

GroceryAid® 



BARCODE
FESTIVAL

THURSDAY

2ND JULY 2026

KENWOOD
LONDON

TICKET &
SPONSORSHIP
PACKAGES

VISIT WEBSITE



WHY ATTEND BARCODE?



118 SPONSORS



£1.4M RAISED



Barcode Festival is returning in 2026 for another memorable day of headline music acts, brand activations, industry networking and complimentary food and drink from your favourite brands.

CELEBRATE SUCCESS

Treat your team to an unforgettable day at Barcode Festival 2026. With live music, unlimited food and drink, and all-day entertainment, it's the perfect way to reward hard work and boost morale. Ideal for store teams, head office staff, or top suppliers, it's recognition they won't forget. With discounts available for those purchasing over 100 tickets, why not make it your summer party?

MAKE MEANINGFUL CONNECTIONS

Barcode Festival unites thousands of professionals from the grocery, FMCG, and supply chain sectors, from major retailers to innovative startups. It's a unique chance to network, strengthen client ties, and spark new connections in a relaxed setting. Discover 100+ brand activations for fresh ideas and industry insight.

PUT YOUR BRAND CENTRE STAGE

Put your brand in front of 6,000+ engaged industry professionals and consumers at Barcode Festival. With activations, sampling, and immersive experiences, it's the perfect platform to get brand in hand and drive awareness, trial, and brand love, whether launching something new or strengthening your market presence.

VISIT WEBSITE



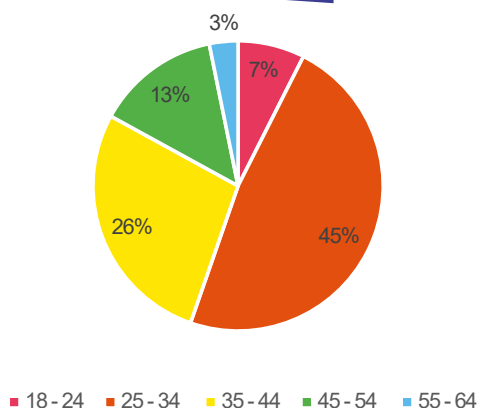
WATCH THE EVENT VIDEO



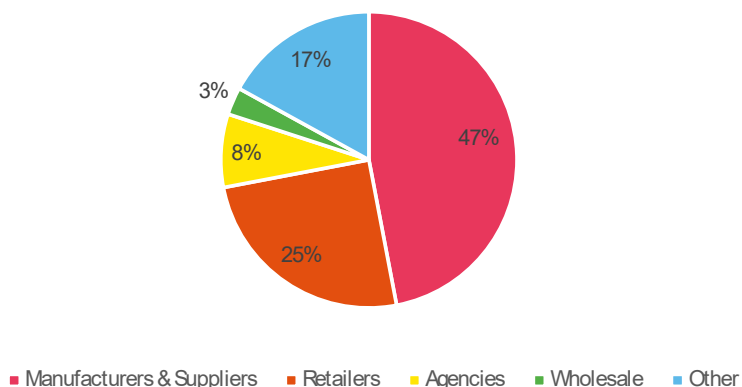
2025 STATS & DEMOGRAPHICS

Thanks to the incredible support at Barcode Festival 2025, we raised over £1.4 million for GroceryAid, which will allow us to continue providing financial, emotional, and practical support to colleagues across the industry.

Age Range



Company Type



Over 600 guests were Board or C-Suite level

Circa 600 guests were Retailer Commercial Buying teams

143 Commercial retail contacts were hosted by brands

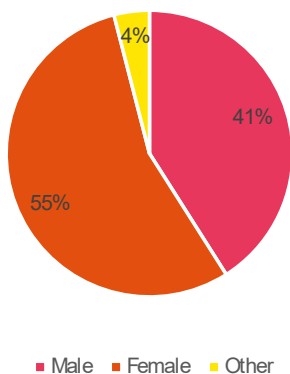
859,429 Impressions on LinkedIn & Instagram

