

catersource®

The Show for Catering & Event Professionals
FEBRUARY 18-21, 2018 | LAS VEGAS



EXPAND YOUR PRESENCE BEYOND THE BOOTH

SPONSORSHIP PROSPECTUS

CONFERENCE

FEBRUARY 18-19, 2018
CAESARS PALACE
LAS VEGAS, NEVADA

TRADESHOW

FEBRUARY 20-21, 2018
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA

www.conference.catersource.com

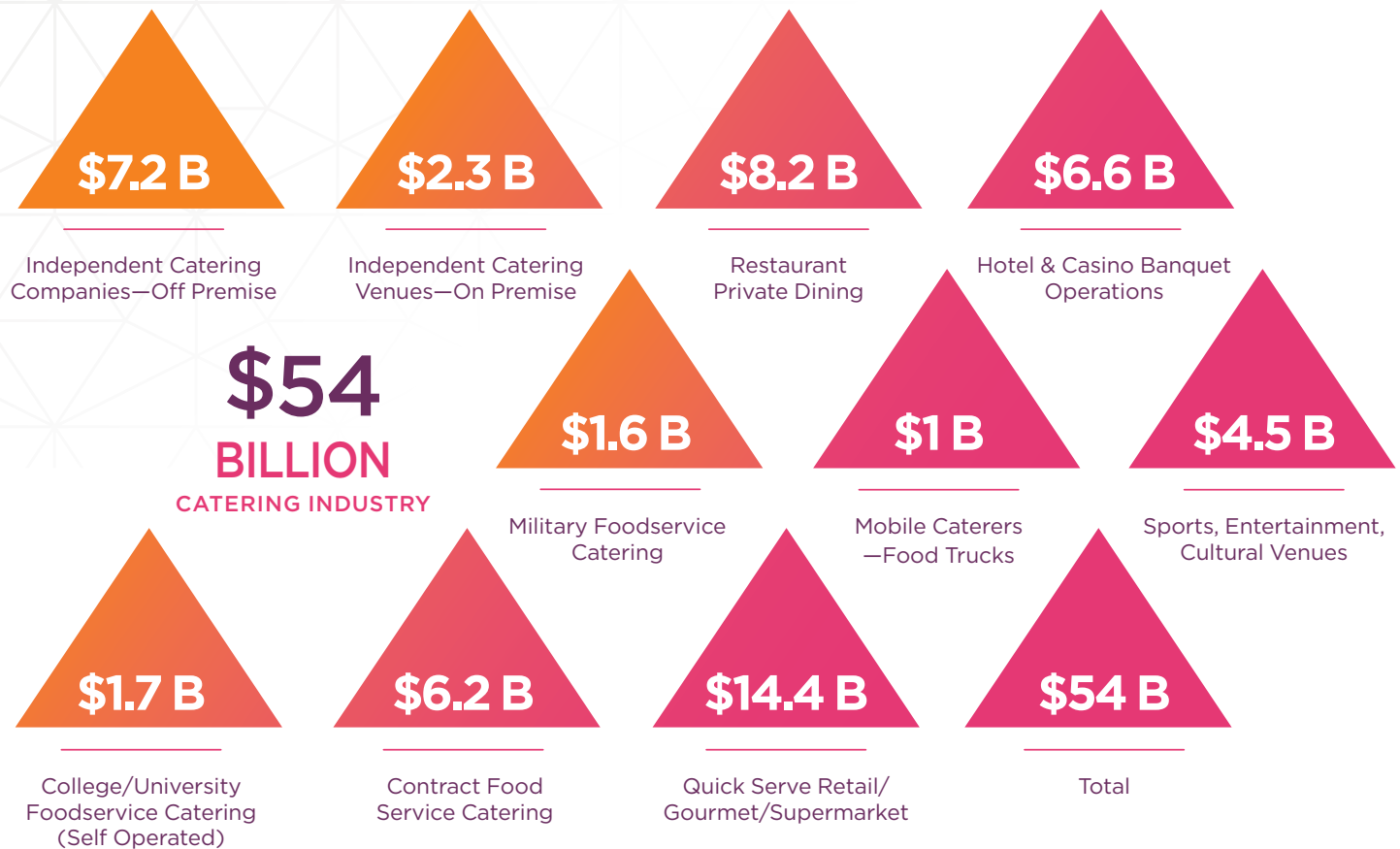
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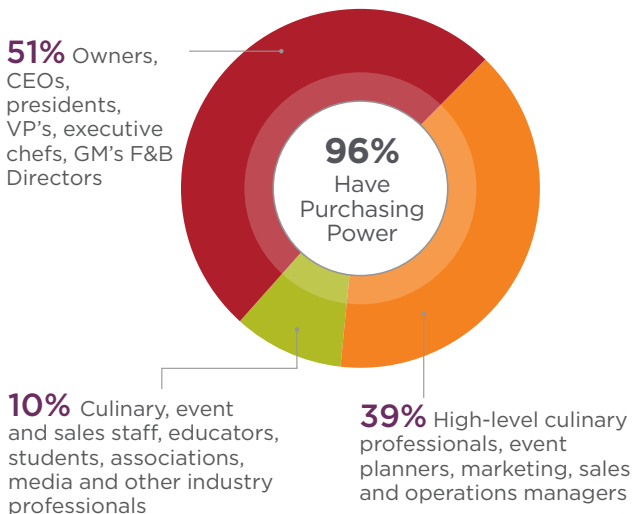


INDUSTRY OUTLOOK

Catering remains one of the highest growth sectors in foodservice. Through frequent volume purchases, increased consumer and business spending and market segment diversity, catering revenues are at an all time high.



ATTENDEES BY JOB FUNCTION



PURCHASING POWER

Companies attending Catersource service **250** events annually, on average with a **\$27K** per event budget totaling **\$6.7M** annually **\$500K** average annual spend on products and services.

EVENT SPONSORSHIPS



The Art of Catering Food Culinary Track

As a sponsor of the Art of Catering Food (AOCF) Culinary Track your company will be able to maximize exposure by showcasing company products during the 2018 conference at Caesar's Palace, February 18-19.

