

GROCERY AID[®]
BARCODE
FESTIVAL

Tickets & Sponsorship Packages

Visit the Website 

1st July 2027

Kenwood, London



Why attend Barcode?

Barcode Festival brings together more than 6,000 grocery colleagues and 280 FMCG businesses for one day of networking, brand discovery and relationship building. There's no other event that brings the industry together at this scale.

Build valuable industry relationships

Bringing together senior commercial contacts from across the grocery industry, Barcode creates a unique environment for meaningful conversations. Host valued contacts, strengthen existing partnerships and build new relationships in a setting designed to bring the industry together.

Reward your team

Recognise colleagues with a day they'll genuinely value. With headline entertainment, complimentary food and drink, wellness experiences and standout activations, Barcode provides a memorable way to celebrate success, thank teams for their hard work and bring colleagues together outside the workplace.

Large ticket allocations make Barcode an ideal ready-made event for departments and organisations looking to reward teams.



£1.2m Raised



114 Sponsors

Discover what's next in grocery

With more than 100 sponsorship activations, Barcode is where brands launch products, showcase innovation and put their latest thinking in front of the industry. This is one of the grocery industry's biggest opportunities to see, sample and experience what's new, guests can discover new products and explore creative activations and emerging trends.

Put your brand centre stage

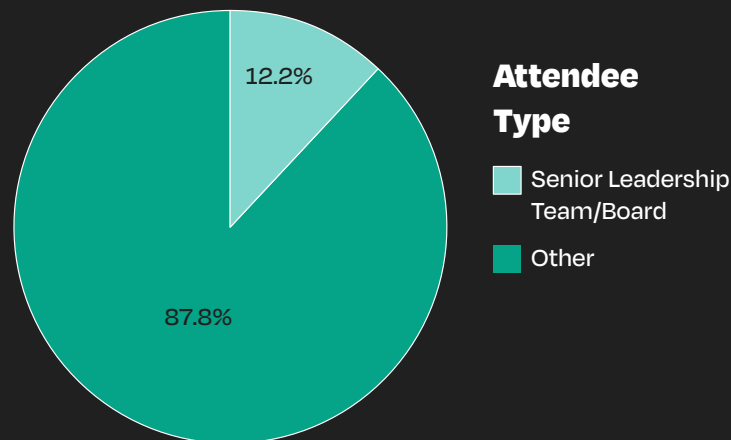
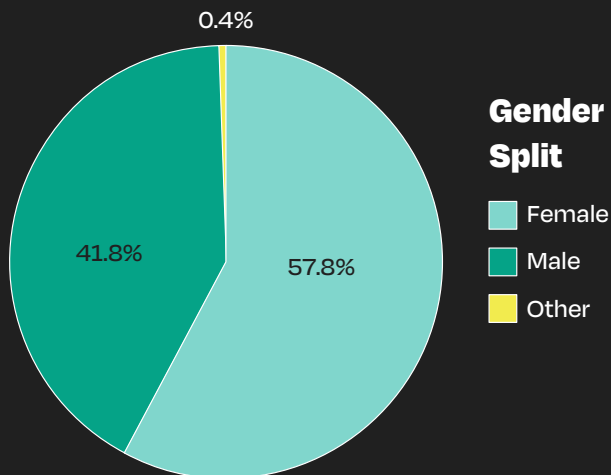
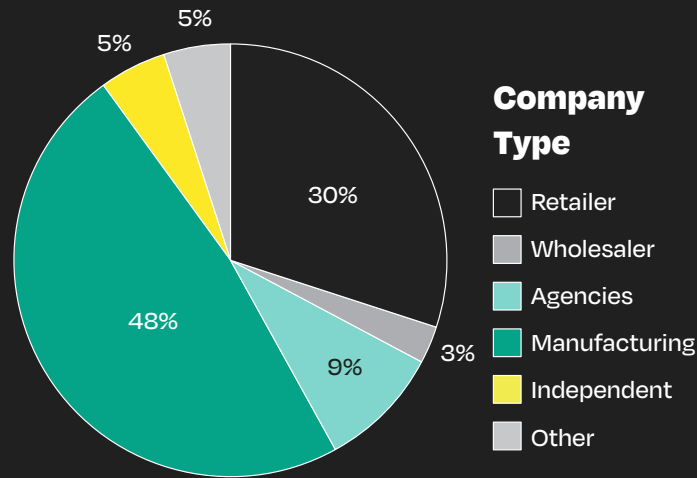
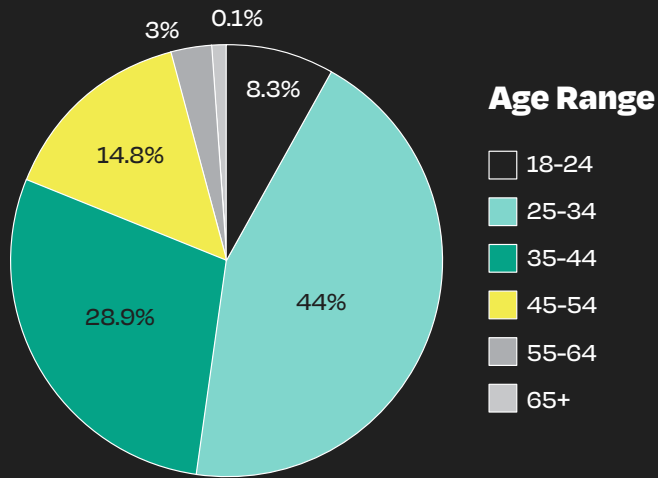
For brands looking to increase visibility, drive product trial and create memorable experiences, Barcode delivers access to thousands of engaged grocery professionals in a single day. From sampling and experiential activations to VIP and bespoke sponsorship opportunities, there are countless ways to connect with guests.

