

# GET NOTICED

## Exhibitor Sponsorship Kit

Welcome to the premiere network  
for pizzeria industry professionals

INTERNATIONAL  
**PIZZA**  **EXPO**  
& CONFERENCE

MARCH 28-30 2023



LAS VEGAS CONVENTION CENTER





# LEARN NETWORK SHOP EAT

For over three decades, our collective pizzeria and artisan bakery network have united the best and brightest in the food industry. Every spring and fall, multiple brands such as the International Pizza Expo, Pizza & Pasta Northeast, and Artisan Bakery Expo East reach both regional and international audiences. Whether you are looking to promote your company, launch a new product, or connect with new buyers and industry experts, our combined network can offer something for every type of pizzeria and artisan bakery owner and operator.

As the premier industry event to reach your ideal buyers, 78% of exhibiting partners say that the International Pizza Expo is a “must exhibit tradeshow in the pizza industry.” Pizzeria operators attend International Pizza Expo learn about the industry and to discover new products and services. If you sell to these businesses, you cannot miss out on this chance to put your brand in front of thousands of serious buyers.



Take a Look Back at Pizza Expo 2022



## Quick Links



**Digital & Print Media**



**Registration & Education**



**Branding**



**Special Events**



**Signage & Banners**



**Contact**







## Sponsorship Opportunities

# Digital & Print Media

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### Pizza Expo Mobile App Title Sponsor



Quantity: 1

Cost: \$5,600

**SOLD**

Become the exclusive Pizza Expo 2023 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 2023 mobile app, and the company logo listed on [PizzaExpo.com](http://PizzaExpo.com).

### Mobile App Rotating Banner Ads

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.

Quantity: 8

Cost: \$840

## Digital Marketing Enhancements

**Digital Marketing Enhancements already available to you! | Cost: No Charge**

- Company Name, Address, Website URL, Email and Booth Number
- 300 Character Company Description
- 10 Personal Email to Attendees that Meet Your Criteria via Portal
- Connect for Matchmaking
- 5 Category Selections
- Access to Leads of Attendees who have "Favorited" your profile
- 2 Press Releases in Your Online Profile Share Your Company's News

### Enhanced Listing | Cost: \$223

Fire up your profile listing in our online exhibitor directory with additional content and generate **3x more profile views!**

- Company Logo Added to Your Listing
- Expanded 500 Character Description Added to Your Profile
- 50 Personal Emails to Attendee that Meet Your Criteria Pre-Event via Portal
- 5 Category Selections
- 1 Product Showcase: Engage Attendees with detailed Product Description and Image
- 1 Video: Tell your story with a promotional video upload
- 1 Additional Press Release

### Gold Listing | Cost: \$559

Maximize attendee engagement at the event with proactive attendee outreach and offers – triple your room for content assets, generating as much as **5x more profile views.**

- Company Logo Added to Your Listing
- Expanded 500 Character Description Added to your profile
- Premium Company Position at the Top of the Exhibitor List
- Expand Listing Categories to 10
- 3 Product Showcases: Engage Attendees with detailed Product Description and Image
- 3 Videos: Tell your story with 3 Promotional Video Uploads
- 3 Show Specials: Spotlight Special Deals like Giveaways and Discounts
- 50 Personal Emails to Attendees that Meet Your Criteria Pre-Event via Portal
- 25 Meeting Invitations to Attendees that Meet Your Criteria Pre-Event via Portal



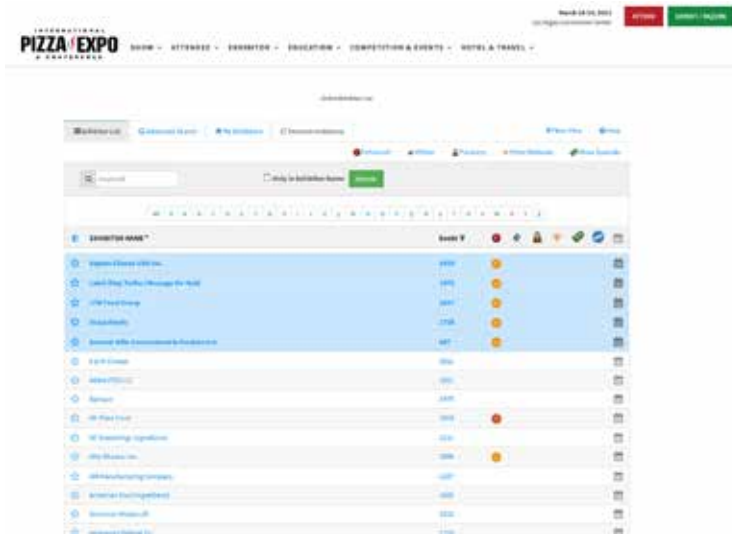
## Sponsorship Opportunities

# Digital & Print Media

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### Exclusive Online Exhibitor List Sponsorship



