# INTERNATIONAL **PIZZA (EXPO** & CONFERENCE



### **REGISTRATION & EDUCATION PROGRAM**

#### **Opportunity Available Cost** Description **Registration Graphics + Lobby** Make a big impression with larger than life graphics in the lobby registration areas. Take advantage of the exposure this opportunity offers by putting your Area Package SOLD OU marketing message directly in front of every attendee as they enter the Las Vegas Convention Center and walk up to the registration counters. Opportunity includes production of six 4'x6' carpet decals at the registration counters and one in the lobby. **Registration - Attendee &** Make a huge impact as the exclusive sponsor of the Pizza Expo badge. Sponsor SOLD OUT receives custom branding and booth number on top of the badge plus custom **Exhibitor Badges** message on the back of the badge. All 13,000+ Pizza Expo attendees and exhibitors receive a badge - can you think of a better way to promote your brand? **Registration Lanyards** Brand every attendee with a custom lanyard worn and seen throughout the SOLD OUT entire show! As the official lanyard sponsor, you'll also receive show sponsorship <u>uon</u> Costs recognition and an enhanced listing in the show guide, on-site map, online and mobile app directories. Production not included. Lanyards must be double-clip. **Exhibitor Presentation** \$2.000 2 This is an exclusive opportunity to cross-promote your products. Each sponsor will be granted the use of the Pizza Expo Exhibitor Demonstration Area for their Segment SOLD OUT exclusive use during selected time slots for a 45-minute presentation of your choice (subject to show management approval). Your demonstration and time will be promoted in the attendee brochure, show guide, addendum, on-site signage and mobile app push message. **Online Registration Banner Ad** 1 \$2,000 Be front and center in the Pizza Expo 2021 registration process and reach every attendee with this impactful digital sponsorship. Your company's logo/banner will appear at the bottom of each Online Registration Page within the attendee registration process. This is an exclusive opportunity for one company to engage buyers prior to the show. Digital Confirmation/ 1 \$2.000 Your brand will be part of an integral step in the registration process with this Reminder Letter Display Ad impactful digital sponsorship. Build impressions with your company's logo/ banner that will appear on the attendee confirmation and reminder emails (approx. 13,000 total emails). This is an exclusive opportunity for one company to leverage premium space prior to the event. **Registration Handouts Bag** 10 \$1,250 Put your marketing messaging directly into the hands of attendees with a registration handout. Sponsored handouts will be distributed inside the official Insert show bag at registration. Limited to 10 sponsors, 1 handout per sponsor. Coffee Breaks for a Day 3 \$1.000 Provide an energy boost to attendees. Includes table-top branding. Buy one or all three days. Coffee is served in the keynote and seminar areas. This opportunity also includes a 2'x3' carpet decal and 500 branded cocktail napkins. Individual Seminar Presenter 2 \$1,500 Align your brand with an individual seminar with our new Seminar Presenter Per sponsorship opportunity. This exclusive opportunity will get your brand front and Sponsorship Seminar center with a 5' x 2.5' seminar room entrance floor graphic as well as recognition Session on the Pizza Expo Website and in the Show Guide.

#### **SPECIAL EVENTS**

Opportunity	Available	Cost	Description
New Lunch and Learn	1	\$12,000	This is a great way to gain new prospects, as well as to be an active part of the new operator community. This speaking opportunity lasts for one-hour and includes a fifteen minute Q&A. Lunch will be provided to attendees and will be limited to 100 guests. Other benefits include signage at the event, push notification on mobile app prior to the luncheon, logo featured on the screen during the presentation, opportunity to distribute/chair drop product and/or promo piece, logo on sponsorship page of the Pizza Expo Website and Events Page, logo inclusion on sponsorship ads in Pizza Today Magazine/Show Guide and an attendee lead report for post-show follow-up.
International Italian Sandwich Championship SOLD O		\$1000	This is an exclusive opportunity to align your brand and/or product(s) with our newest competition, the International Italian Sandwich Championship that will be open to attendees of both Pizza Expo and the Artisan Bakery Expo. Sponsoring company will be recognized in advertisements both print and digital advertisements, as well as promotion in Pizza Today magazine, the Pizza Expo Web site, attendee brochure, mobile app and show guide. Sponsor will also have the opportunity to provide product and/or equipment for possible use by competitors trying to win the coveted first ever World Championship Title.
Keynote Address	2 per day (4 Total)	\$3,000	Sponsoring companies will be recognized in pre-show and on-site promotions, including signage, Show Guide and the Pizza Expo website. Sponsor logo and/or single-screen advertisement (approved by show management) will be projected on the screens prior to the start of the address. Sponsorships also includes the opportunity to distribute a sample (chair-drop), brochure or promotional item to the audience.
World Champion Pizza Maker of the Year SOLD O		\$2000	Make your product the centerpiece of the World Champion Pizza Maker of the Year competition as the designated "secret ingredient." Finalists will compete using the sponsor's designated product as a key ingredient in a final showdown to determine the Pizza Maker of the Year. Opportunity also includes logo inclusion on the Pizza Expo website and Show Guide schedule of events, Preferred Product recognition signage.
Young Entrepreneur of the Yea (YEY)		0	Looking to make a BIG impact on a SMALL budget to reach the next wave of super successful operators and have your company/brand associated with this prestigious award? If so, this sponsorship opportunity is for you! Sponsor(s) will receive recognition in all marketing promotions, including Pizza Today magazine pre and post show editorial coverage, Web site, email blasts, eNewsletters, attendee brochure, Show Guide, scoring app, award and on-site signage and graphics. Sponsor(s) will also be able to display products and/or distribute promotional items to the buyers in attendance.
Beer & Bull Idea Exchange	2	\$2,500	This is a unique opportunity to have your brand associated with the No. 1 networking event for the pizza industry. Sponsors will receive prominent exposure with meterboard signage and a 2' x 3' floor decal. Sponsor may display product or distribute promotional material.
Pizza Expo Preferred Products	S Unlimited	\$2,500	Put your product in front of a crowd with a Preferred Product sponsorship of our International Pizza Challenge and Demonstration areas. Be at the center of the action as your ingredients are available for use on Pizza Expo's live stage. Opportunity includes co-branded logo recognition in all IPC and Demo areas.

