

GET NOTICED

Exhibitor Sponsorship Kit

Welcome to the premiere network
for pizzeria industry professionals

INTERNATIONAL
PIZZA EXPO
& CONFERENCE

MARCH 19-21, 2024



LAS VEGAS CONVENTION CENTER



LEARN NETWORK SHOP EAT

For 40 years, our collective pizzeria network have united the best and brightest in the food industry. Each year, our family of brands including International Pizza Expo, *Pizza Today*, and *Pizza Con* brings together 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, this powerful specialty network offers something for every type of pizzeria owner and operator and the brands that power them.

As the premier industry event, 79% of exhibiting partners say International Pizza Expo is a “fairly or very important event for their business.” Pizzeria operators attend International Pizza Expo to learn about the industry and discover new products and services. If you market 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 2023





Quick Links



Digital



Registration & Education



Branding



Special Events



Signage & Banners



Contact



Sponsorship Opportunities

Digital



Pizza Expo Mobile App Title Sponsor

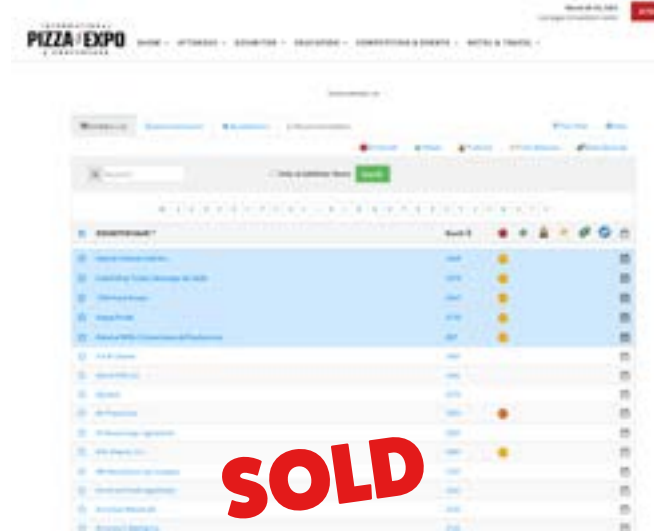
SOLD



Become the exclusive Pizza Expo 2024 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 for the entire show as attendees use the app to navigate the show. As a Title Sponsor, your package includes the top banner ad and the splash screen in the app along with sponsor recognition on PizzaExpo.com and onsite.

Quantity: 1 Cost: \$6,160

Exclusive Online Exhibitor List Sponsorship



Be seen first every time an attendee uses our online exhibitor listing area. Your brand will be displayed at the top of the Exhibitor List and Search Results, with a rotating banner ad you supply on online exhibitor listing.

Quantity: 1 Cost: \$2,875

GET A DISCOUNT
\$2,300 when you purchase with your booth

Exclusive Online Floor Plan Sponsorship



Be seen first every time an attendee uses our online floorplan. Your logo will appear at the top of the floorplan along with a rotating banner ad you supply for the online floorplan.

Quantity: 1 Cost: \$2,850

Mobile App Rotating Banner Ads

Rotating banner ads can link to a webpage or the sponsor's eBooth profile from the official show app. Limited to eight companies.

Quantity: 8 Cost: \$934

Floor Plan Booth Logo

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

Cost: \$844

GET A DISCOUNT
\$675 when you purchase with your booth

Floor Plan Banner Ad

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

Quantity: 1 Cost: \$569

GET A DISCOUNT
\$455 when you purchase with your booth



Registration Graphics + Lobby Area Package



Make a big impression 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: \$11,000**

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. Thousands of Pizza Expo attendees and exhibitors receive a badge — can you think of a better way to promote your brand?

Quantity: 1 **SOLD**

Registration Lanyards



Brand every attendee with a custom lanyard worn and seen throughout the entire show! Production costs not included. Lanyards must be double-clip.

Quantity: 1 **SOLD**

Registration Bag

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

Quantity: 1

SOLD

Online Registration Banner Ad

Be front and center in the Pizza Expo registration process and reach every attendee with this impactful digital sponsorship even before the show. Your supplied company logo/banner will appear on the registration website. This is an exclusive opportunity for one company to engage buyers prior to the show.

Quantity: 1
Cost: \$2,464

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 banner ad that will appear on the attendee confirmation emails. This is an exclusive opportunity for one company to have the unique placement to reach every single registered attendee before the show even starts.

Quantity: 1 **Cost: \$2,750**

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 selected time slots for a 45-minute presentation of your choice (subject to show management approval). Your demonstration and time will be promoted to attendees before and during the show.