**Visit the
Website**



2026 Stats & Demographics

Thanks to the incredible support at Barcode Festival 2026, we raised over £1.2 million for GroceryAid, which will allow us to continue providing free and confidential support to grocery workers and their families during difficult times.



Over 600 guests were Board or C-Suite level

Over 1,000 colleagues from **25** different Retailers attended

738 Commercial retail contacts were hosted by brands

496,811 Impressions on LinkedIn & Instagram

4.9% Average engagement rate on LinkedIn & Instagram

392 Companies attended

114 Event sponsors

Retailers that Attended in 2026

Barcode Festival draws buyers and decision-makers from across the grocery, FMCG, and supply chain sectors, making it a prime opportunity to connect with key industry players.

ASDA

ASRA

Boots

BOUNDARY
OUTLET



DRINK
SUPERMARKET

farmfoods

greens
retail

Heron Foods

home
bargains

Iceland

Londis

M&S

Morrisons

ocado

Sainsbury's

SPAR

SSP



TESCO

TikTok Shop

WAITROSE
& PARTNERS

WHSmith
EST 1792



Tickets

Reward and recognise your colleagues with tickets to the grocery industry's biggest music festival. With food, drink and entertainment all included in the ticket price, it's an easy, all-in-one way to give your team an unforgettable experience, celebrate their hard work, and strengthen relationships by hosting buyers at a truly unique industry event.

Book now >

Standard Ticket

£425+VAT

Includes:

- An incredible line-up of top-tier acts across multiple stages throughout the day
- Unlimited food and drink sampling from leading brands - discover new favourites while enjoying the classics
- Street food to keep you fuelled throughout the day
- Connect with industry leaders and rising stars from across the grocery industry - build relationships that go beyond business cards
- Enhanced networking with the GroceryAid event app



VIP Ticket

£625+VAT

Includes the same as the Standard Ticket, plus:

- Give your guests and customers the best experience by beating the crowds and make the most of every moment. Enjoy the festival before the gates officially open
- Unwind in a premium undercover outdoor lounge, perfectly placed for comfort, views, and a break from the buzz - available only to VIP guests
- Experience the main stage like never before with exclusive access to a VIP viewing experience
- Skip the queues with access to premium street food vendors
- Raise a glass at the VIP bar - premium pours, and zero wait time
- Dedicated VIP toilets
- Store your belongings and all your goodies in a dedicated VIP Cloakroom

Why sponsor Barcode?