- Logo branding on onsite signage at the conference and tradeshow
- Your company logo in the official 2018 Show Guide on the AOCF Conference page
- Inclusion in show-related social media campaigns (Twitter, Facebook, Instagram)
- Additional exposure in the Special April Edition of the AOCF Get Fresh e-newsletter post-show editorial coverage

\$3,000 Product Sponsorship

\$5,000 Top Sponsorship (Exclusive)

EVENT SPONSORSHIPS



Morning and Afternoon Networking Breaks

Eat, drink and be merry! Be top of mind, present and branded during the Caesars Palace networking breaks on February 18 and 19. Stay top of mind during the all-important morning coffee and align yourself with the industry.

Napkins (4k)

\$3,000

Cups (4k)

\$4,000

Cup Sleeves (4k)

\$6,000

Stirrers (4k)

\$4,000

Wine'd Up Mix & Mingle

In honor of National Drink Wine Day, kick off the 2018 conference with a casual reception at Caesars Palace, February 18! Catering and event superstars will mingle and enjoy wine pairings in this relaxed environment, with some Catersource networking surprises added to the event.

\$5,000

EVENT SPONSORSHIPS



Lunch & Learn 1

The Joe Mineo “Take & Tweak” Experience

Go behind the scenes of “The Joe Show” at Caesars Palace February 19 as he takes you on his “inspiration to event” journey via a physical and video show-and-tell unlike anything you’ve ever seen before. Take his catering and event ideas, tweak them for your own purposes, and watch your profitability soar! For those attendees looking for new inspiration, you won’t want to miss this session. Lunch is included and begins toward the end of Joe’s presentation.

\$3,000

Lunch & Learn 2

Culinary Conversation

Spirited conversation is the hallmark of any great meal. Join your culinary peers at Caesars Palace February 19 in this moderated learning luncheon, in which topics and ideas will flow along with your trend-forward meal. Get to know your tablemates and walk away with new ideas, inspiration and friends.

\$3,000

EVENT SPONSORSHIPS



Spark! Awards Gala & After Party Caesars Palace | February 19

The Catersource ACE and ICA CATIE Awards at Caesars Palace February 19 are a celebration recognizing the best in catering and events. Enjoy cocktails and a scrumptious plated meal during the program, then head to the After Party focusing on celebration, entertainment, dancing, and dessert. Don't miss this opportunity to toast to the success of our industry and cheer on the winners! Formal attire, a step-and-repeat, and the glamour of an awards ceremony will make this one unforgettable night.

\$3,000

EVENT SPONSORSHIPS



Tradeshow Happy Hour

Las Vegas Convention Center | February 20
4 Available

Wind down after a busy day on the tradeshow floor! Sip beverages and mingle with other Catersource attendees and exhibitors.

\$3,000

Diced Competition

Armed with a mystery basket of ingredients, six creative and highly skilled chef teams will face off at the Las Vegas Convention Center February 20 in a culinary competition not to be missed! Assigned a specific dish, each team has 30 minutes to complete their dish and submit for judging. Taste some of the “mystery” ingredients as the chefs work their magic, and then celebrate the winner! The plates will be available for photographing after the competition.

\$5,000

EVENT SPONSORSHIPS



Beyond The Plate Contest

In this exciting competition, taking place at the Las Vegas Convention Center February 21, sponsored by Sabert, a three-judge panel will select the winner whose creativity is at the forefront, taking food design Beyond The Plate!

SOLD



Cocktail Competition

Who can put together the best "bar program" in this fast and fun cocktail competition? Cheer on your favorite caterer/bartender at the Las Vegas Convention Center February 21! Best of all, recipes and some tastes will be provided for those attending and cheering on the competitors. Take these recipes back to your city and wow your clients—your cocktail program R&D is done for the year!

\$3,000

BRANDING & AWARENESS ENHANCEMENTS



LOZATECH360
VIRTUAL REALITY FOR BUSINESS

360 Virtual Reality Showroom

Virtual Reality breaks down the wall between the virtual and physical world, allowing users to step inside a digital environment to conduct business. It changes the way we communicate, learn, do business, and drives the users to interact during and even after a trade show.

VRS solves typical problems experienced by brands during and after trade shows such as:

- Industry statistics indicate that about 80% of leads are never engaged after the show.
- Key clients you missed during a tradeshow.
- Growing your future client base with effective digital tools.

