

SHOW PROSPECTUS



INTERNATIONAL
PIZZA
EXPO
& CONFERENCE

MARCH 28-30, 2023
LAS VEGAS CONVENTION CENTER
PIZZAEXPO.COM



The original and leading event for the pizzeria business

For nearly four decades, the International Pizza Expo has attracted the best and brightest, regionally, and internationally, in the food industry. This event is the ultimate destination for pizza industry professionals looking to discover the latest in ingredients, equipment, and trends. Each year, thousands of pizzeria owners and operators come to Pizza Expo to learn from industry experts and do business with hundreds of businesses that sell to the pizza industry.

As the flagship brand, the International Pizza Expo maintains a previous 14-year streak of being a sold-out show. Businesses in the industry recognize the value of having a presence at Pizza Expo to build brand awareness, generate qualified leads, network with new and existing customers, and grow their market share. With 11,000+ attendees this past show, the opportunities to grow your business at this event are unparalleled. International Pizza Expo is designed to place your company in front of the right audience: the industry's top pizzeria owners and operators who are ready to make buying decisions.

In Association With:

Pizza Today



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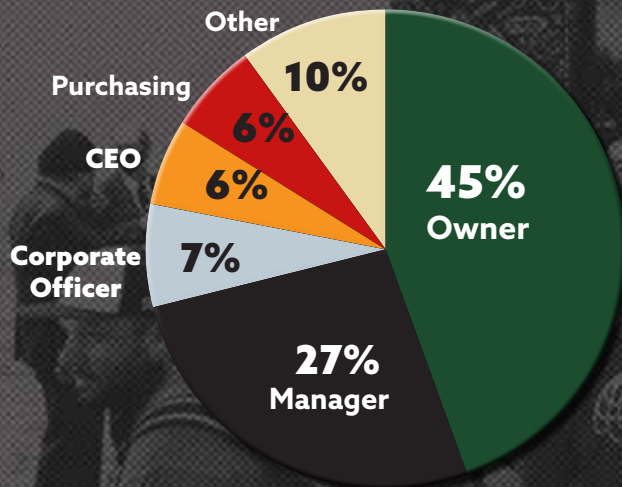
Co-located With:

SHAL
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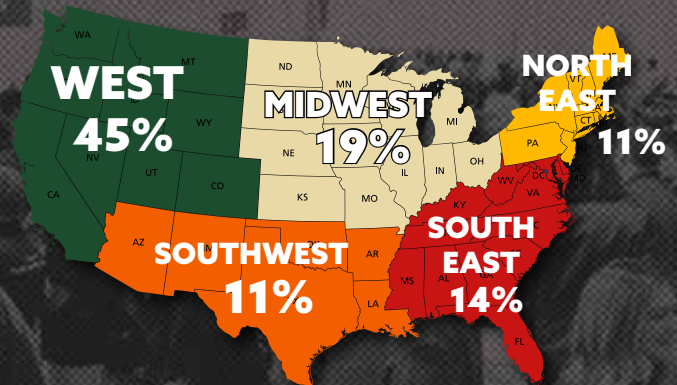
Meet Buyers Where They Are

Each year, over 10,000 pizzeria owners, operators, and pizzaiolos attend the show in Las Vegas.

What job function do attendees perform?



Where do attendees in the U.S. come?



90%

attendees are owners, CEOs, presidents, and other top-level decision-makers

76%

attendees have purchasing responsibility in their business

70%

attendees plan to open at least one new unit in the next 12 months

22

buyers per exhibiting company, on average

93%

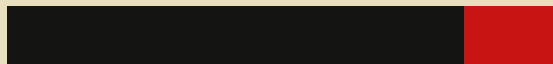
attendees rate Pizza Expo as important to their business

1 in 2

attendees plan to spend at least \$50,000 on new equipment and supplies in the next 12 months

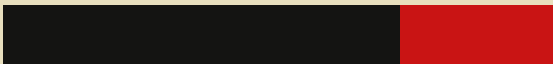
Top 3 Reasons Attendees Come to Pizza Expo

78%



See New Products

60%



Find New Suppliers

53%



Connect with Existing Suppliers

What Brings Buyers to the Show

For attendees, there's more to the Pizza Expo than sampling and sourcing products for their businesses. Pizzeria owners and pizzaiolos are attracted to the show to participate in and get access to some of the most exciting championships and competitions in the industry.

INTERNATIONAL PIZZA CHALLENGE

Since its inception in 2007, the International Pizza Challenge has evolved and grown in stature and prize money to become the most prestigious pizza-making competition in North America, if not the world. Over 200 pizza makers vie for prizes in four divisions.