1 SOLD

Quantity: ~~1~~ **2** Cost: **\$2,750**

Registration Area Distribution

Put your marketing messaging directly into the hands of attendees. Sponsor's material or product will be made available to attendees for grab-and-go style pickup. Limited to 20 sponsors, 1 handout per sponsor.

Quantity: **20**
Cost: **\$1,925**

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 and will be marketed to attendees.

Quantity: **2**
(per session)
Cost: **\$1,650**





Sponsorship Opportunities Branding



Pizza Expo Preferred Products



Put your product in front of a crowd with a Preferred Product sponsorship of our International Pizza Challenge (IPC) 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 Demonstration areas.

Quantity: Unlimited

Cost: \$2,750

5 SOLD

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 (IPC) and/or demonstrating the latest menu trends and techniques. Opportunity includes co-branded logo recognition in all IPC and Demonstration areas.

Quantity: Limited Quantity

Cost: \$3,025

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 sponsorship includes the New Operators Reception.

Quantity: 4

Cost: Monday - \$3,850 - **SOLD**

Tuesday - \$6,600 - **SOLD**

Wednesday - \$5,500 - **SOLD**

Thursday - \$4,400



Sponsorship Opportunities Branding



360-Degree Registration Photo Booth



Attendees are excited to be at #PizzaExpo and want to take back a memory! Get your brand on a custom-designed photo wall background to stay in buyers' minds.

Quantity: 1
Cost: \$11,000

Registration Photo Opportunity



Custom designed photo wall.

Quantity: 1
Cost: \$6,600

Water Sponsor

Pizza makes attendees thirsty! Sponsor one of our highly visible water stations strategically located throughout the show floor with your logo.

Individual Water Station:
\$3,300

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, with branding placed inside restrooms.

Quantity: 1
Cost: ~~\$11,000~~
SOLD

(12 bathrooms, 6 men / 6 women onshow 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: \$3,575



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: \$5,500
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 as the giveaway is promoted to attendees before and during the event.

Quantity: Unlimited Cost: \$1,650

1 SOLD

World Pizza Games Gold



Align your brand with the exciting World Pizza Games! Sponsoring companies will be recognized in promotions of the World Pizza Games before the show and on-site in the WPG competition 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: \$2,750

World Pizza Games Silver

Attach your brand to the World Pizza Games. Sponsoring companies will be recognized in advertisement of the World Pizza Games before the show and on-site in the WPG competition area

Quantity: Unlimited Cost: \$550

1 SOLD

Exclusive Pizza Maker Competition & Demo Area



One of the most popular and exciting areas at the International Pizza Expo is our Pizza Maker Competition and demonstrations. Be the presenting sponsor of these areas and have your logo included in promotions to attendees, in competition areas and awards presented to winners of the Pizza Maker Competition.

Exclusive Opportunity

SOLD



Keynote Address



Sponsoring companies will be recognized in pre-show and on-site promotions. 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, brochure or promotional item to the audience.

SOLD

Quantity: 2
Cost: \$3,300

International Italian Sandwich Championship



This is an exclusive opportunity to align your brand and/or product(s) with the International Italian Sandwich Championship. The sponsoring company will be recognized in messaging before and during the show, as well as in promotion in Pizza Today magazine. 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.

SOLD

Quantity: 1 Cost: \$4,400

Beer & Bull Idea Exchange



This is a unique opportunity to have your brand associated with the #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 at their own expense.

SOLD

Quantity: 2 Cost: \$2,200

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 the event.

Quantity: 3 Cost: \$835

1 SOLD

Scott's Las Vegas Pizza Tour

This is an exclusive opportunity to have your brand associated with Scott's Pizza Tour, which takes opted-in attendees to 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 your logo incorporated into messaging to attendees.

Quantity: 1 Cost: \$1,650



Sponsorship Opportunities Special Events



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 sponsor’s logo on messaging to attendees.

Quantity: 1 Cost: **\$3,300**

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

SOLD

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-and-repeat. Used for photo opportunities for attendees, competitors, finalists and winners.