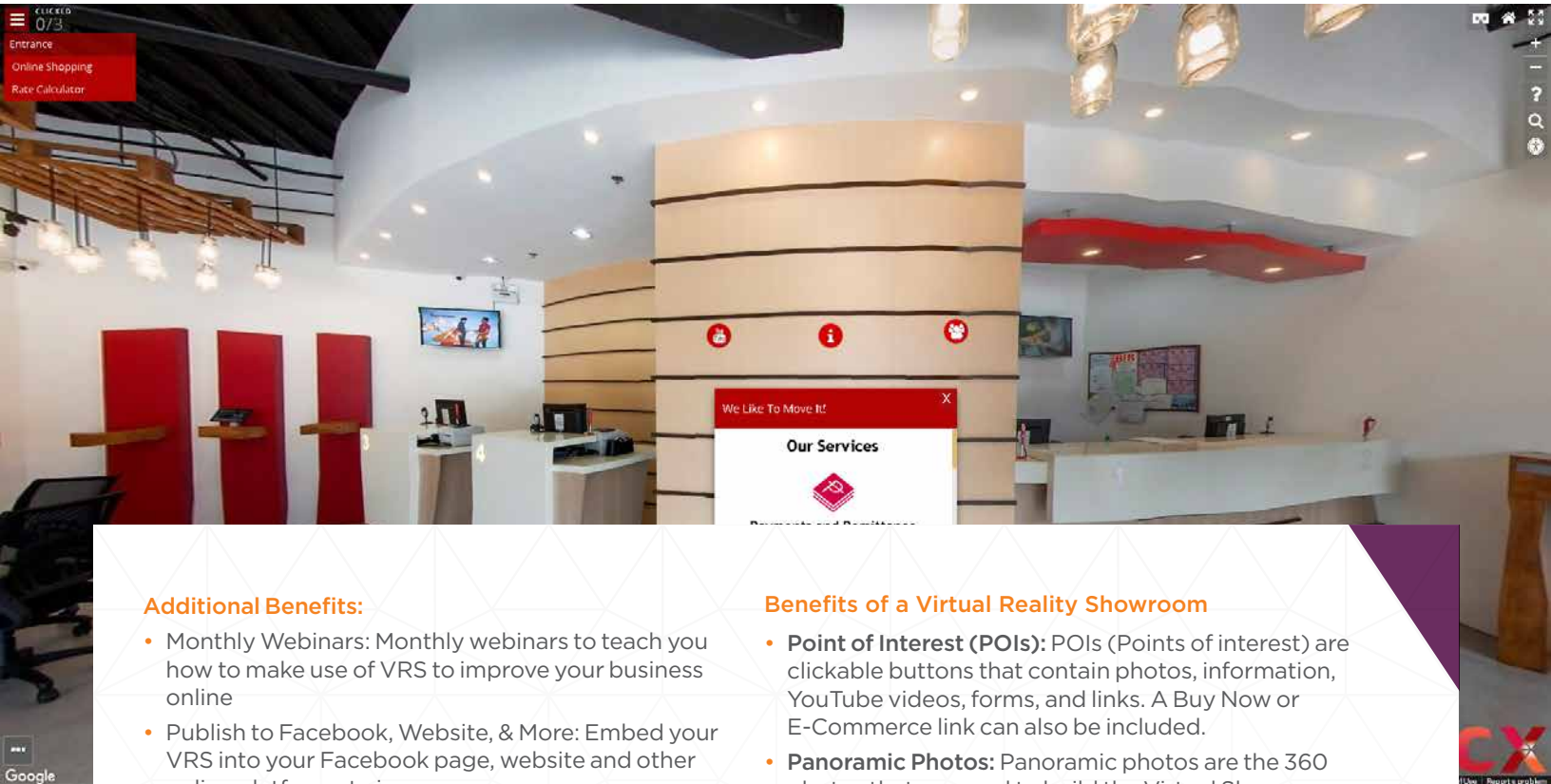
Benefits of a Virtual Reality Showroom

- A VRS package from Lozatech360 will connect you to booth, will be used to reach back to missed appointments and will become an integral part of your digital marketing campaigns moving forward.
- The VR Showroom can be used on social media, websites, blogs, and forums.
- VR creates strong connections with your target audience. It's already been used by the world's leading brands such as Nike, Ikea, Volvo, and Redbull to create impactful campaigns.
- Virtual Reality takes your clients back to your space and engages by setting appointments, dispensing surveys, acting as a sales contact point, as well as delivering product catalogs, videos and more.
- Extend the life of your tradeshow investment indefinitely with a Virtual Reality Showroom.

BRANDING & AWARENESS ENHANCEMENTS



LOZATECH360
VIRTUAL REALITY FOR BUSINESS



Additional Benefits:

- **Monthly Webinars:** Monthly webinars to teach you how to make use of VRS to improve your business online
- **Publish to Facebook, Website, & More:** Embed your VRS into your Facebook page, website and other online platforms to increase exposure
- **Online Tech Support:** Online tech support that will provide you with all the details and information needed to help you direct E-commerce from your VRS via any platform
- **Hosting:** 1-year hosting of your VRS
- **Keep your VRS Up-to-date:** Pre-paid maintenance program of consumable hours is available to update and maintain the content on your VRS so you have no monthly contracts or payments.

360 VR Showroom Pricing

Package 1: \$400 0 - 100 sq. ft.

Package 2: \$500 101 - 200 sq. ft.

Package 3: \$1,200 201 - 400 sq. ft.

Package 4: \$1,600 401 - 600 sq. ft.

Package 5: \$2,000 601 - 1000 sq. ft.

Benefits of a Virtual Reality Showroom

- **Point of Interest (POIs):** POIs (Points of interest) are clickable buttons that contain photos, information, YouTube videos, forms, and links. A Buy Now or E-Commerce link can also be included.
- **Panoramic Photos:** Panoramic photos are the 360 photos that are used to build the Virtual Showroom. Each 360 Photo will focus on the key selling areas of your exhibit that you select.
- **Menu Elements:** The Menu box located in the upper left corner of your VRS allows viewers to navigate quickly to the main selling areas of your exhibition booth.

360 Photographic VR Showroom Samples



Computer-Generated Imagery (ICG) VR Showroom Sample



Contact us for more info:
<http://vrs.lozatech360.com/ubm>

BRANDING & AWARENESS ENHANCEMENTS



Show Bag Caesars Palace

1 Available

Position your company as the industry leader in front of the entire community by branding the Catersource Conference show bags. Handed out to all conference attendees, the Official Show Bag contains samples and literature, and is a must have item for any attendee. Your sponsorship will include branding across one side of the Show Bag and will become one of the most recognized names at the event.

Branding: Full color branding and basic marketing package included

\$10,000

Show Bag Insert

Sponsoring a show bag insert is the perfect way to expose your latest products, services and capabilities to all Catersource attendees! This highly effective sponsorship brings attendees to your booth and provides a takeaway to generate leads throughout the year.