Looking to increase visibility, trial new products or strengthen brand relationships? Barcode Festival combines high footfall, influential industry audiences and immersive experiences to help brands deliver measurable impact in a single day.

Reach thousands of industry decision-makers

Put your brand in front of a highly engaged audience spanning retailers, suppliers, wholesalers and FMCG businesses. Barcode gives you direct access to the people influencing purchasing decisions, commercial partnerships and future growth.

Promote product sampling and discovery

From product sampling to immersive experiences, Barcode is designed to help brands create excitement, test new ideas with a highly relevant audience and gain valuable feedback from guests. It's one of the biggest opportunities in the grocery calendar to put products directly into customers' hands.



Create memorable brand experiences

Designed to deliver real impact, brands can engage audiences through standout activations, high-footfall touchpoints and bespoke partnerships tailored to their objectives.

Strengthen customer relationships

Host buyers and key contacts in a relaxed setting built for conversion. Barcode creates natural opportunities to deepen relationships and spend quality time with the people who drive your business forward, while giving you the chance to showcase your products firsthand.

Sponsorship that makes a difference

Every sponsorship helps GroceryAid raise vital funds to support grocery colleagues through tough times, creating positive impact across the industry while delivering meaningful commercial value for your brand.

Sponsorship Packages

Add your brand to our line up

From headline activations and targeted sampling to bespoke brand experiences, our sponsorship packages are designed to deliver against your objectives and budget. With flexible opportunities to maximise visibility, engage your audience and make an impact on the day, there's something to suit every brand. Explore our packages and discover how you can make your mark.

Ready to put your brand centre stage?

Contact our team at sales@barcodefestival.co.uk to explore partnership options for 2027.

- > **Main Stage:** **Sold Out**
- > **Second Stage:** **Sold Out**
- > **XL Activation:** £25,000 + VAT
- > **Large Activation:** £15,000 + VAT
- > **Medium Activation:** £10,000 + VAT
- > **Small Activation:** £6,000 + VAT
- > **Roaming Ambassadors:** £3,000 + VAT

Bespoke Partnerships: get in touch to discuss opportunities



600+ guests at board or C-suite level



Thank you

to all the Barcode 2026 sponsors

"Our brand objectives and activating at Barcode go hand-in-hand. For us, football is our biggest key moment of the year and what better place to get into the hearts and minds of these consumers from across the businesses and retailers. There's no better partnership really."

Kavita Gundecha - Senior Manager - Activation Lead at Coca-Cola Europacific Partners

XL Activation Sponsors



Large Activation Sponsors



Medium Activation Sponsors



Small Activation Sponsors



Incubator & Roaming Ambassadors



Partners



Sold Out

Main Stage

Make your mark at the heart of Barcode Festival by sponsoring the iconic Main Stage.

With huge crowds gathering for headline acts and key moments throughout the day, it's a powerful platform for maximum visibility, footfall and brand impact.

Whether you want to align with top talent or create unforgettable brand moments, Main Stage sponsorship puts your brand where the action is. Get in touch to explore the possibilities.

Enquire now ➤



Package Includes:

- Naming rights for Main Stage with co-branded creative
- Includes 1 x small activation space for brand awareness or sampling worth £6,000
- Logo on website and on-site collateral
- Logo and company biography on GroceryAid event app
- Branding on all guest comms/social media posts relating to Main Stage
- Dedicated Sponsorship Manager
- 3 x crew passes to manage any stage talent provided (worth £1,275).



Sold Out

Second Stage

Keep the energy going from day into night with the Second Stage, drawing thousands of engaged colleagues throughout Barcode Festival.

