering high visibility. Registration staff can wear sponsor branded clothing. All clothing must be supplied at the sponsors cost.

Visitor Gift Bag £1,500

Sponsor to provide a branded and filled goody bag/ gift pack for visitors to receive upon entry to IFEX.

Approx. 7000 will need to be supplied.

You are Here Boards £500

Your stand will be highlighted and logo included on the giant floorplans located around the show floor.

Sampling / Promotion in the Aisles

One day £500

Two days £800

Three days £1,050

Offering the opportunity for up to three companies to sample products or distribute literature across the entire show.

Liquid Academy Live

Headline stage Sponsors £4,950

Exclusive to max. 6 non-competing companies, the LA Live headline sponsorship package offers visibility throughout the 2 day event, inclusion in one session, pre-event marketing, and a 6m² stand.

Single product feature £250

Solus branded session £1,000

Be part of a focused product feature or have a dedicated session all about your portfolio. The Liquid Academy stage offers a platform to get in front of buyers to tell your story and have your products tasted.

Floor Tiles From £500

Place your company name and logo on floor tiles to increase visibility and direct visitors to your stand. Advertise on 0.5m x 0.5m 4-colour floor tiles strategically located within the exhibition halls (no more than 10 tiles per exhibitor and location of the tiles to be approved by the organiser).

IFEX Kitchen Live Sponsor £4,995

Have your product and logo seen on stage with amazing chefs as they cook during an interview session.

6 sponsor slots available for non-competing products.

Products will be for display purposes only but chefs will be informed of products available.

Salon Culinaire Belfast

Headline Sponsor £4,995

Exclusive to 6 non-competing companies, the headline sponsorship package offers visibility throughout the 2 day event, product display, pre-event marketing, and a 6m² stand.

Class Sponsorship £1,200

With an array of classes taking place in the Live Theatre, Skills Arena, or Culinary Art, there are a number of opportunities to sponsor a class.

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Get in Touch

Interested in exhibiting or our partnership opportunities?



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365 events

Members of AEO AEO ASSOCIATION OF EVENT ORGANISERS

365 events Portfolio

universal cookery & food festival

ScotHot SEC GLASGOW

ifex Food | Drink | Retail | Hospitality

Organised on behalf of:

NACC TRAINING & DEVELOPMENT FORUM Where connection fuels inspiration, knowledge and excellence

The National Chef

Young National Chef

ceda Connecting Our Industry

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www.ifexexhibition.co.uk