Branding: Show bag inserts subject to specs and design approval

\$3,000

Branded Catersource Conference Pens

Conference pens will be inserted into Conference Attendee tote bags

\$3,500

Branded Hand Sanitizer Spray

Hand sanitizer spray will be inserted into Conference Attendee tote bags

\$3,500

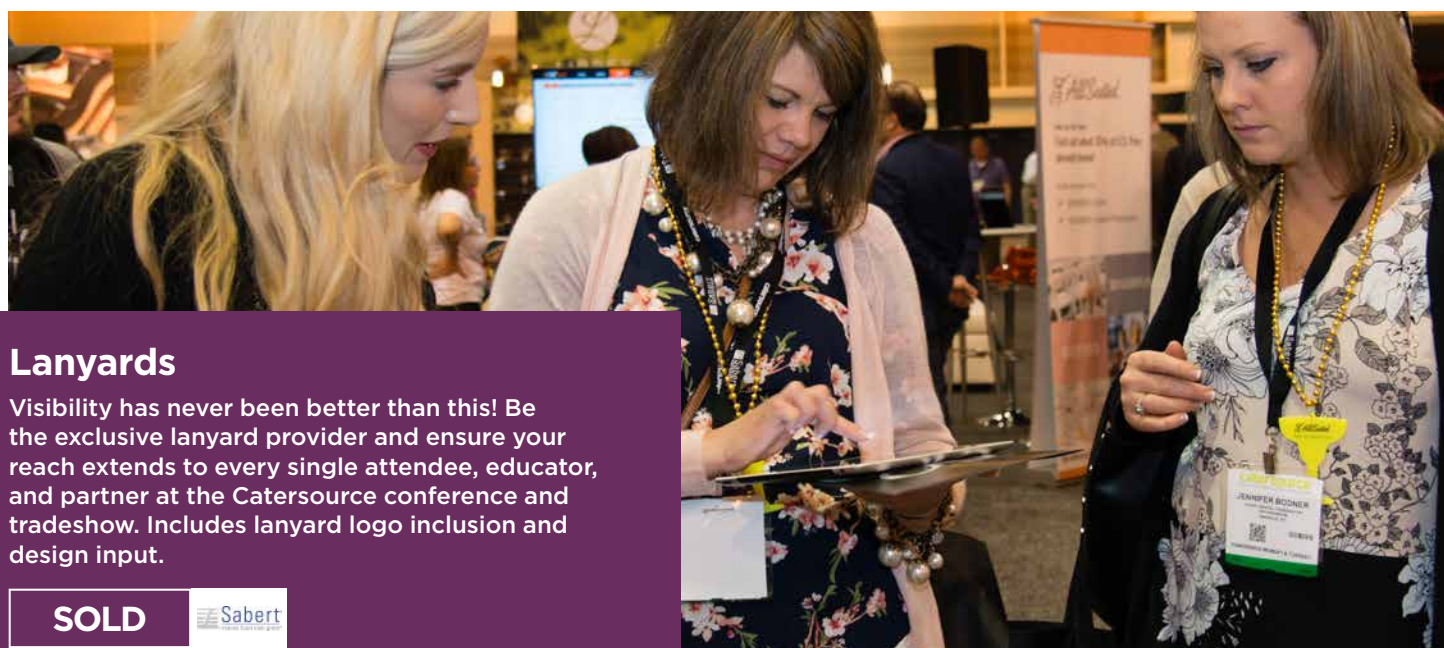
BRANDING & AWARENESS ENHANCEMENTS



Registration

Receive premier branding at the first place all attendees go - registration. This sponsorship features your logo on registration stands, self-registration laptop screens, registration directional signage, and the web registration page.

SOLD



Lanyards

Visibility has never been better than this! Be the exclusive lanyard provider and ensure your reach extends to every single attendee, educator, and partner at the Catersource conference and tradeshow. Includes lanyard logo inclusion and design input.

SOLD



BRANDING & AWARENESS ENHANCEMENTS



Attendee Lounge - Caesars Palace

Are you a key player in the furnishing, front of the house, and décor industry? Then put your pieces on display by sponsoring the attendee lounge at the Catersource conference. Your pieces will appear exclusively in the conference area and will be seen by our full audience of buyers. Recognition includes full branding and marketing support.

\$10,000

Conference Attendee Lounge WiFi at Caesars Palace

Get maximum exposure and the most current connection point with our attendees who are looking to communicate, consume and share show highlights in real time by sponsoring the conference wifi!

\$10,000

Attendee Lounge - Las Vegas Convention Center

Highlight your furniture and décor offerings in a premier location on the tradeshow floor through an attendee lounge sponsorship. Your pieces will appear exclusively in the exhibit hall and will be seen by our full audience of buyers. Receive branding and marketing support.

SOLD

CORT

Tradeshow Attendee Lounge Hot Spot at the LVCC

(limit 50 users)

Get maximum exposure and the most current connection point with our attendees who are looking to communicate, consume and share show highlights in real time by sponsoring the convention center wifi!

\$9,000

BRANDING & AWARENESS ENHANCEMENTS



Fixed Banner Logo: Floor Plan Exclusive

Maximize your brand visibility with the exclusive digital sponsorship opportunity. Thousands of key industry players will visit the Catersource floor plan to learn more about Catersource and plan their time on the show floor. Your logo will remain on the online floor plan until the event concludes.

Branding: Full Color Digital Logo

Size: 205px x 60px

\$3,600

Rotating Banner Logo: Floor Plan 9 Available

Placing your logo on the online floor plan will ensure your brand is seen by thousands of catering decision makers as they research and prepare for Catersource.

Your rotating banner will remain on the floor plan until the event concludes.

Branding: Full Color Digital Logo

Size: 205px x 60px

\$1,800

BRANDING & AWARENESS ENHANCEMENTS

The screenshot shows the Catersource Exhibitor List interface. At the top, there are three buttons: 'Exhibitor List', 'Adv. Search', and 'My Expo Plan'. Below these is a search bar with the placeholder text 'keyword' and a magnifying glass icon. To the left of the search bar is a checkbox labeled 'Only in Company Name'. Below the search bar, it says '174 Exhibitors'. The main table has two columns: 'EXHIBITOR NAME' and 'BOOTH#'. The table lists exhibitors with star icons next to their names. A vertical alphabetical index (A-Z) is on the right side of the table.

| EXHIBITOR NAME | BOOTH# |
|---|--------|
| 3M Commercial Solutions Division | 740 |
| A-1 Tablecloth Company | 329 |
| Ace Mart Restaurant Supply | 543 |
| AGreenOzzi, LLC | 829 |
| Air Comm Radio | 1618 |
| Alcas | 1346 |
| Alegacy Foodservice Products Group, Inc | 1128 |
| Aloha Shoyu Company, Ltd | 1623 |
| American Beverage Marketers | 1043 |
| American Merchandise Resource | 739 |
| American Metalcraft, Inc. | 512 |
| Apron's by JeM | 1557 |
| Arte Italica | 1147 |
| Arteflame | 1636 |

Digital Booth Listing Upgrade

Available to all Exhibitors

Upgraded Listing Includes:

- Company Name
- Booth Number
- Website URL
- Company Phone
- Logo
- 150 Character Print Profile
- **1000 Character Online Profile**
- **150 Character Brands**
- **10 Categories**
- Social Links
- **5 Press Releases**
- **5 Show Specials**
- **5 Product Listings**
- 1 Video