## **SPECIAL EVENTS (cont.)**

Opportunity	Available	e Cost	Description
Pizza Expo Preferred Equipment	Unlimited	\$2,500	Your equipment will be seen and used by some of the top pizzaioli in the world who are competing in the International Pizza Challenge and/or demonstrating the latest menu trends and techniques. Opportunity includes co-branded logo recognition in all IPC and Demo areas.
Exclusive Sponsor of the International Pizza Challeng "Big Checks"		\$1.5×	Attach your unique branding to the "Big Checks" being presented to the winners of the Traditional, Non-Traditional, Pan, Pizza Napolentana and Roman Divisions, as well as the Pizza Maker of the Year and the "Best of the Best" competitions. This is an exclusive opportunity to have your company associated with the best pizza makers in the world. Sponsoring company will also have the opportunity to distribute a brochure, product, promotional or wearable item to each competitor.
World Pizza Games Step & Repeat	1	\$3,500	Sponsor logo inclusion on one (1) 8' x 10' step and repeat located in the WPG competition space on the show floor on show day 1 & 2 and at the WPG finals / Block Party. Step and repeat will include WPG and Pizza Expo logos. Pizza Expo will produce and install the step & repeat. Used for photo opportunities for attendees, competitors, finalists and winners.
World Pizza Games Gold	1	\$2,500	Align your brand with the exciting World Pizza Games! Sponsoring companies will be recognized in advertisements of the World Pizza Games online, in the Show Guide and on-site in the World Pizza Games stage area. Sponsors will also receive recognition at the Block Party and World Pizza Games Finals, as well as the opportunity to host a special activity at the party.
World Pizza Games Silver	Unlimited	\$500	Attach your brand to the World Pizza Games. Sponsoring companies will be recognized in advertisement of the World Pizza Games online, in the Show Guide and on-site in the competition area.
\$10,000 MEGA Bucks Giveaway	15	\$1,500	Your booth will be an integral stop for eager buyers trying to win the \$10,000 MEGA Bucks Giveaway. Drive increased booth traffic and gain additional exposure through program promotions online, in print and on-site.
Pizza Expo Block Party	3	\$750	Make your company an integral part of this highly anticipated event and ensure your brand reaches attendees as they come together at the annual Pizza Expo Block Party to celebrate the World Pizza Games Finals. Logo recognition on a 22"x28" sign at one of the drink stations.
Scott's Las Vegas Pizza Tour	1	\$1,500	This is an exclusive opportunity to have your brand associated with Scott's Pizza Tour, which visits three top Las Vegas pizzerias. Your promotional item or brochure will be part of the swag bag of pizza-related goodies that will be given to each participant. Opportunity also includes logo inclusion on the Pizza Expo Web site, attendee brochure, onsite signage, mobile app and show guide.