Be seen first every time an attendee uses our online exhibitor listing area. Includes all the features of the Gold Listing package plus your Company Logo on the Top of the Exhibitor List and Search Results, a Rotating Banner Ad on Online Floor Plan \*Limited to a Single Sponsor

Quantity: 1 Cost: \$2,239

**SOLD**

### Exclusive Online Floor Plan List Sponsorship



Be seen first every time an attendee uses our online floor plan. Includes all of the features of the Gold Listing plus a Logo at the Top of the Floorplan and a Rotating Banner Ad \*Limited to a Single Sponsor

Quantity: 1 Cost: \$2,799

**SOLD**

### Floor Plan Booth Logo

Add your logo directly to the online floorplan to make it easy for attendees to find you.

Cost: \$559

### Floor Plan Banner Ad

Place a banner ad on the top of our online floorplan for all attendees to see.

Quantity: 1 Cost: \$449



## Sponsorship Opportunities

# Registration & Education Program

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### Registration Graphics + Lobby Area Package



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 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' x 6' carpet decals at the registration counters and one in the lobby.

**Quantity: 1**    **Cost: \$6,000**

### Registration - Attendee & Exhibitor Badges



Make a huge impact as the exclusive sponsor of the Pizza Expo badge. Sponsor receives custom branding and booth number on top of the badge plus custom message on the back of the badge. All 10,000+ Pizza Expo attendees and exhibitors receive a badge — can you think of a better way to promote your brand?

**Quantity: 1**    **Cost: \$5,000**

**SOLD**

### Registration Bag

Put your company and/or product in front of every attendee with this exclusive opportunity to provide registration bags.

**Quantity: 1**    **Cost: \$5,000**

**SOLD**

### Registration Lanyards



Brand every attendee with a custom lanyard worn and seen throughout the entire show! As the official lanyard sponsor, you'll also receive show sponsorship 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.

**Quantity: 1**    **Cost: \$5,000**

**+ Production Costs**

**SOLD**

### Online Registration Banner Ad

Be front and center in the Pizza Expo 2022 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.

**Quantity: 1**

**Cost: \$2,240**

### Digital Confirmation/ Reminder Letter Display Ad

Your brand will be part of an integral step in the registration process with this impactful digital sponsorship. Build impressions with your company's logo/banner that will appear on the attendee confirmation and reminder emails (approx. 10,000 total emails). This is an exclusive opportunity for one company to leverage premium space prior to the event.

**Quantity: 1**    **Cost: \$2,500**

**SOLD**



### Exhibitor Presentation Segment



This is an exclusive opportunity to cross-promote your products. Each sponsor will be granted the use of a Pizza Expo show floor space for their exclusive use during select-ed 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.

**ONLY 1  
LEFT**

Quantity: 3 Cost: \$2,500

### Registration Area Distribution

Put your marketing messaging directly into the hands of attendees with a registration. Sponsors material or product will be made available to attendees within the registration area for grab and go. Limited to 20 sponsors, 1 handout per sponsor.

Quantity: 20  
Cost: \$1,750

### Individual Seminar Presenter Sponsorship

Align your brand with an individual seminar with our Seminar Presenter sponsorship opportunity. This exclusive opportunity will get your brand front and center with a 5' x 2.5' seminar room entrance floor graphic as well as recognition on the Pizza Expo Website and in the Show Guide.

Quantity: 2  
(per session)  
Cost: \$1,500







## Sponsorship Opportunities Branding

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### Pizza Expo Preferred Products



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.

**Quantity: Unlimited**    **Cost: \$2,500**

### Pizza Expo Preferred Equipment



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.