\$1,000

Booth Logo: Floor Plan

Available to exhibitors with 200 sq.ft. or more

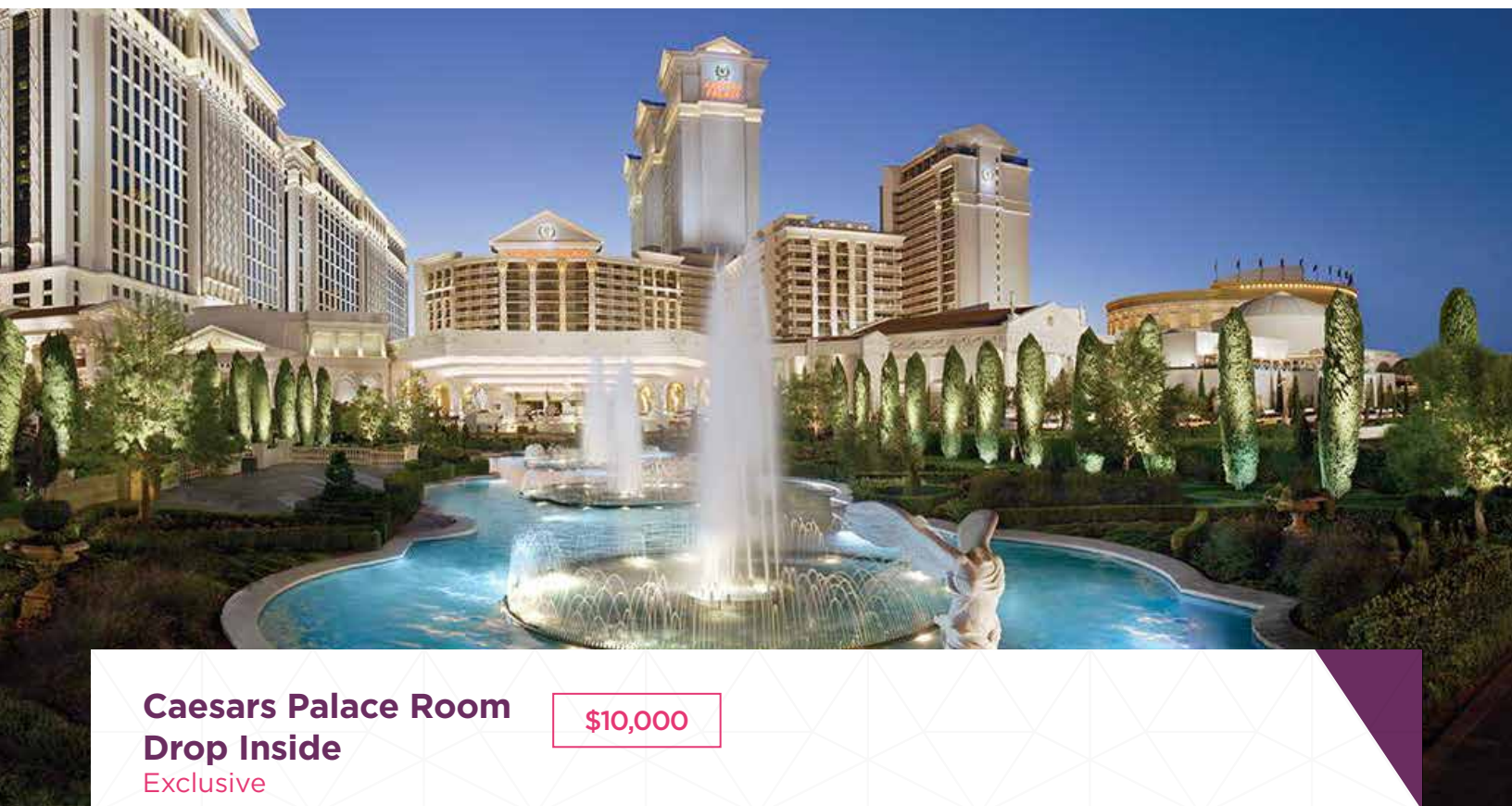
Stand out from the competition on the online floor plan! Placing your logo on your digital booth will generate additional visibility for your company before the event. Be sure to take advantage of this opportunity to get your brand in front of all exhibitors and attendees at Catersource.

Branding: Full Color Digital Logo

Size: Dependent on Booth Size

\$800

BRANDING & AWARENESS ENHANCEMENTS



Caesars Palace Room Drop Inside

Exclusive

\$10,000

Want to personalize your touch? Drop a special message or treat inside the rooms of Catersource attendees. High impact, 100% targeted approach and zero waste. You'll be sure to be top of mind!

Caesars Palace Hotel Key Cards

Exclusive

Greet your prospects immediately when they check in by having your logo or artwork appear on the hotel key card. This is a great opportunity for your company to have immediate impact with branding and messaging just as attendees are checking in and then reinforces it with every key swipe.

Branding: Full color, 1 size, 3.375" wide x 2.125" high

\$17,000

Caesars Palace Room Welcome Voice Message Delivery

Exclusive

Be seen AND heard by leaving a welcome voice mail for Catersource attendees in the room block. You will be their first and most memorable touch point as they arrive in exciting Las Vegas!

\$3,000

BRANDING & AWARENESS ENHANCEMENTS

Water Stations

Everyone is on their feet, and on their game, for four straight days of education and networking. Earn that smile and sigh of relief from everyone at the conference when they see you're the provider of a nice water break.



Caesars Palace Water Stations

Includes:

- (1) Branded water cooler station with 15 refills
- Company logo to appear on spandex cover

\$1,500

Las Vegas Convention Center Water

Includes:

- (1) Branded water cooler station with 15 refills
- Company logo to appear on spandex cover

\$1,000

BRANDING & AWARENESS ENHANCEMENTS

Las Vegas Convention Center Signage & Graphics



Forward Aisle Signs

Location: Aisle signs across the forward half of South Hall

\$3,000

Rear Aisle Signs

Location: Aisle signs across the rear half of South Hall

\$2,000

Footprints

2 Available

Size: 2'x2'

\$1,000 (5 pack)

Floor Graphics

4 Available

Size: 5'x5'

\$750 each

BRANDING & AWARENESS ENHANCEMENTS

Las Vegas Convention Center Signage & Graphics



Mirror Clings

Location: South Hall Restrooms

Quantity: 8 (4 womens & 4 mens)

Size: 8 sq. ft.

\$1,200

Table Top Clings

2 Available

Stand up cocktail tables with
24" diameter top

Location: TBD

Quantity: 10 tables top cling packs

\$600

Entrance Column Cling

Size: 7'11" w x 20'10" h

\$7,000

MEDIA ENHANCEMENTS

With daily content and a robust media following, the Catersource audience is highly engaged. They are connected to our online industry and event content 365 for annual education, resources and recommendations.