4.9% Average engagement rate on LinkedIn & Instagram

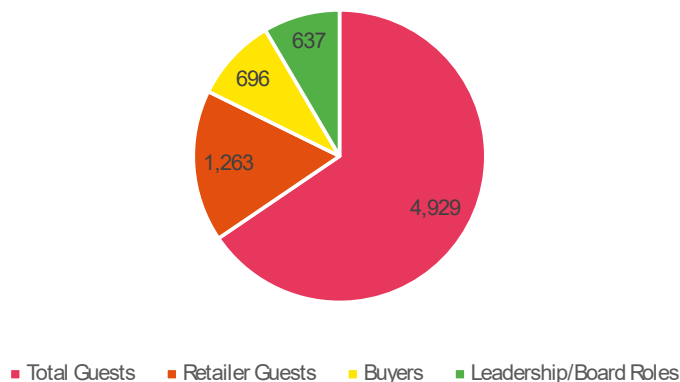
406 Companies attended

118 Event sponsors

Gender Split



Attendee Type



BUYERS THAT ATTENDED IN 2025

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. Here are some of the companies that had buyers attend in 2025.

amazon

ASDA

b&m

Boots

OP

deliveroo

DRINK
SUPERMARKET

farmfoods

HELLO
FRESH

Iceland

JOHN LEWIS
& PARTNERS

M&S

Morrisons

Sainsbury's

SPAR

TESCO

WAITROSE
& PARTNERS

WHSmith
EST 1792



TICKETS

Reward and recognise your colleagues' hard work with tickets to the largest music festival in the grocery industry. All food, drink and entertainment is included in the ticket price, making it a hassle-free way to celebrate.

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
- Tap into a dedicated VIP networking channel via the GroceryAid event app
- 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?



Barcode Festival is an unmissable opportunity for brands to activate, connect, and celebrate in front of a high-value, highly engaged audience. This is a high-impact, low cost-per-engagement platform to:

SHOWCASE YOUR BRAND TO A HIGHLY TARGETED AND INFLUENTIAL AUDIENCE

Showcase your brand to 6,000+ industry professionals, including over 1,000 senior leaders from top UK grocery retailers, brands, and suppliers. Whether building awareness or breaking through, it's your chance to impress key decision-makers and trendsetters.

LAUNCH, TEST, OR SAMPLE PRODUCTS IN A LIVE ENVIRONMENT WITH INSTANT FEEDBACK

Get your latest innovations into the hands of a live, relevant audience who know the industry, and your commercial buyers inside out. Barcode Festival is the ideal setting for product sampling, testing, gathering real-time reactions, and building excitement around new launches in a space that encourages discovery.

BUILD TRADE VISIBILITY AND DRIVE BUZZ WHERE IT MATTERS MOST

With standout branding opportunities and a social media-ready setting, Barcode Festival boosts your presence before, during, and after the event. Creative activations, experiential zones, and PR exposure help keep your brand top of mind long after the festival ends.

HOST KEY CONTACTS AND DECISION-MAKERS IN A RELAXED, HIGH-ENERGY SETTING

Forget stuffy meeting rooms - Barcode Festival is relationship building reimaged. Connect with clients, buyers, and stakeholders in a vibrant setting that sparks conversation, drives leads, and delivers unforgettable brand moments. Barcode Festival delivers measurable results in a uniquely vibrant setting.

SPONSORSHIP PACKAGES

From headline activations to targeted sampling, we offer a range of sponsorship packages tailored to suit your brand's objectives and budget. We also offer bespoke opportunities designed to maximise your visibility and engagement on the day. Read on to discover our exciting packages.

Ready to Put Your Brand Centre Stage?

Contact our team at sales@barcodefestival.co.uk to explore partnership options for 2026.

- Main Stage: £50,000 + VAT
- Second Stage: £20,000 + VAT
- XL Activation: £25,000 + VAT
- Large Activation: £15,000 + VAT
- Medium Activation: £10,000 + VAT
- Small Activation: £6,000 + VAT
- Roaming Ambassador: £3,000 + VAT
- Bespoke Partnerships: get in touch to discuss opportunities

Keep reading on for full details



THANK YOU TO ALL THE BARCODE 2025 SPONSORS

“

We always come back to Barcode year on year, to show off our brands and support GroceryAid. Last year we were here with Impulse, this year with VO5 as we want to show off two of our new products.”

Jess Manton, Shopper Marketing Manager at Elida Beauty



MAIN STAGE

Put your brand centre stage by sponsoring the iconic Main Stage - the heart of Barcode Festival.

This prime location draws huge crowds for headline acts and key moments throughout the day. With unmatched visibility and footfall, its the ultimate platform to amplify your brand.

Want to align with top talent or create unforgettable brand moments? Get in touch to explore main stage sponsorship opportunities.

ENQUIRE NOW



COST

£50,000 + VAT

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)

SECOND STAGE

Featuring entertainment from day into night, the Second Stage attracts thousands of excited colleagues.