WORLD PIZZA GAMES

Attendees come to participate in and witness this 6-event test of skills for the world's pizza makers. The World Pizza Games bring energy and excitement to the show floor, attracting the pizzeria owners and pizzaiolos that you want to do business with.

INTRODUCING IN 2023, a Tandem Team Competition allowing teams of two pizza makers to showcase the core skills of hand-crafter pizza production in a professional setting.

INTERNATIONAL ITALIAN SANDWICH COMPETITION

A newer addition to the special events agenda onsite, this competition crowns a World Champion who stands to win a \$2,000 check and a trophy, followed by second and third place prizes.

⚡ **NEW IN 2023!** ⚡

UNPARALLELED MATCHMAKING OPPORTUNITIES



Engage with buyers before you get to the show, schedule meetings pre-show, and connect with buyers onsite. As an exhibitor, you will have access to exclusive matchmaking opportunities like never before! Speak to your Account Executive for more information.

WHAT **ATTENDEES** ARE SAYING



We came here for the first time three years ago and discovered Roman-style pizza. We tried it for the first time and were blown away! We couldn't stop thinking about it and wanted to do it. We based our new concept around it, so it grew a whole new restaurant for us – you just never know what can happen when you come to Pizza Expo!

Greg Galano, Tovalino

This is our third time at the show – it's proven to be a plethora of knowledge that has allowed our business to grow. We keep coming back to attend seminars and listen to keynote speakers to see what we can learn from them.

Lauryn Moore, The Dough Joe

Again, it's the best week of the year! The info I gather each year helps throughout the year!

***John Bellucci, John's Wildwood Pizzeria I & II
(and maybe III)***

If you are looking to grow your business, this is a show you must attend. It highlights current trends and presents new ideas. When you stop exploring and learning, the clock starts ticking to failure no matter how good your product sells!

***David Bowser,
Don't Cook, Let me***

The educational seminars were outstanding this year as were some of the new vendors and their products. The show was a must attend for anybody planning to grow their business or start something new."

***Scott Condon, Inferno
WoodFired Pizza Kitchen***



WHY YOU NEED TO BE AT PIZZA EXPO

If increasing brand awareness, growing your sales pipeline, and connecting with new and old customers are your business goals for the coming year, then Pizza Expo is where you need to be. Whether you're a large or small operation, businesses serious about selling products and equipment to pizzerias have their calendars marked for this annual event. How do we know this? The show holds a previous 14-year streak of being a sold-out show!

98%

exhibiting companies rate Pizza Expo as important to their businesses

82%

exhibiting companies return to the expo each year

1 in 2

exhibitors rate their return on investment from the show as good or excellent

What are the top 3 exhibiting objectives of companies like yours? How well do exhibitors meet these objectives?

92%



Generating New Sales Leads

95%



Increasing Brand Awareness

95%



Connecting with Current Customers

WHY EXHIBITORS CHOOSE PIZZA EXPO

“

The show is fantastic! The show has been super busy for us – it was great to be able to see our customers and shake their hand once again. As the second-oldest booth at the show, Roma is a legacy booth at Pizza Expo.

We love it here!

Rich Smice, Roma

The traffic at the Pizza Expo this year was amazing! We had so many great visits with current and new customers in regards to many of the items we showcased that would be perfect for the Pizza Industry.

Jacque Folts, Atlanta









Pizza Expo was an absolute success for Univex. We showcased our equipment, got to meet excellent pizza professionals and grow relationships with already existing colleagues. The team at Emerald Expositions always does an excellent job of putting together a great show and we look forward to many more successful show to come!

Evan Priesel, Univex Corporation

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BOOTH OPPORTUNITIES

Base rate is **\$39.40 per square foot**, with corner, island, and Gold Coast rates prices slightly higher.

-  Your company and products listed in the International Pizza Expo Directory.
-  Your company listed among exhibitors in the Pizza Expo free mobile app for all smartphones and tablets, as well as on the PizzaExpo.com website.
-  Exhibitor traffic-building contest— the New Exhibitor Treasure Hunt— with \$3,000 in total prize money.
-  Anchor booth floor design to increase traffic flow to all booth locations. Draped back wall and side rails. Exhibitor identification sign. 24-hour security.
-  Exhibitor badges and show registrations will be allotted based upon the total square footage of exhibit space (5 badges per 100 NSF of exhibit space - limit 30 badges.)
-  "New Product" recognition & "New Exhibitor" recognition. Exhibitor lounge with complimentary food and beverages during show days.
-  10 free guest badges to invite your company's prospects or customers.
-  Additional Services Available
Utilities including electricity, gas, compressed air, refrigeration and freezer storage, water and drainage, and telecommunications. Lead retrieval systems to capture and track sales leads.

CONTACT US



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