

August 21st 2024
6pm-11pm
Steel Yard, London

PACE



Vendor
Guide
2024



PACE
CARNIVAL
FITNESS PARTY

NOTTING HILL
CARNIVAL
STARTS HERE!

Jump into PACE, a game-changing dance fitness party inspired by Caribbean Carnival and driven by Soca's beats. Picture Zumba's energy, Caribbean dance, and a dash of happy hour fun, all wrapped in Notting Hill Carnival's vibrant spirit. PACE isn't just an event; it's a fitness revolution with a carnival heart.

In our third year since launching in 2022, PACE 2024 stands as a testament to our success, with both our inaugural launch and 2023 event selling out swiftly. Joining forces with PACE offers you an unparalleled opportunity to tap into a dynamic and devoted clientele base, primed for new sales, lead generation, and expansive brand exposure across untapped markets.

We're thrilled at the prospect of propelling your business to new heights through PACE!

PACE



OUR AUDIENCE OUR VENUE

OUR TARGET AUDIENCES:

25-45-year-old female-identifying people who enjoy Caribbean culture, Carnival, dance and fitness; these include:

- Habitual Carnival goers and Seasoned Masqueraders (people who go to the Carnival yearly in an organised float)
- First-time Notting Hill Carnival Goers
- Fitness fanatics and people who enjoy going to gym classes
- People who enjoy health and well-being products and services
- People who want to improve their dance ability, self improve and live healthier lives.
- People looking for unique experiences for the Carnival Bank Holiday Weekend
- Confident dancers and movers who enjoy carnival culture and Caribbean music.
- People who enjoy dance fitness classes!

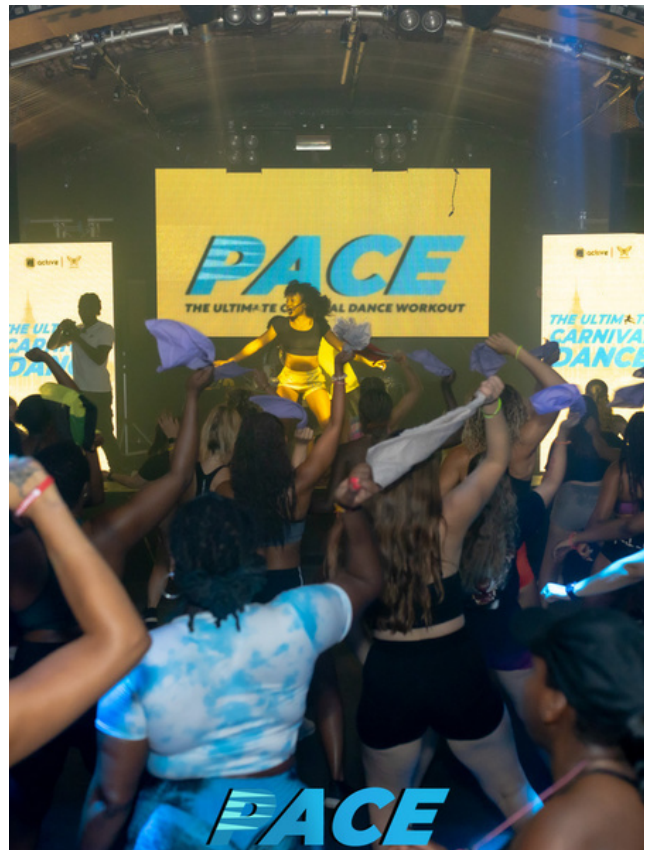
We would love to partner with your brand to deliver a one-of-a-kind carnival experience. Through this investment, we can provide:

- Cultural inclusion
- Lead Generation
- Customer data and sales generation
- Social media campaigns
- Brand awareness & brand exposure
- Social proofing

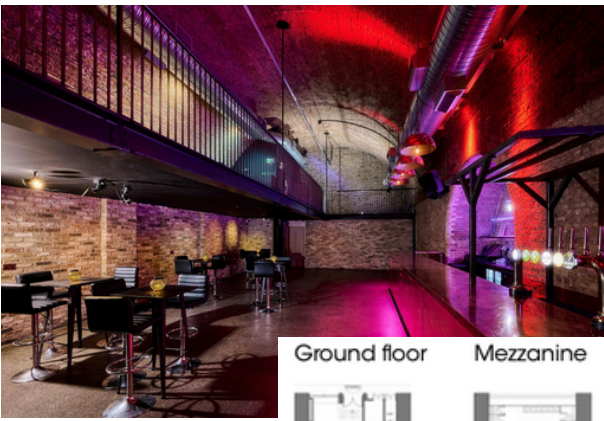
We expect over 400 people at PACE this year at:

Venue:

Steel Yard 13-16 Allhallows Ln, London EC4R 3UE



**[BOOK YOUR PLACE AT
PACE 2024 HERE!](#)**

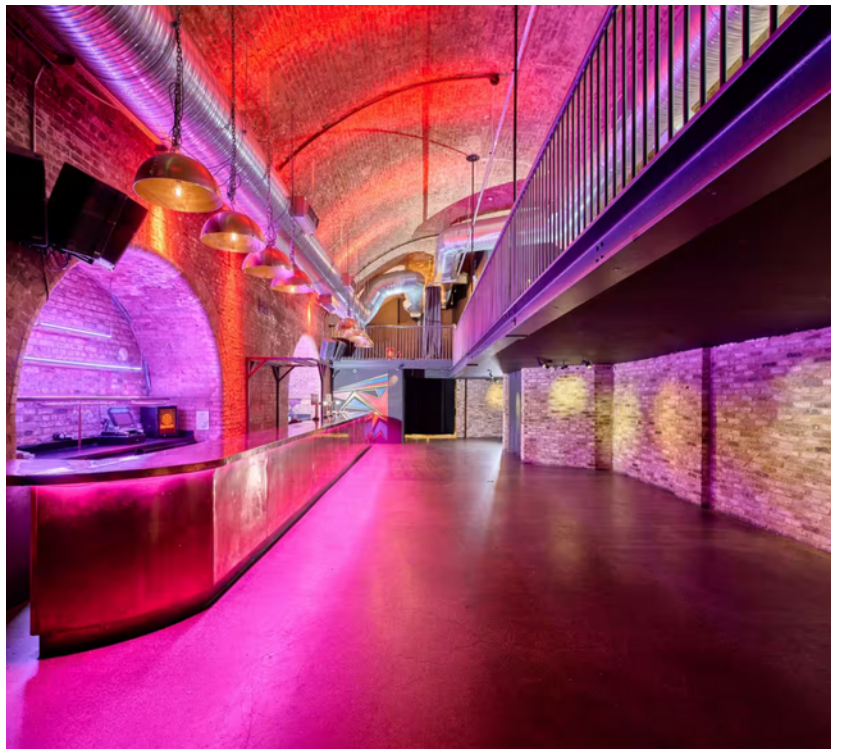


Ground floor Mezzanine



OUR DEDICATED MARKET HALL WILL BE LOCATED ON THE GROUND FLOOR OF ARCH 3 IN STEEL YARD

Floor Plan for Arch 3 Steel Yard.



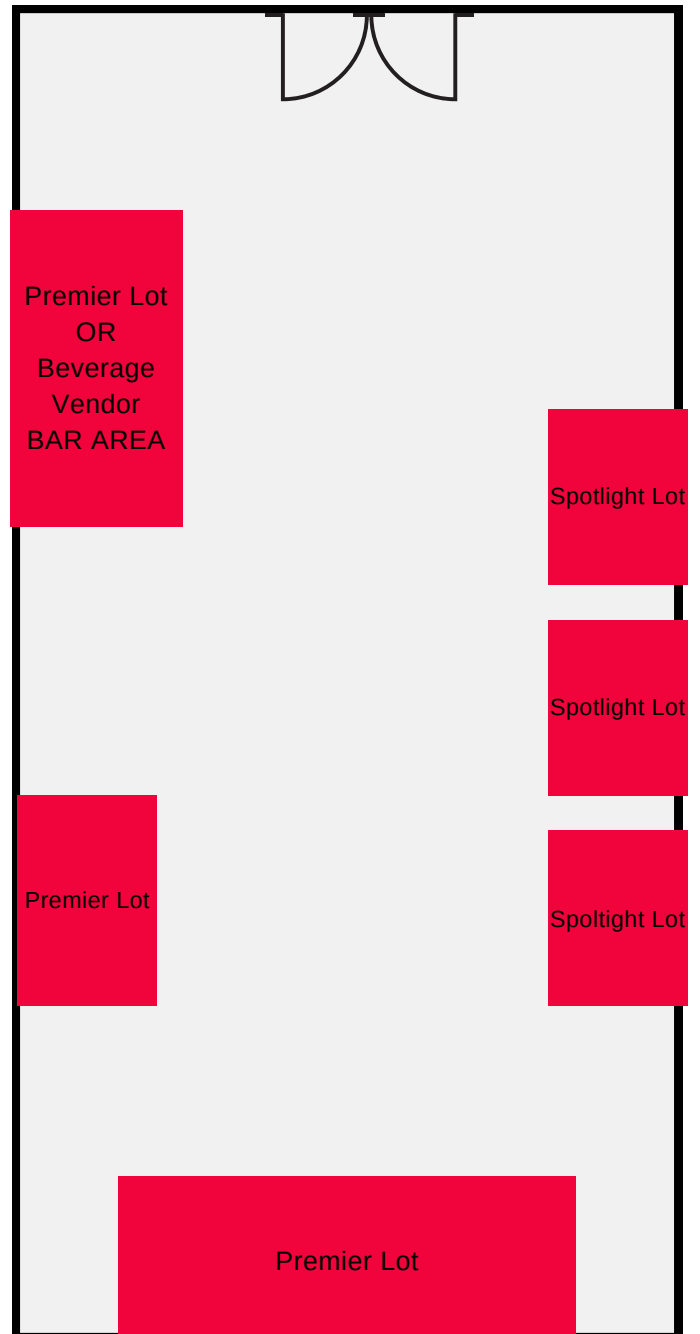
We have 3 Tiers of Vendor Packages:

- *Starter Package*
- *Showcase Package/ Lots*
- *Spotlight Package/ Lots*

ARCH 3 SPECS:

- 2800ft² (260m²)
- Footfall 200 people
- Wifi
- Lighting
- Access to Cold Room
- Access to Kitchen
- Accessibility Access
- Storage Space
- Ceiling height 30ft (9.1m)

3D VIEW OF THE VENUE





We have 2 Tiers of Exhibitor packages. What we offer:

Showcase Package £150

Ideal For: New or smaller businesses looking to introduce their brand to a diverse audience.

- Brand Exposure to over 100K potential customers through our email and social media channels (@pace_intl, @livelovesoca @zaiaharts)
- Inclusion in PACE's event brochure and website.
- Social media mentions on PACE platforms.
- Access to networking opportunities with other vendors and participants.

Spotlight Package £250

Ideal For: Established businesses seeking to strengthen their brand presence and engage directly with attendees.

- Premium booth placement with high foot traffic.
- Featured article or interview in PACE's digital newsletter and website.
- Enhanced social media coverage, including 5 spotlight posts and stories via multiple social media platforms (Instagram and TikTok Reach of over 100K featuring UK & US subscribers)
- Opportunity for product demonstrations or interactive activities at the booth.
- 6FT Trestle Table at PACE is inclusive of WIFI & Electricity (Table with tablecloth and two chairs)
- Choice of Space at the Event (In order of booking)
- Your logo hyperlinked and displayed on our PACE Newsletter (over 7000 people)
- 3 Complimentary Tickets to PACE event
- Logo on event flyers
- Access to the venue from 4 pm for Set Up

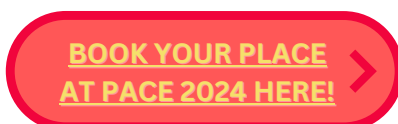
Premier Package £500

Ideal For: Market leaders and major brands aiming for maximum exposure and impact.

- Prime booth placement with the highest visibility.
- Brand logo featured on all PACE marketing materials, including banners, posters, and digital ads.
- Branded signage in venue amenities (toilets, food & entrance)
- Premium event space featuring inclusive of WIFI & Electricity and two chairs (Total use of Bar space or Two trestle tables and 4 chairs)
- Our Headliner Acts endorsing your product via Instagram post.
- Branded Product Photography of your product with and without Headline Acts.
- A promotional Video/Ad of your product on LED screens at the event on a loop throughout the event
- Advert of Business Offers and Resources on Instagram, TikTok and YouTube social media pages of @Pace_intl via collab post
- Your logo hyperlinked and displayed on our PACE Newsletter (over 5000 people)
- Advert on Zaiah Arts and Live Love Soca Instagram via Collab post (Reach of over 100K featuring UK & US subscribers)
- Logo on Event Flyers
- 5 Complimentary Tickets to PACE event
- Access to the venue from 3 pm for Set Up

Lots will be allocated on a first come first serve basis.

All Sales are final.



*Merchandise needs to be provided by the exhibitor, and Headline Acts merchandise is limited to activewear accessories, including socks, hats, bandanas etc as agreed upon before the event with the organisers.

* Please note that exhibition allotments can not block footways or emergency exits; you may be asked to adjust your display or move to ensure the safety of our patrons.