It's a brilliant opportunity to put your brand in front of a growing audience, with standout visibility and the chance to bring your products to life through sampling. With an even bigger audience expected in 2027, this is your opportunity to turn up the impact and make your brand part of the experience.

Enquire now ➤



Package Includes:

- Naming rights for Second Stage with co-branded creative
- Includes 1 x roaming package for brand awareness or sampling worth £3,000
- Logo on website and on-site collateral
- Logo and company biography on GroceryAid event app
- Branding on all guest comms/social media posts relating to the Second Stage
- Dedicated Sponsorship Manager
- 2 x crew passes to manage any stage talent provided (worth £850)



XL Activations

Want your brand to make a statement? Our premium XL activations give you the biggest footprint at Barcode Festival, with maximum flexibility to create an experience that gets noticed. Go bigger, get creative and make a lasting impression with an activation designed around your brand.



£25,000 + VAT

Package Includes:

- **Largest footprint across the site:** 10m x 7m pitch, providing increased visibility and space for branding
- **Enhanced digital presence:** priority logo placement on website and premium positioning on all on-site collateral
- **Featured promotion** across multiple platforms with dedicated digital assets
- **Dedicated sponsorship support:** a dedicated Sponsorship Manager for personalised assistance and strategic planning
- **Back-of-house storage**
- **Raise brand awareness:** logo and company biography on GroceryAid event app
- **Primary building time:** arriving at the site a day early to allow for extra preparation and ensure ample time for setup
- **Crew passes:** receive 8 crew passes to ensure smooth set up and management of your activation

Add On

Maximise your XL activation with our Roaming Ambassadors package. For an additional **£3,000 + VAT** your brand ambassadors can move freely around the event, distributing samples and engage directly with guests wherever they are.*

*Roaming Ambassadors package includes 2x crew passes and storage space for additional product.

Every year gets bigger and better! At Barcode you can drive connections, there's a great atmosphere, opportunities to sample products and keep your brand top of mind."

Luke Clemens, Account Director - Off Trade, Asahi UK

Large Activations

Ready to make your brand impossible to miss? Our large activation spaces give you the extra room and flexibility to bring bold ideas to life. Create an experience that gets people talking, draws them in and puts your brand firmly in the spotlight.



"Having been here last year with the activation, we just had so much fun. We were totally blown away. It was our first year and the amount of people that we saw; all of our customers, all of the people we worked with over the years, it was just a great experience and we had to come back"

Ed Sweet-Williams - CEO at Candy Kittens



£15,000 + VAT

Package Includes:

- **Large footprint:** 7m x 7m pitch, providing increased visibility and space for branding
- **Enhanced digital presence:** great logo placement on website and premium positioning on all on-site collateral
- **Social Media Promotion:** across GroceryAid's LinkedIn
- **Dedicated sponsorship support:** a dedicated Sponsorship Manager for personalised assistance and strategic planning
- **Back-of-house storage**
- **Raise brand awareness:** logo and company biography on GroceryAid event app
- **Crew passes:** receive 6 crew passes to ensure smooth set up and management of your activation

Add On

Boost the impact of your large activation with our Roaming Ambassadors add-on. For an additional £3,000 + VAT your brand ambassadors can move freely around the event, taking samples and engage directly with guests wherever they are.*

*Roaming Ambassadors package includes 2x crew passes and storage space for additional product.

Medium Activations

Want to showcase multiple brands in one place? Our medium activation package gives growing businesses the space and flexibility to bring a range of products to life, create engaging experiences and tell a bigger brand story.



£10,000 + VAT

Package Includes:

- **Compact yet effective:** 5m x 5m pitch, easy to manage and cost effective for multi-brand activations
- **Ideal for multiple brands:** create dedicated zones within your space to showcase various products or campaigns
- **Flexible branding opportunities:** customise your activation to reflect each brand's identity
- **Strong digital and on-site presence:** logo inclusion on website and collateral
- **Dedicated sponsorship support:** personal Sponsorship Manager to assist with activation planning and execution
- **Back-of-house storage**
- **Raise brand awareness:** Logo and company biography on GroceryAid event app
- **Crew passes:** receive 4 crew passes to ensure smooth set up and management of your activation

Add On

Take your medium activation even further with our Roaming Ambassadors package. For an additional £3,000 + VAT your brand ambassadors can move freely around the event, taking samples and engage directly with guests wherever they are.*

*Roaming Ambassadors package includes 2x crew passes and storage space for additional product.