**Quantity: Unlimited**    **Cost: \$2,750**

### Pizza Expo Seminar Area and Exhibit Hall Sponsor of the Day



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.

**Quantity: 4**    **MONDAY SOLD**

**Cost: Monday - \$3,500**

**Tuesday - \$6,000**

**Wednesday - \$5,000**

**Thursday - \$4,000**





## Sponsorship Opportunities

# Branding

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### 360-Degree Registration Photo Booth



Opening Day Only  
Three hours - 3 Hour  
Session with a 39"  
Pixster 360 Slow Mo-  
tion Video Booth.

**Quantity: 1**  
**Cost: \$10,000**

### Registration Photo Opportunity



Custom designed photo wall.

**Quantity: 1**  
**Cost: \$6,000**

### Water Sponsor

Pizza makes attendees thirsty! Sponsor one of our highly visible water stations strategically located throughout the show floor with your branding on all sides of the water station.

**Individual Water Station:**  
**\$3,000**

Ask about a multi-water station discount. Only 7 stations available.



### Bathroom Advertising (Exclusive Sponsorship)

Place your message where everyone will eventually visit. Promote products and service or simply let everyone know where they can find your booth.

**Quantity: 1**  
**Cost: \$10,000**

(12 bathrooms, 6 men /  
6 women on show floor)

### Hand Sanitizer Stations (Exclusive Sponsorship)

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.

**Quantity: 1 (8 stations)**  
**Cost: \$3,250**



### Buyer Recharge Lounge

900 Sq/Ft Buyers lounge on show floor. Features comfortable furniture, the ability to charge devices, 2 Double-sided meter boards, and floor graphic.

**Quantity: 1**  
**Cost: \$21,000**

### Seminar Attendee Coffee Break

Provide an energy boost to our conference attendees. Sponsor one break or one on all three days. Coffee station placed in seminar area. Includes a half meter sign and table tent with your brand message.

**Quantity: 3**  
**Cost: \$5,000**  
**per days**



### \$10,000 MEGA Bucks Giveaway



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.

**Quantity: 20    Cost: \$1,500**

### World Pizza Games Gold



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.

**Quantity: 4    Cost: \$2,500**

### World Pizza Games Silver

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.

**Quantity: Unlimited    Cost: \$500**

### Presenting Sponsor of the International Pizza Challenge & Demonstration Areas



One of the most popular and exciting areas at the International Pizza Expo is our Pizza Challenge and Demonstrations, be the presenting sponsor of these areas and have your brand included in all marketing promotions along with brand recognition within the areas and awards presented to winners of the Pizza Challenge.

**Exclusive Opportunity    Cost: \$26,000**

# SOLD





## Sponsorship Opportunities

### Special Events

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#### Keynote Address



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 include the opportunity to distribute a sample (chair-drop), brochure or promotional item to the audience.

**ALL DAYS SOLD**

Quantity: Day 1 (2) Day 2 (1), Day 3 (1)

Cost: \$3,000

#### International Italian Sandwich Championship



This is an exclusive opportunity to align your brand and/or product(s) with the International Italian Sandwich Championship, open to Pizza Expo attendees of both Pizza Expo and the Artisan Bakery Expo. The sponsoring company will be recognized in both print and digital advertisements as well as promotion in Pizza Today magazine, the Pizza Expo website, 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 World Championship Title.

Quantity: 1

Cost: \$4,000

**SOLD**

#### Beer & Bull Idea Exchange



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.

**SOLD**

Quantity: 2

Cost: \$2,000

#### Pizza Expo Block Party

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" x 28" sign at one of the drink stations.

Quantity: 3 Cost: \$750

#### Scott's Las Vegas Pizza Tour

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.

Quantity: 1 Cost: \$1,500



## Sponsorship Opportunities Special Events

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### World Champion Pizza Maker of the Year



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 secures a spot for sponsors' logo on the Pizza Expo website, in the show guide's schedule of events, and the Preferred Product recognition signage.

Quantity: 1

Cost: \$3,000

**SOLD**

### Exclusive Sponsor of the International Pizza Challenge "Big Checks"



Attach your unique branding to the "Big Checks" being presented to the winners of the International Pizza Challenge, 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.

Quantity: 1 Cost: \$1,500

**SOLD**

### World Pizza Games Tandem Competition



**Exclusive Sponsor - \$3,000 OR American Division Sponsor - \$1,500 Italian Division Sponsor - \$1,500**

### World Pizza Games Step & Repeat

Sponsor logo inclusion on one 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.