43,954

Page Views

47,720

Subscribers

6:06 MIN

AVG Time Spent

17,367

Unique Visitors

19,937

Total Visits



ENGAGEMENT

14.8%
OF VISITORS
SPENT

10-30
MINUTES PER VISIT

10.8%
OF VISITORS
SPENT

5-10
MINUTES PER VISIT

6.0%
OF VISITORS
SPENT

30-60
MINUTES PER VISIT

4.6

AVERAGE NUMBER
OF PAGES VIEWED BY
EACH VISITOR

MEDIA ENHANCEMENTS



****NEW****

Exclusive Email

Catersource offers exclusive delivery of your message to our accurate list of 5,500 registered attendees pre and post Catersource Conference and Tradeshow. The result is highly targeted and exclusive messaging to our most engaged buyers. Promote new products, announce booth details, set up meetings - sky's the limit.

\$3,000

Deployment Dates

Preshow:

- Friday, February 10, 2018
- Tuesday, February 13, 2018
- Friday, February 16, 2018

Postshow:

- Tuesday, February 27, 2018
- Friday, March 2, 2018



****NEW****

Attendee and Get Fresh Newsletter

Attendee News is distributed once a month to the inboxes of 30,000 opt-in subscribers who are attending or hoping to attend Catersource! Put yourself in front of active, interested business people who want the latest in products and services. Your message will feature a direct link to your preferred URL. Pre show, post show - the strategic marketing option for enhanced onsite coverage is yours for the choosing!

\$1,500 Top Ad

\$1,000 Second Ad

\$700 Footer Ad

**\$500 Third/Fourth/
Fifth Ad Position**

Deployment Dates

Attendee News:

- January 25
- February 22
- March 29 (Postshow)

Get Fresh:

- January 17
- February 21
- March 21 (Postshow)

MEDIA ENHANCEMENTS

AD SIZE RATE

| | |
|---------------------------------|--------|
| Spread | \$2900 |
| Inside back cover | \$2500 |
| First page of Tradeshow section | \$2000 |
| Before/adjacent to floor map | \$1700 |
| After/adjacent to floor map | \$1700 |
| Full page | \$1500 |
| 1/2 page | \$850 |
| 1/4 page | \$500 |
| 1/6 page | \$375 |

ShowGuide

EDUCATION • EVENTS • TRADESHOW • NETWORKING



catersource® 25 YEARS | the ART of CATERING FOOD
The Show for Catering & Event Professionals
March 12–15, 2017 | New Orleans, LA

ICA

UBM

Show Guide Advertising

Circulation of 10k copies includes onsite distribution at the Tradeshow and inside attendee tote bags at registration. Your ad purchase also includes an upgraded booth listing with your company name in bold and page number reference to your ad. Post event, attendees keep and reference this guide as a valuable vendor resource throughout the year.

Deadlines

- Space reservation: January 5, 2018
- Materials due: January 12, 2018

MEDIA ENHANCEMENTS

Your inside look at CATERING products, services and resources. Brought to you by **catersource**

ON THE SHOW FLOOR **now**

MARCH 2017



Hold Hot & Cold In One Cart!

Cambro is introducing the Pro Cart Ultra™--a dual compartment cart that can hold thermal hot and cold food, simultaneously, in the same cart. The



Backdrops that Cater to your Event!

You taste food first with your eyes, so imagine our Candyland scene behind your dessert station! Over 2,500 hand-painted backdrops ready to rent or buy for your next event! You can even RENT your own customized design! Call us at 1.858.300.2100 to chat with our backdrop consultants!

Backdrops Beautiful
858.300.2100



The Hottest Products!

One of the hottest concepts at Catersource 2017 was Vidacasa® by American Metalcraft. The first temperature-controlled buffetware that works without electricity, gels, fire or ice, to safely keep food hot or cold. iThermo cells work with virtually any plates, platters, griddles or chafers. Shown here with new hammered crates.

American Metalcraft
800.333.9133

On the Show Floor eBlasts

Our bonus editions of On the Show Floor are interactive PDF issues delivered to highly-engaged Conference attendees before and after the 2018 show. Take the opportunity to promote special offers, booth promotions and giveaways to attendees who will be walking the Tradeshow floor!

Includes:

- 25-character headline (spaces count)
- 50 words of copy
- One phone number
- Booth #
- One URL link
- One image: JPG preferred (200 pixels x 200 pixels)

\$700

Deployment Dates

Pre Show: **SOLD**

- Thursday, February 8, 2018
- Thursday, February 15, 2018

Post Show:

- Thursday, March 1, 2018

Deadlines

The space reservation deadline for all deployments is Thursday, January 25, 2018.

The due date for materials for all deployments is Thursday, February 1, 2018.

MEDIA ENHANCEMENTS

Bundle Your Investment and Save!

| | BUNDLE PACKAGE 1 TOTAL COST: \$2,100 \$1,500 | BUNDLE PACKAGE 2 TOTAL COST: \$5,000 \$3,550 | BUNDLE PACKAGE 3 TOTAL COST: \$6,000 \$4,000 |
|---|---|---|---|
| Catersource Exclusive Eblast to conference and tradeshow attendees | | 1/3 Page | 1/2 Page Ad |
| Show Guide Ad Catersource Conference & Tradeshow distribution February 18-21 Las Vegas | Full Page Ad | 1/2 Page Ad | |
| On The Market Now Email 3rd, 4th or 5th Ad Position \$500 BONUS | ✓ | ✓ | ✓ |
| Get Fresh eNewsletter 2nd Ad Position \$1,000 | | | ✓ |
| Leaderboard Web Ad 1 Month \$100 CPM BONUS Catersource.com 728x90 | ✓ | ✓ | ✓ |

Note: Upgrades to bundle packages are available.

CONTACT YOUR ACCOUNT MANAGER:

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Dave Pruksa
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PREMIUM SPONSORSHIPS

Event Sponsorship

Limited

\$3,000 - \$6,000

Your Investment Includes:

- An official sponsor for 2018 with unsurpassed recognition
- (2) Welcome Night Invitations (\$130 value)
- Unlimited complementary Tradeshow badges for your customers through “Invite a Customer” program
- Access to the exhibitor coffee lounge and meeting space on the Tradeshow floor

Sponsorship Advertising Package (\$5,000+ value)

- (1) 1/3 page editorial coverage (Sponsor Spotlight feature) in the 2018 Annual Show Issue of Catersource magazine (\$1633 value)
- Company name in the Conference & Tradeshow section on catersource.com (\$2,800 value)
- Company listing will be highlighted in color in the 2018 Show Program/Tradeshow Guide; 25-word description, contact information, and booth number (\$500 value)
- Company listing on the 2018 mobile app (\$500 value)
- Post-show direct mail list exclusive for sponsors

Recognition Program (\$5,500 value)

- Company name or logo on pre-show materials that may include the Conference brochure, postcards, e-newsletters, and other communications reaching more than 50,000 industry professionals over 500,000 times between the beginning of Conference promotion or when your sponsorship begins
- Logo in the Conference program and pre-conference registration materials
- Recognition at the opening general and closing sessions
- Logo branding on banners and signage at the Conference & Tradeshow
- Recognized as an official sponsor in the 2018 Annual Show Issue of Catersource Magazine and on catersource.com
- The Event Sponsor logo to use in your marketing materials

Education Session or Event Participation (\$3,000 - \$6,000 value)

Use this opportunity to maximize your exposure and showcase your company during an education session at the 2018 Conference, on stage at the 2018 Tradeshow or have your product utilized at a live event.