"For us at Bel, being able to showcase our healthy snacks activations, our fun brand portfolio, and hopefully inspiring the audience here today with our new innovations coming to market soon."

David Brandman – Managing Director at Bel UK (Babybel, The Laughing Cow, Boursin, GoGo SqueeZ)

Small Activations

For brands looking to grow their reach, our small activation packages offer a smart way to showcase your products and connect directly with trade and target customers. Build your presence, boost brand awareness and create meaningful interactions with consumers.



"Barcode is a really memorable day for us which we look forward to every year. It's a really good opportunity to invite our customers here and a great opportunity to network with customers and peers from across the industry."

Mark Harding - Sales Director at Warburtons



£6,000 + VAT

Package Includes:

- **Clear visibility within the event space:** 3m x 3m pitch, easy to manage and engage with your audience
- **Opportunities to demonstrate and sample your products:** get your products into the hands of some of the industry's most influential commercial contacts
- **Direct engagement with guests:** including trade professionals and target customers
- **Branding on digital and on-site collateral:** logo inclusion on website and collateral
- **Dedicated sponsorship support:** personal support to optimise your activation
- **Raise brand awareness:** Logo and company biography on GroceryAid event app
- **Crew passes:** receive 3 crew passes to ensure smooth set up and management of your activation

**Limited
Availability**

Incubator Activation*

Are you a small brand who is just starting out? Our incubator activations have been designed especially for emerging brands looking to make their mark in the industry. For £4,000 + VAT you'll get the above benefits of our small package and 3 crew passes.

* Company must have turnover lower than £12M. Maximum of two years to activate as an incubator brand.

Roaming Ambassadors

Take your brand directly to guests with our roaming ambassadors package. Designed to move freely across the festival, your team can spark conversations, showcase products and engage colleagues wherever the action is. It's a flexible, high-impact way to boost visibility, create memorable interactions and make your brand part of the festival experience.



£3,000 + VAT

Package Includes:

- **Direct engagement with guests:** including trade professionals and target customers
- **Branding on digital collateral:** logo inclusion on website
- **Raise brand awareness:** logo and company bio on GroceryAid event app
- **Pallet storage:** keep your product safe in one secure location
- **Crew passes:** receive 2 crew passes to move freely across the festival showcasing your brand and product

“We do a lot of industry events but there’s nothing like Barcode. It’s the one time where different categories all come together for a day of celebration to support GroceryAid.”

Todd Fleetwood – National Account Controller – Grocery at Damm

Are you ready to **Book** your activation?

Get in touch with
sales@barcodefestival.co.uk to book
your package or to discuss which option
is best for your brand.



January

Meet your dedicated Sponsorship Manager and start your activation journey with a kick-off call

February

Tell us what you're bringing. Submit your initial creative ideas and guest journey. This helps plot all our fantastic activations on the site map

March

Join us on site visits and find out your activation location

April

Join our group calls. This is an opportunity to share and discuss important event details

May

Submit your final creative and guest journey

June

Submit your health & safety documents & site orders

July

Time to showcase your brand at Barcode Festival

Waste & Recycling Partner

Position your brand at the heart of Barcode Festival's sustainability journey, aligning with responsible waste management while achieving high-impact visibility across some of the event's busiest and most frequently visited areas. As the Waste & Recycling Partner, you'll benefit from prominent site-wide exposure while demonstrating your commitment to the environmental initiatives that helps keep Barcode running responsibly.