Quantity: 1

Cost: \$5,000





## Sponsorship Opportunities Banners & Signage

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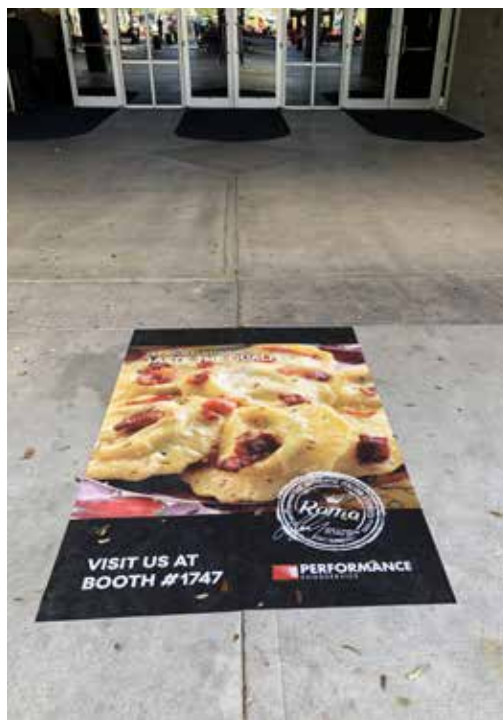
### Aisle Signs



Attach your unique branding to Pizza Expo's aisle signs for high impact visibility across the show floor

Quantity: 1  
Cost: **\$15,000**

### Sidewalk Decal



Be one of the first brands to get in front of attendees with this exclusive opportunity to place six 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.

Quantity: 1  
Cost: **\$5,000**

**SOLD**

### Aisle Decal



Direct buyers to your booth with these Floor Decals located at both ends of your booth's aisle and one in front of your booth space. 36" high impact carpet decals included. (or closest cross aisle).

**\*Only 1 sponsor per aisle. Cost: \$1,500**

### Lobby Decal

Floor 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' floor decal. You'll receive great exposure in the lobby that is used by virtually every attendee multiple times each day.

Quantity: 2  
Cost: **\$1,500**





## Sponsorship Opportunities Banners & Signage

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### Convention Center Front Entrance Door Clings

Make an impact on each attendee, as they walk in the door! Sponsor can have their graphic on up to eight doors leading into the convention center grand lobby.



**Quantity:** 2 Locations - with up to 8 door clings available.  
**Cost:** **\$1,750** per door  
(includes door cling and labor to install)

\*Ask your Account Exec. about a multi-door price incentive.

### West Hall Side Entrance Door Clings (Tesla Loop Station)

**Quantity:** 2 Locations - with up to 6 door clings per location. (12 total doors available)  
**Cost:** **\$1,500** per door  
(includes door cling and labor to install)

\*Ask your Account Exec. about a multi-door price incentive.



### On-Site Signage Meter Board



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 signs are both informative and impactful.