As a sponsor, you will receive the highest recognition, including pre-show promotion, announcements, signage and your logo printed in literature, and the conference brochure. The additional exposure can provide many opportunities for your food, product or service to be featured. Attendance can range from 100 to more than 2,000 catering and event professionals.

Your product or service may not be exclusively promoted at one of the events selected.

PREMIUM SPONSORSHIPS

Crystal Level Sponsorship

2 Available

\$8,000



Your Investment Includes:

- (1) 10x10 booth space, 100 sq. ft., premier location on show floor (\$2,950 value)
- (2) Education Conference packages/badges for your company (\$1,600 value)
- (2) Welcome Night Invitations (\$130 value)
- The 2018 Post-Conference attendee mailing list (\$6,000 value)
- Unlimited complementary Tradeshow badges for your customers through 'Invite a Customer'
- Access to the exhibitor coffee lounge and meeting space on the Tradeshow floor
- Insertion of your literature or promotional item in 4,000 Conference tote bags (\$6,000 value)

Sponsorship Advertising Package (\$7,000+ value)

- (1) 1/3 page advertisement in the 2018 Annual Show Issue of Catersource magazine (\$1,633 value)
- (1) 1/3 page editorial coverage (Sponsor Spotlight feature) in the 2018 Annual Show Issue of Catersource magazine (\$1,633 value)
- Company name in the Conference & Tradeshow section on catersource.com (\$2,800 value)
- (1) Ad in the pre or post-show e-blast On the Tradeshow Show Floor Now reaching 5,000+ attendees (\$500 value)
- Company listing will be highlighted in color in the 2018 Show Program/Tradeshow Guide; 25-word description, contact information, and booth number (\$500)
- Company listing on the 2018 mobile app (\$500 value)

Recognition and Branding (\$5,500 value)

- Company name or logo on pre-show materials that may include the Conference brochure, postcards, e-newsletters, and other communications reaching more than 50,000 industry professionals over 500,000 times between the beginning of Conference promotion or when your sponsorship begins
- Logo in the Conference program and pre-conference registration materials
- Recognition at the opening general and closing sessions
- Logo branding on banners and signage at the Conference & Tradeshow
- Recognized as an official sponsor in the 2018 Annual Show Issue of Catersource Magazine and on catersource.com
- Post-show direct mail list exclusive for sponsors
- The Crystal Sponsor logo to use in your marketing materials

+ Choose 1 Marketing Opportunities (Page 10)

PREMIUM SPONSORSHIPS

Silver Level Sponsorship

4 Available

\$14,000



Your Investment Includes:

- (1) 10x20 booth space, 200 sq. ft., premier location on show floor (\$4,800 value)
- (2) Education Conference packages/badges for your company (\$1,600 value)
- (2) Welcome Night Invitations (\$130 value)
- (2) Event tickets (up to \$358 value)
- The 2018 Post-Conference attendee mailing list (\$6,000 value)
- Unlimited complementary Tradeshow badges for your customers through 'Invite a Customer' program
- Access to the exhibitor coffee lounge and meeting space on the tradeshow floor
- Insertion of your literature or promotional item in 4,000 Conference tote bags (\$6,000 value)

Sponsorship Advertising Package (\$10,000+ value)

- (1) 1/2 page advertisement in the 2018 Annual Show Issue of Catersource magazine (\$2,176 value)
- (1) 1/2 page editorial coverage (Sponsor Spotlight feature) in the 2018 Annual Show Issue of Catersource magazine (\$2,176 value)
- (1) Ad in On the Market Now reaching 30,000+ opt-in catering and event professionals (\$500 value)
- (1) Ad in the pre or post-show e-blast On the Tradeshow Floor Now reaching 5,000+ attendees (\$500 value)
- Company name in the Conference & Tradeshow section on catersource.com (\$2,800 value)
- Company Listing will be highlighted in color in the 2018 Show Program/Tradeshow Guide; 25 word description, contact information, and booth number. (\$500 value)
- Company Listing on the 2018 mobile app (\$500 value)
- (1) Standard Banner Leaderboard ad rotation for (3) months on catersource.com (\$500 value)

Recognition and Branding (\$5,500 value)

- Company name or logo on pre-show materials that may include the Conference brochure, postcards, e-newsletters and other communications reaching more than 50,000 industry professionals over 500,000 times between the beginning of Conference promotion or when your sponsorship begins.
- Logo in the Catersource program and pre-conference registration materials
- Recognition at the opening general and closing sessions
- Logo branding on banners and signage at the Conference & Tradeshow
- Recognized as an official sponsor in the 2018 Annual Show Issue of Catersource Magazine and on Catersource.com
- Post-show direct mail list exclusive for sponsors
- Silver Sponsor logo and link to use in your marketing materials

+ Choose 2 Marketing Opportunities (Page 10)

PREMIUM SPONSORSHIPS

Gold Level Sponsorship

1 Available

\$20,000



Roland



Your Investment Includes:

- (1) 20x20 booth space, 400 sq. ft., premier location on show floor (\$8,500 value)
- (4) Education Conference packages/badges for your company (\$3,200 value)
- (4) Welcome Night Invitations (\$260 value)
- (4) Event tickets (up to \$716 value)
- The 2018 Post-Conference attendee mailing list (\$6,000 value)
- Unlimited complementary Tradeshow badges for your customers through 'Invite a Customer' program
- Access to the exhibitor coffee lounge and meeting space on the tradeshow floor
- Insertion of your literature or promotional item in 4,000 Conference tote bags (\$6,000 value)

Sponsorship Advertising Package (\$16,000+ value)