## **EXTERIOR, LOBBY & EXHIBIT HALL**

Opportunity	Available	Cost	Description
Aisle Signs SOL	DOUT	00	Attach your unique branding to Pizza Expo's aisle signs for high impact visibility across the show floor.
Pizza Expo Seminar Area Exhibit Hall Sponsor of the Day ONLY TWO A (Tues. &	VAILABLE	Mon. \$3,000 Tue. \$6,000 Wed. \$5,000 Thu. \$4,000	This package includes a minimum of two double-sided meterboard signs placed in high traffic areas of the show, a 4' x 8' hall entrance floor graphic, your logo on daily seminar schedule signage and the opportunity to distribute promotional products inside the show hall entrance and seminar rooms. Please note the Monday sponsor includes the New Operators Reception.
Sidewalk Billboard	DOUT	po	Be one of the first brands to get in front of attendees with this exclusive opportunity to place five 48" x 72" concrete decals outside the entrances to the convention center. Sponsoring company will receive prominent exposure in high-traffic areas and entrances used by attendees to enter the convention center.

## **EXTERIOR, LOBBY & EXHIBIT HALL (CONT.)**

Opportunity	Available	Cost	Description
On-site Signage - Meterboar <b>l</b>	5	Investment starts at \$1,500 and Premium Lobby Locations are \$2,000	Drive traffic and extend your branding beyond your booth with a 38" x 96" double sided meterboard placed in the lobby or equivalent high- traffic area of the show floor. These large, visually stunning billboards are both informative and impactful.
Aisle Billboard	1 per aisle	\$1,500	Direct buyers to your booth with aisle billboards. Sponsor's logo will be placed on three circular carpet decals, 24" diameter to be affixed to the aisle carpet in the front, rear and closest cross aisle to your booth location.
Hand Sanitizer Stations	1	\$2,500	Pizza Expo is all about making connections and sampling delicious food. Everyone will appreciate access to antibacterial hand sanitizer Each sponsor will be recognized on floor decals surrounding the stations.
Lobby Billboards	2	\$1,000	Carpet decals are a great way to make a BIG first impression and inform attendees where your booth is located and what you're promoting before they hit the show floor with a 4' x 6' carpet decal. You'll receive great exposure in the lobby that is used by virtually every attendee multiple times each day.
Convention Center Front Entrance Window Clings	1	\$1,500 + Production Costs	Make an impact on each attendee, as they walk in the door! Sponsor can have their graphic on 18 windows leading into the convention center grand lobby.
Bathroom Advertising Mirrors, Urinals and Stalls	Multiple Opportunities	Starting at \$240	Place your message where everyone will eventually visit. Promote products and service or simply let everyone know where they can find your booth. Buy one or buy them all.

#### WEBSITE AND MOBILE APP

Opportunity	Available	Cost	Description
Pizza Expo Mobile App Title Sponsor	9 1	\$5,000	Become the exclusive Pizza Expo 2021 Mobile App Title Sponsor and make a strong, bold and effective move to get maximum exposure with our mobile app. Keep your company in the spotlight the whole show. As a Title Sponsor, your package includes the top banner ad, splash screen and sponsor information on the landing page, as well as your company mentioned in all e-mails related to the mobile app. You will also receive exclusive promotion on all on-site signage in high-traffic areas promoting the Pizza Expo 2021 mobile app, and the company logo listed on PizzaExpo.com.
Mobile App Rotating Banne Ads	r 8	\$750	455W x 80H rotating banner ads that can link to a webpage or the sponsor's eBooth profile. Limited to eight companies and includes enhanced listing in printed show directory.

## DIGITAL MARKETING ENHANCEMENTS (see your exhibitor console)

Opportunity	Cost	Description
Digital Marketing Enhancements already available to you at <b>NO CHARGE!</b>	\$0	<ul> <li>Company Name, Address, Website URL, Email and Booth Number</li> <li>300 Character Company Description</li> <li>Access to Leads of Attendees who have "Favorited" your profile</li> <li>2 Press Releases in Your Online Profile Share Your Company's News with Attendees and Media</li> </ul>

Enhanced Listing	<ul> <li>\$199 Company Logo Added to Your Listing <ul> <li>Expanded 500 Character Description Added to Your Profile</li> <li>1 Product Showcase:</li> <li>Engage Attendees with detailed Product Description and Image</li> <li>1 Video:</li> <li>Tell your story with a promotional video upload</li> <li>1 Additional Press Release</li> </ul> </li> </ul>
Gold Listing	<ul> <li>\$499 Company Logo Added to Your Listing</li> <li>Expanded 500 Character Description Added to your profile</li> <li>Premium Company Position at the Top of the Exhibitor List</li> <li>Expand Lisiting Categories to 10</li> <li>3 Product Showcases: Engage Attendees with detailed Product Description and Image</li> <li>3 Videos: Tell your story with 3 Promotional Video Uploads</li> <li>3 Show Specials: Spotlight Special Deals like Giveaways and Discounts</li> <li>50 Personal Emails to Attendees that Meet Your Criteria Pre-Event via Portal</li> </ul>

• 25 Meeting Invitations to Attendees that Meet Your Criteria Pre-event via Portal

#### To find out about exhibiting or sponsorship opportunities, contact an event representative:

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