**Quantity:** 2

**Cost:** Investment starts at **\$1,500**  
Premium Lobby Locations **\$2,000**

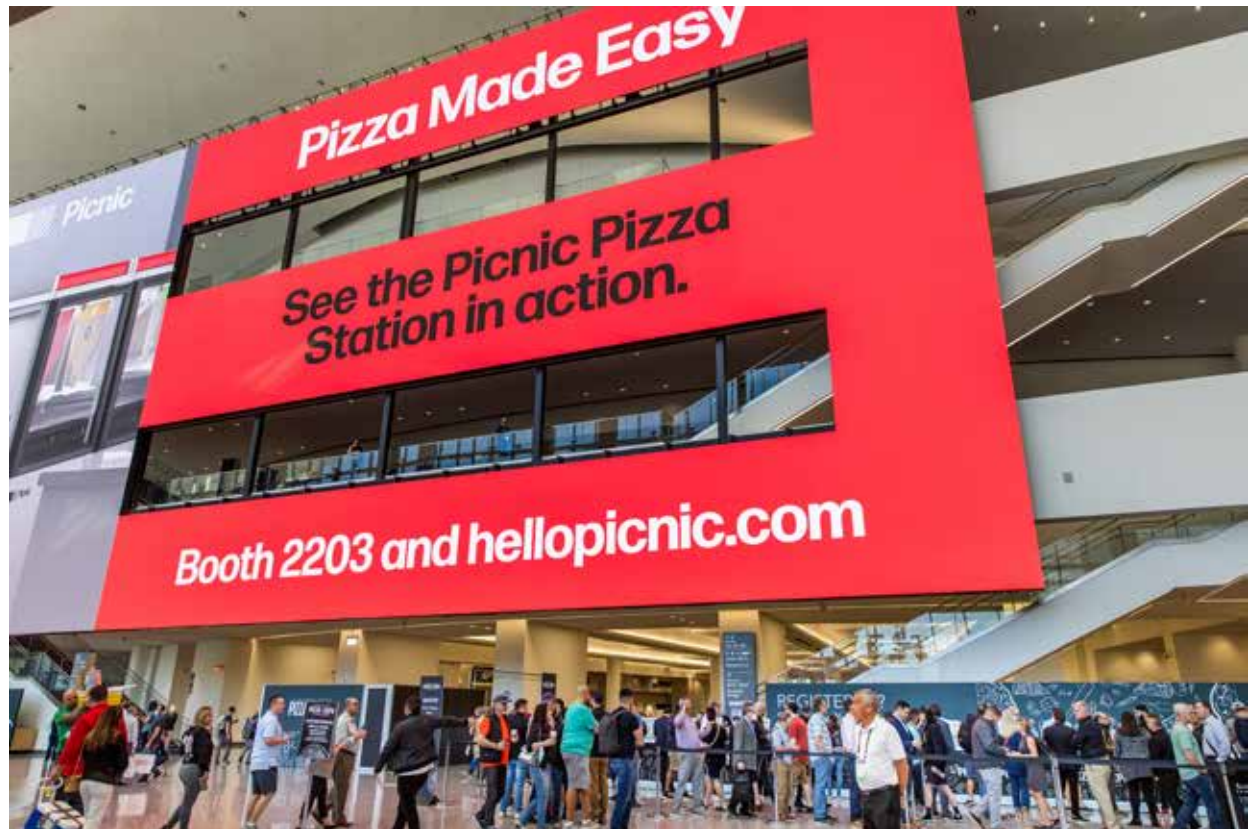




## Large Digital Screen- Registration Area Lobby



Have your brand message seen by every attendee entering the registration area on this spectacular digital screen above registration as well as on the hi-Impact digital pylons in the main lobby of the West Hall.



Your 8 second static or video ad will run 5 times each hour with other sponsored and show content for the entire 8 hour day. Don't miss out on this amazing brand messaging opportunity. Limited to only 5 sponsors per day!

**Sponsor Opportunity: \$6,500** per day

(Includes 40 seconds split into (5) - 8 second spots looping the entire day with other sponsor content)

\*only 5 available each day..

**SOLD**



## Sponsorship Opportunities Banners & Signage

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There are so many additional visibility options throughout the West Hall for your brand message. Please contact your Account Executive for availability and pricing.

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\*All banners shown are maximum size, smaller banner options available for all locations.





## Sponsorship Opportunities Banners & Signage

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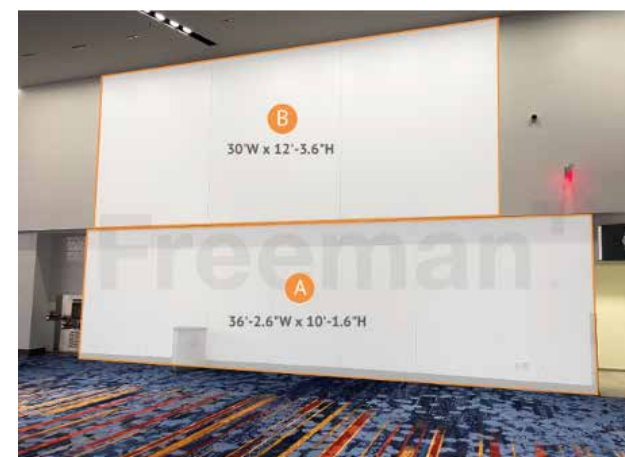
## Sponsorship Opportunities Banners & Signage

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## Sponsorship Opportunities Contact Us

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



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**PIZZAEXPO.COM**