Partnership Includes:

- Branding on recycling and waste management pods across the festival site
- Logo inclusion on waste collection team's high vis
- Dedicated section on the Barcode event app for brand messaging and engagement
- Logo inclusion across sponsorship collateral, screen content, site branding and the Barcode website
- All waste streams and practices undertaken by Barcode Festival's selected contractor



**Partnership Fee
£8,000 + VAT**



Water Station Partner

Partnership Includes:

- Branding on water station units across the festival site
- Branded way-finding flags
- Naming rights and branding on guest map
- The opportunity to give away branded re-usable water bottles and/or product at each station *
- Dedicated section on the Barcode event app for brand messaging and engagement
- Logo inclusion across sponsorship collateral, screen content, site branding and the Barcode website

* Partner to supply branded water bottles at their own cost. If this right is made use of, 6 x crew passes will be provided for brand ambassadors to distribute and re-stock.

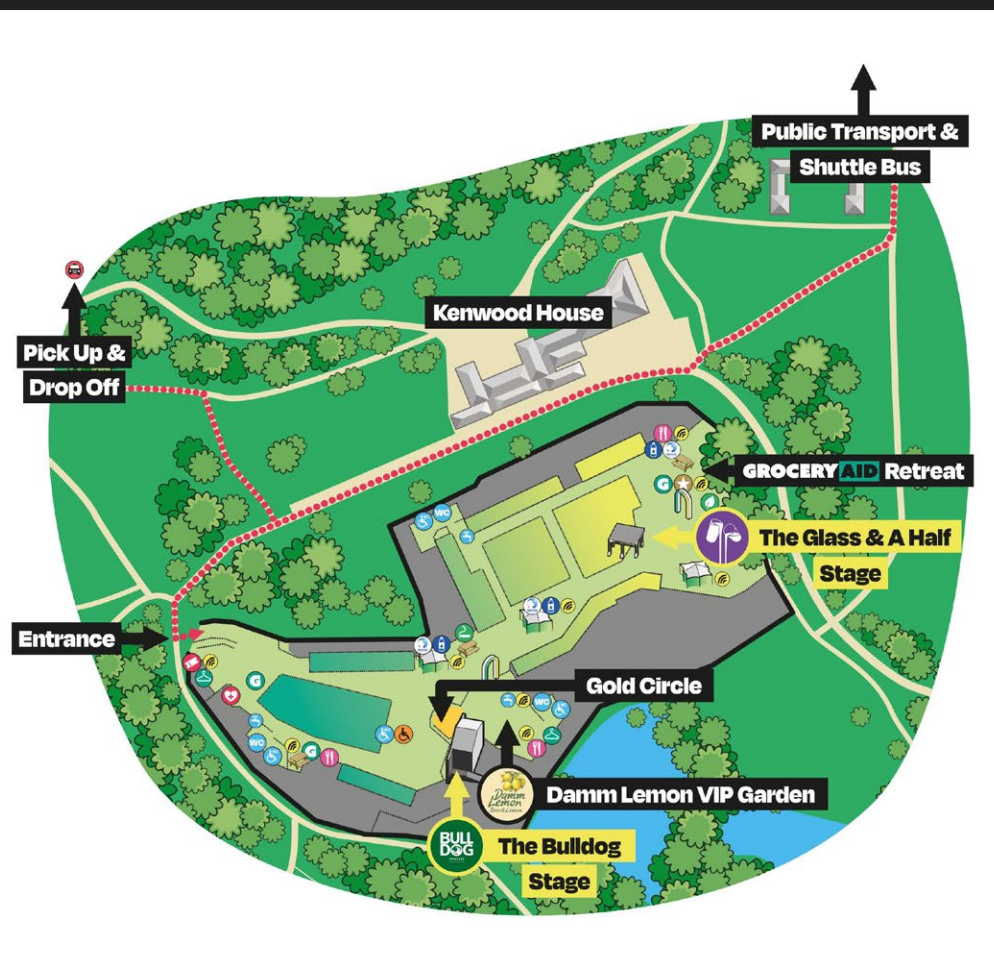
Partnership Fee
£8,000 + VAT

Festival Map 2026

Key

- Accessible Viewing Area
- Accessible Toilet
- Cloakroom
- Danone Hydration Station
- First Aid & Welfare
- Food
- Glitter Tent
- Gold Circle
- Seating Areas
- Smoking Area
- Tap to Donate
- Tap Water
- Taxi Rank
- Ticket Helpdesk
- Toilets
- Undercover Seating
- Walking Route
- Wellness tent
- Wifi Booster