- (1) Full page advertisement in the 2018 Annual Show Issue of Catersource magazine (\$3,758 value)
- (1) Full page editorial coverage (Sponsor Spotlight feature) in the 2018 Annual Show Issue of Catersource magazine (\$3,758 value)
- (1) Exclusive e-blast reaching the inbox of 30,000+ catering professionals (\$2,500 value)
- (1) Ad in On the Market Now reaching 30,000+ opt-in catering and event professionals (\$500 value)
- (1) Ad in the pre or post-show e-blast On the Tradeshow Floor Now reaching 5,000+ attendees (\$500 value)
- Company name in the Conference & Tradeshow section on caterersource.com (\$2,800 value)
- Company Listing will be highlighted in color in the 2018 Show Program/Tradeshow Guide; 25 word description, contact information, and booth number. (\$500 value)
- Company Listing on the 2018 mobile app (\$500 Value)
- (2) Banner ad rotations on caterersource.com (\$1,000 value)

Recognition and Branding (\$7,000 value)

- Company name or logo on pre-show materials that may include the Conference brochure, postcards, e-newsletters and other communications reaching more than 50,000 industry professionals over 500,000 times between the beginning of Conference promotion or when your sponsorship begins.
- Logo in the Conference program and pre-conference registration materials
- Recognition at the opening general and closing sessions
- Logo branding on banners and signage at the Conference & Tradeshow
- Recognized as an official sponsor in the 2018 Annual Show Issue Catersource Magazine and on Caterersource.com
- Post-show direct mail list exclusive for sponsors
- The Gold Sponsor logo and link to use in your marketing materials

+ Choose 2 Marketing Opportunities (Page 10)

PREMIUM SPONSORSHIPS

Platinum Level Sponsorship Limited

SOLD



CAMBRO

nowsta



WNA
We bring more to the table.®



Your Investment Includes:

- (1) 20x30 booth space, 600 sq. ft., premier location on show floor (\$11,600 value)
- (4) Education Conference packages/badges for your company (\$3,200 value)
- (4) Welcome Night Invitations (\$260 value)
- (4) Event tickets (up to \$716 value)
- The 2018 Post-Conference attendee mailing list (\$6,000 value)
- Unlimited complementary Tradeshow badges for your customers through 'Invite a Customer' program
- Access to the exhibitor coffee lounge and meeting space on the tradeshow floor
- Insertion of your literature or promotional item in 4,000 Conference tote bags (\$6,000 value)

Sponsorship Advertising Package (\$16,000+ value)

- (1) Full page advertisement in the 2018 Annual Show Issue of Catersource magazine (\$3,758 value)
- (1) Full page editorial coverage (Sponsor Spotlight feature) in the 2018 Annual Show Issue of Catersource magazine (\$3,758 value)
- (1) Exclusive e-blast reaching the inbox of 30,000+ catering professionals (\$2,500 value)
- (1) Ad in On the Market Now reaching 30,000+ opt-in catering and event professionals (\$500 value)
- (1) Ad in the pre or post-show e-blast On the Tradeshow Floor Now reaching 5,000+ attendees (\$500 value)
- Company name in the Conference & Tradeshow section on catersource.com (\$2,800 value)
- Company Listing will be highlighted in color in the 2018 Show Program/Tradeshow Guide; 25 word description, contact information, and booth number (\$500 value)
- Company Listing on the 2018 mobile app (\$500 value)
- (3) Standard Banner Leaderboard ad rotation for (3) months on catersource.com (\$1,500 value)

Recognition and Branding (\$7,000 value)

- Company name or logo on pre-show materials that may include the Conference brochure, postcards, e-newsletters and other communications reaching more than 50,000 industry professionals over 500,000 times between the beginning of Conference promotion or when your sponsorship begins.
- Logo in the Conference program and pre-conference registration materials
- Recognition at the opening general and closing sessions
- Logo branding on banners and signage at the Conference & Tradeshow
- Recognized as an official sponsor in the 2018 Annual Show Issue of Catersource Magazine and on Catersource.com
- Post-show direct mail list exclusive for sponsors
- The Platinum Sponsor logo and link to use in your marketing materials

+ Choose 2 Marketing Opportunities (Page 10)

PREMIUM SPONSORSHIPS

Marketing Opportunities

Event Participation and Sponsorship

Use this opportunity to maximize your exposure and showcase your company at one of the events during the 2018 Conference. As a sponsor, you will receive the highest recognition, including pre-show promotion, branding/signage at the event and your logo printed in the conference brochure. Events can provide many opportunities for your food, product or service to be featured. Attendance can range from 100 to more than 2,000 catering and event professionals.

Your product or service may not be exclusively promoted at one of the events selected.

- Evening Receptions, Dinners and Awards Gala
- Networking Lunches, Breaks or Breakfasts

Conference Education Sponsor

Sponsor one of the speakers or one of the 150+ education sessions relating to your company. You'll receive recognition on stage, signage at the seminar and your logo printed in the conference brochure. You can have a presentation table with your materials available and introduce the speaker.

Your product or service may not be exclusively promoted at one of the sessions selected.

- **Feature Stage Sessions** including keynote speakers, production and design demonstrations.
- **Education Classes** focused on food and beverage, sales and marketing, business and management, presentation and design, weddings, drop off catering, picnics, social catering and general interest.
- **Culinary/Design Stages** focused on food and beverage, sales and marketing, business and management, presentation and design, weddings, drop off catering, picnics, social catering and general interest.

Tradeshow Exhibition Stage Sponsor

Sponsor one of the many activities held at the tradeshow. Sponsors will get recognized in all promotion leading up to the event, during the conference, and post show follow up opportunities. You can announce the contest winners on stage, award the prizes or have company branding in the sponsored area of the tradeshow.

Your product or service may not be exclusively promoted at one of the events selected.

- Diced Culinary Competition
- Out of Box
- Attendee Lounge, Social Media and Wifi partnerships

Customized Branding and Exposure

An Exhibitor Insight Briefing is the ideal tool for maximizing your company's exposure at the Catersource 2018 Show. In a Play-2-Pay style format you will be able to present (1) 20 minute Insight Briefing. Briefing must offer an educational take away and not appear as a sales pitch. Briefing topic and components to be approved by Catersource education team previous to event.

This opportunity is limited to (4).

catersource

The Show for Catering & Event Professionals

For more information about sponsorship opportunities, contact Dave Pruksa.

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Phone: 612.253.2026