Quantity: 1 Cost: **\$5,500**

SOLD



Sponsorship Opportunities Banners & Signage



Aisle Signs

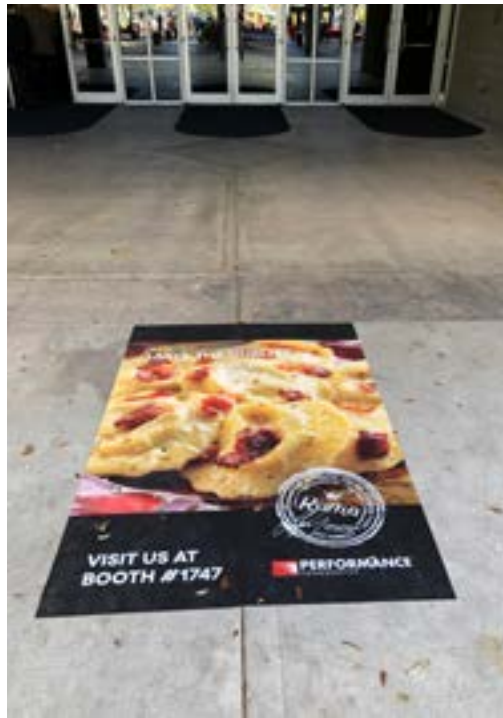


Attach your unique branding to Pizza Expo's aisle signs for high-impact visibility across half of the aisles of the show floor.

1 SOLD

Quantity: 2
Cost: \$16,500

Sidewalk Decal



Be one of the first brands to get in front of attendees with this exclusive opportunity to place six 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: \$5,500

SOLD

Aisle Decal



Direct buyers to your booth with these Floor Decals located at both ends of your booth's aisle (or closest cross 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: \$1,650

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



Quantity: 2
Cost: \$1,650

SOLD

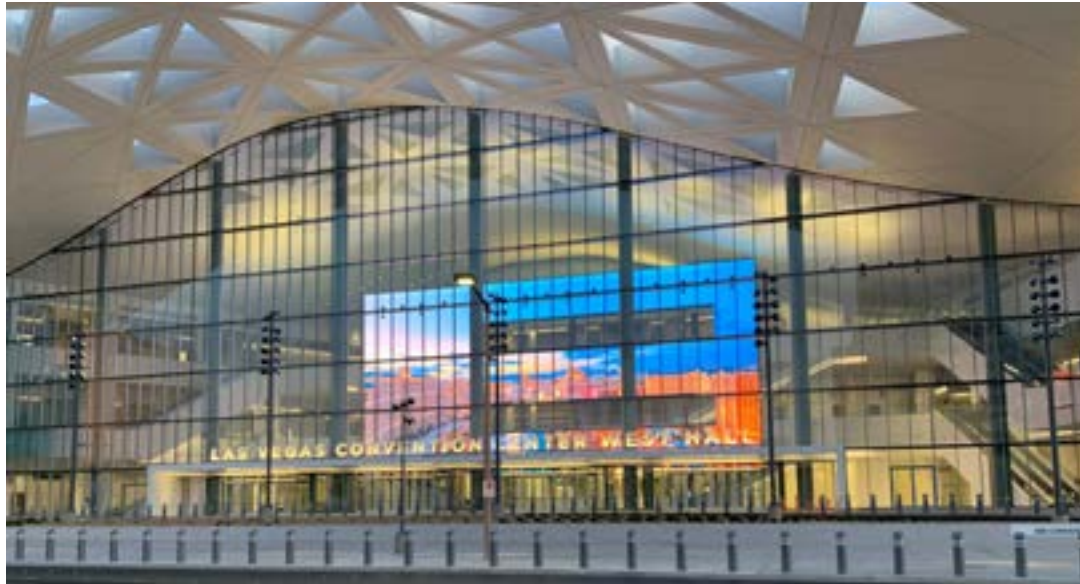


Sponsorship Opportunities Banners & Signage



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: \$1,925 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: \$1,650 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 \$1,650
Premium Lobby Locations \$2,200**



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 high-impact digital pylons in the main lobby of the West Hall.

Your 8 second static or video ad will run all 3 days of the show with other sponsored and show content. Don't miss out on this amazing brand messaging opportunity. Limited to only 15 total available spots for all of Pizza Expo.

Quantity: 15
Cost: \$7,150

8 SOLD

- Includes an 8 second spot that will loop ALL 3 days.
- 15 total available for Pizza Expo
- Must use the same video for all 3 days, we will not have the ability to run different video content



Sponsorship Opportunities Banners & Signage



Exclusive! Escalator Area

Inquire for prices



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



Sponsorship Opportunities Banners & Signage



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



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



Sponsorship Opportunities Banners & Signage



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



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



Sponsorship Opportunities Contact Us

INTERNATIONAL
PIZZA EXPO
& CONFERENCE



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



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