Become the brand powering hydration at Barcode Festival, connecting with attendees through a highly visible and essential festival feature. With branded water stations positioned in high-traffic locations across the site, this partnership delivers repeated brand expose.



Cloakroom Partner

Be part of every guest's festival journey as Barcode Festival's Cloakroom Partner. As one of the first and last brands attendees interact with, this partnership delivers repeated visibility at key arrival and departure touchpoints.

Partnership Includes:

- Naming rights for the cloakroom and branding on the guest map
- Logo inclusion on the cloakroom tent header boards and desk
- Branded A-frame and A5 queue clips to communicate any brand messaging
- The opportunity to give away branded tote bags at the cloakroom*
- Dedicated section on the Barcode event app for brand messaging and engagement
- Logo inclusion across sponsorship collateral, screen content, site branding and the Barcode website

* Partner to supply branded tote bags at their own cost. If this right is made use of, 2 x crew passes will be provided for brand ambassadors to distribute and re-stock



Partnership Fee
£10,000 + VAT

Registration Partner

Welcome guests to Barcode Festival from the moment they begin their event journey. With visibility in the lead up to the event and across key arrival touchpoints, this partnership provides a unique opportunity to engage guests before they've even stepped through the gates.

Partnership Includes:

- Branded banner on the Barcode registration site
- Logo inclusion across the entrance tent header boards and branded messaging on the A5 queue clips
- The opportunity to give away branded tote bags or product at the entrance to the festival*
- Dedicated section on the Barcode event app for brand messaging and engagement
- Logo inclusion across sponsorship collateral, screen content, site branding and the Barcode website

* Partner to supply branded tote bags at their own cost. If this right is made use of, 2 x crew passes will be provided for brand ambassadors to distribute and re-stock



Partnership Fee

£10,000 + VAT

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Hi Saskia,

We are so excited you can join us for another unforgettable event.

Explore what's on

We are so excited you can join us for another unforgettable Barcode Festival - more than a day out, it's the ultimate way to celebrate success, reward your team and reconnect with the industry all whilst raising vital funds for our industry colleagues.

Your ticket gives you all-day access to live music, immersive brand experiences, unlimited food and drink, and meaningful networking, all wrapped into one seamless, all-inclusive experience.

We take care of everything, leaving you free to enjoy an unforgettable day at the grocery industry's largest music festival



Sweet Details



Brand Activations

Exit Sampling

Extend your brand's presence beyond the festival itself by owning one of the final touchpoints of the guest journey. This partnership associates your brand with a positive and memorable close to the festival experience.

Partnership Includes:

- Sample your product to guests as they leave
- Dedicated section on the Barcode event app for brand messaging and engagement
- Logo inclusion across sponsorship collateral, screen content, site branding and the Barcode website
- 2 crew passes for brand ambassadors to distribute product and restock
- Exclusivity to one brand