This impressive stage offers incredible brand visibility, plus there's a fantastic opportunity to incorporate product sampling, allowing colleagues to experience your products firsthand. 2026's Barcode will bring a larger audience.

ENQUIRE NOW



COST

£20,000 + VAT

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 £1,275)



BRAND NEW FORMAT FOR 2026. LOOK OUT FOR EXCITING ANNOUNCEMENTS



ELEVATE YOUR BRAND VISIBILITY



"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

XL ACTIVATIONS

Want your brand to stand out with a commanding presence? Our premium XL activations offer the largest footprint and maximum flexibility to make a lasting impression.

Cost: £25,000 + VAT

- **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
- **Social media campaigns:** featured promotion across multiple platforms with dedicated digital assets
- **Dedicated sponsorship support:** a dedicated Sponsorship Manager for personalised assistance and strategic planning
- **Premium back-of-house storage:** larger, prioritised storage space
- **Additional customisation options:** flexibility for bespoke branding opportunities tailored to your campaign goals
- **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 Ambassador 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 Ambassador package includes 2x crew passes and storage space for additional product.



MAKE AN UNFORGETTABLE IMPACT



"We've been activating at Barcode since 2023 due to the high caliber of decision makers in attendance and continued interaction with buyers. It's a great opportunity to spend time with our customers, showcase our brand and to trial products with our target audience"

Stephen Reynolds, Head of Marketing - Monkey Shoulder, William Grant & Sons

LARGE ACTIVATIONS

Looking to elevate your brand above the rest? Take it to the next level with our large activation space, offering a bigger footprint and more flexibility to bring your ideas to life. It's built for brands ready to make a statement and spark conversation.

Cost: £15,000 + VAT

- **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 campaigns:** featured promotion across multiple platforms with dedicated digital assets
- **Dedicated sponsorship support:** a dedicated Sponsorship Manager for personalised assistance and strategic planning
- **Premium back-of-house storage:** larger, prioritised storage space
- **Additional customisation options:** flexibility for bespoke branding opportunities tailored to your campaign goals
- **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 medium 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 Ambassador package includes 2x crew passes and storage space for additional product.

MEDIUM ACTIVATIONS

Looking to highlight several brands simultaneously? Our medium activation package is the ideal choice for growing businesses looking to spotlight a range of products and tell a bigger brand story.

Cost: £10,000 + VAT

- **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, collateral, and social media promotion
- **Dedicated sponsorship support:** personal Sponsorship Manager to assist with activation planning and execution
- **Secure back-of-house storage**
- **Raise brand awareness:** Logo and company biography on GroceryAid event app
- **Looking to showcase multiple brands?** Our medium activation package allows you to highlight a diverse range of products within a single space of multiple activations, providing the flexibility to tell a compelling, unified brand story across different platforms
- **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 Ambassador package includes 2x crew passes and storage space for additional product.



SHOWCASE MULTIPLE BRANDS WITH IMPACT



"Great event, we were able to engage with a lot of buyers and network whilst also showcasing our excellent range and our new bold rebrand."

Nathan Dalby, Shopper Marketing & Events Executive, Refresco

SMALL ACTIVATIONS

For smaller brands aiming to expand their reach, these packages offer a valuable opportunity to showcase your products and connect directly with trade and target customers. Designed to help you grow your presence, this activation allows you to engage effectively with your audience, increase brand awareness, and create meaningful interactions that drive results.

Cost: £6,000 + VAT

- **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, collateral, and social media promotion
- **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.



GROW YOUR BRAND AT BARCODE FESTIVAL



"Barcode is a truly unique experience. Bringing together great people, from fab brands, all trying to achieve positivity in the industry through much needed support."

Anita Osborne, Sales & Marketing Manager EU/UK, Lyre's

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.

Once your activation is confirmed you will need to complete the following:

- Send us a PO for invoicing
- Send across a high res logo
- Introduce us to your lead activation contact
- Appoint an agency (if you are using one), ready for the kick-off call in January

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 final creative design and guest journey. This helps plot all our fantastic activations on 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 health & safety documents and site orders

June

Book in your build/break and crew

July

Time to showcase your brand at Barcode Festival



**CONTACT
US**



To find out more or book your package please contact:

sales@barcodefestival.co.uk



Scan to
follow us on
Instagram



Scan to
follow us on
LinkedIn

VISIT THE WEBSITE

