



NCASSTM
NATIONWIDE
CATERERS
ASSOCIATION

in partnership with



SURF & TURF
INSTANT SHELTERS

WHY EVENT BRANDING IS ESSENTIAL

Stand Out & Boost Your Profits!

WHY EVENT BRANDING IS ESSENTIAL

1. Visibility: Be the Stall That Catches the Eye

Events are packed with competitors, and a generic, unbranded setup can easily fade into the background. A custom branded setup featuring eye-catching colours, logos, and messaging makes your stall instantly recognisable and attracts passersby. A striking visual presence means more foot traffic, more sales, and a stronger market position.



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2. Competitive Advantage: Gain the Edge Over Rivals

When potential customers see two similar food stalls, they're more likely to trust the one that looks professional, polished, and well-branded.

A custom-printed gazebo, promotional banners or flags communicate credibility and make your business the obvious choice.



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SEE THE DIFFERENCE FOR YOURSELF

Before you know it, spring and summer will be here—ensure your pop-up gazebo is prepared for the unpredictable British weather and busy trading months.

Imagine your visiting a bustling food market. On one side, a plain, unbranded setup. On the other, a vibrant custom-printed setup with bold colours, a clear logo, and brand identity.

Which stall would you buy from below?

Branded setups instantly create trust, professionalism, and excitement. Don't get lost in the crowd, make sure your stall stands out and turns heads at every event.



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3. Brand Recognition: Create Long-Term Customers

Branding isn't just about the day's event, it's about being remembered. If a customer sees your stall at multiple events with consistent branding, they are far more likely to return.

Over time, your name, logo and branding become a familiar sight in people's minds, reinforcing customer loyalty and increasing long-term repeat business.



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4. Social Media Impact: Make Your Stall Instagram Worthy

Social media is a key marketing tool for mobile caterers.

A unique, visually appealing setup increases the chances of attendees snapping and sharing photos of your stall.

Whether it's an influencer posting their meal in front of your branded gazebo or a customer tagging your business in their Instagram story or TikTok, event branding can lead to valuable online exposure.

An eye-catching setup can also stop people mid-scroll on their social media feeds, drawing intrigue and increasing engagement with your brand..



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THE SURF & TURF ADVANTAGE

Premium Event Branding Solutions

Surf & Turf Instant Shelters offers a wide range of high-quality, custom-printed event products that ensure your brand gets the attention it deserves.

Here are Surf & Turf's top recommendations for event branding success:



Custom Printed Gazebos

Boost your brand presence with a custom-printed gazebo! Choose from dye sublimation for full-colour impact or vinyl heat transfer for budget-friendly branding.

[FIND OUT MORE](#)



Custom Printed Flags

Grab attention from afar with a branded flags, available in a range of shapes and sizes. Easy to set up and highly visible, they help your stall stand out from the crowd.

[FIND OUT MORE](#)



Sky Banner

Make an impact with sky banners, perfect for drawing in crowds and displaying menus clearly. Ideal for busy events where competition is high and standing out is key!

[FIND OUT MORE](#)



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THE SURF & TURF ADVANTAGE

Premium Event Branding Solutions



Eco-Friendly PVC-Free Banners

Durable and weather-resistant, ideal for showcasing your business name, menu, or promotions at any event. Bespoke sizing is also available on these custom printed banners.

[FIND OUT MORE](#)



Shop Front Banner

Create a strong first impression with a shop front banner. Showcase unique branding or any special offers in a highly visible, professional way to increase foot traffic to your stand.

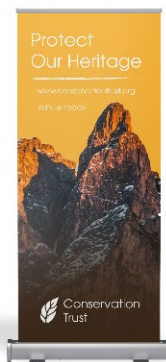
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Instant Shelter Menu Board System

Display your menu clearly and professionally. Easily attaches to your Surf & Turf gazebo for a polished look that customers can easily see.

[FIND OUT MORE](#)



Roller Banners

Perfect for promoting your brand, special offers, or menu items. These sleek, portable banners are easy to set up and provide a high-impact visual display.

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THE SURF & TURF ADVANTAGE

Premium Event Branding Solutions



Cafe Barriers

Define your serving area while enhancing your branding. These stylish screens add a professional touch and help create a welcoming atmosphere for customers.

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A1 Poster Board

A great way to highlight daily specials, promotions, or must-try dishes. Sturdy and eye-catching, ensuring your key messages get noticed from all angles.

[FIND OUT MORE](#)



Custom Printed Table Covers

Add a professional touch to your serving area while reinforcing brand visibility. Range of sizes and table cover types available.

[FIND OUT MORE](#)



Valance Wraps

These custom printed wraps fit around the valance of your gazebo and can be easily swapped out for different events, allowing you to tailor your branding for specific audiences, promotions, or seasonal trends.

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Take Your Event Branding to the Next Level

The right branding isn't just an expense—it's an investment that pays for itself in increased foot traffic, higher sales, and long-term brand loyalty. Ready to upgrade your event setup?

Visit Surf & Turf today and start building a brand that customers will recognise, remember, and return to!



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**Offer excludes Gazebo Steel Weights*

Valid until 4th May 2025

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