**Partnership Fee
£10,000 + VAT**



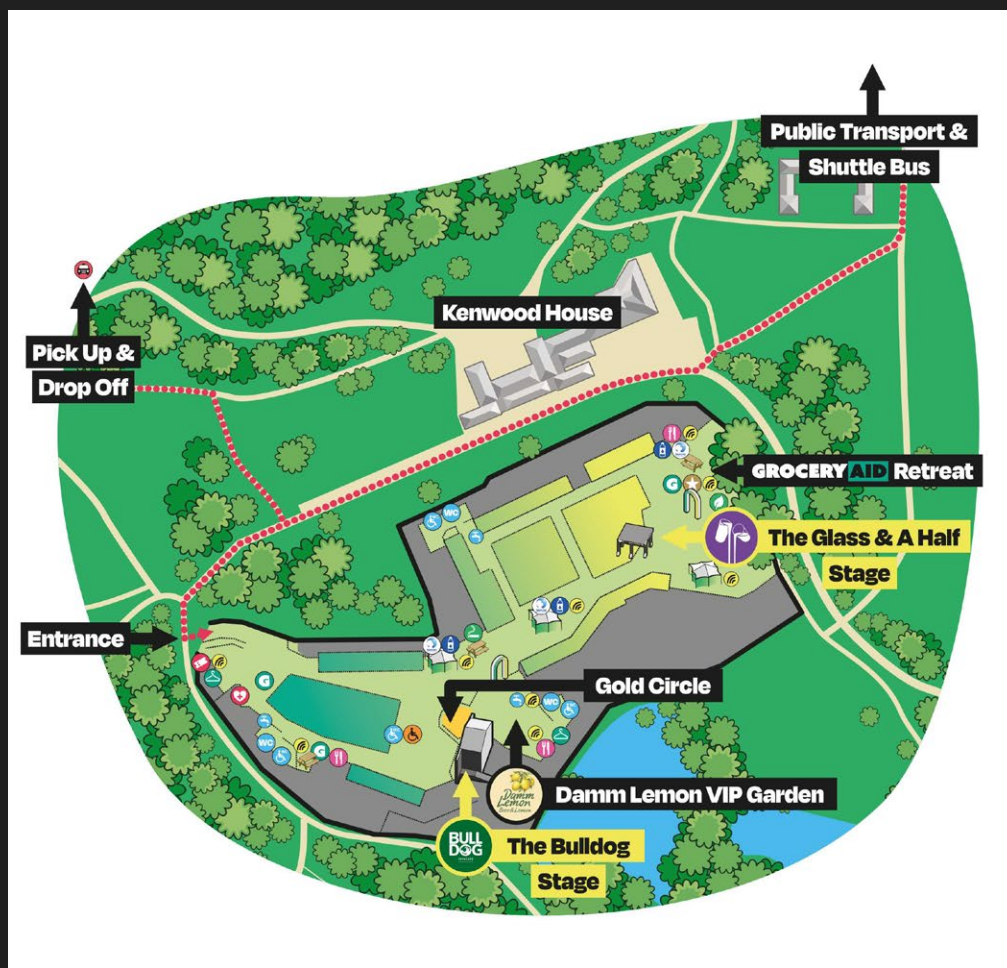
Shuttle Bus Partner

Align your brand with guest wellbeing and safe travel through Barcode Festival's Shuttle Bus Partnership. With branding integrated across a service used by hundreds of attendees, this partnership delivers strong visibility while reinforcing your commitment to guest safety.

Partnership Includes:

- Naming rights for the shuttle bus service
- Brand partnership featured across guest comms, the registration site and event app
- Logo on all co-branded wayfinding signage for shuttle buses and guest map
- Dedicated section on the Barcode event app for brand messaging and engagement
- Logo inclusion across sponsorship collateral, screen content, site branding and the Barcode website

Partnership Fee
£10,000 + VAT



Toilet Sponsors

Capture guest attention at one of the festival's busiest and most consistently visited locations. With branding integrated throughout the toilet queuing areas, this partnership delivers sustained visibility and repeated exposure among a high-footfall audience throughout the event.

Partnership Includes:

- Branding in two key locations across the festival site
- Branded scrim around the toilet blocks
- Branded mirror vinyl inside the cubicles
- Opportunity for product placement or sampling within the toilet areas*
- Dedicated section on the Barcode event app for brand messaging and engagement
- Logo inclusion across sponsorship collateral, screen content, site branding and the Barcode website

* No flushable products permitted. If this right is made use of, 2x crew passes will be provided for brand ambassadors to distribute and re-stock



Partnership Fee
£15,000 + VAT

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To find out more or book your package please
contact: **sales@barcodefestival.co.uk**

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