

# SHOW PROSPECTUS



MARCH **19-21** 2024

LAS VEGAS CONVENTION CENTER  
PIZZAEXPO.COM



# The leading event for pizzerias for 40 years

## **Celebrating 40 years of being the world's premier event for pizzeria businesses.**

In its four decades of existence, the International Pizza Expo has attracted the best and brightest in the food industry, both regionally and internationally. This event is the ultimate destination for pizza professionals throughout the world, bringing together the latest ingredients, equipment, and trends in the industry. As the largest pizza trade show of the year, thousands of pizzeria operators and owners come to learn from industry experts, source new products, enroll in business-building education, and discover new & emerging trends.

Businesses in the industry recognize the value of having a presence at International Pizza Expo to build brand awareness, generate qualified leads, network with new and existing customers, and grow their market share. With 9,000+ pizzeria owners & decision-makers at the 2023 show, the opportunities to grow your business at this event are unparalleled. By the same company that produces *Pizza Today*, International Pizza Expo is designed to connect your company with the right audience: the industry's top pizzeria owners and operators who are ready to try and ready to buy.

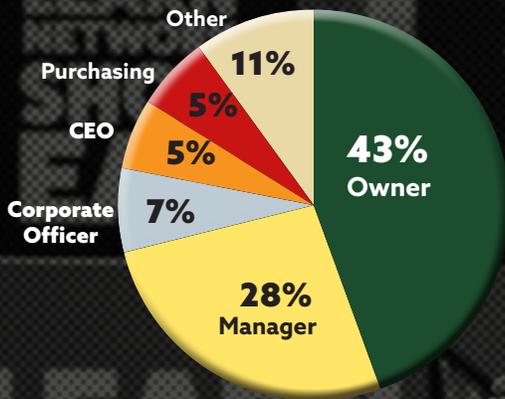
In Association With:

**Pizza Today**

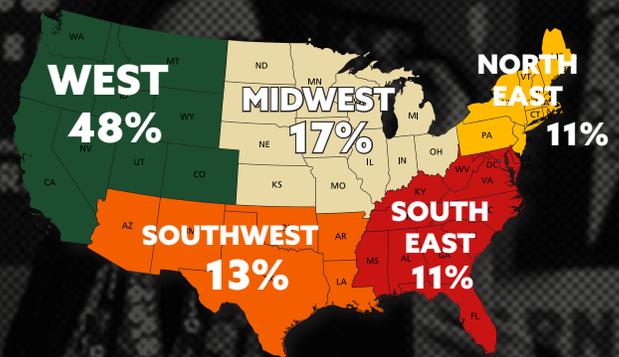
# Meet Buyers Where They Are

Each year, over 9,000 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 from?



## Attendee Stats

**88%**

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

**78%**

of attendees have purchasing authority

**70%**

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

**1 in 2**

attendees said Pizza Expo is the only event they will attend this year

**81%**

attendees rate Pizza Expo as important to their business

**54%**

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

## Top reasons attendees come to International Pizza Expo



## Popular Categories



Cheese & Cheese Alternatives



Desserts



Flour



Pasta



Advertising & Marketing



Coffee & Espresso



Pizza Toppings



Marinades & Dips



Appetizers



Beverages



Dough



Gluten-Free Products



Sauce



Oil



Chicken & Chicken Wings



Spices & Seasonings

# What Brings Buyers to the Show

The International Pizza Expo goes beyond sampling and sourcing products for businesses. Many pizzaiolos and restaurant owners attend the show in order to participate in some of the most exciting competitions and championships.

## 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 300 pizza makers vie for prizes in four divisions.

## WORLD PIZZA GAMES

Attendees come to participate in and witness this 5-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.

## 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 FREE access to exclusive matchmaking opportunities like never before! Speak to your Account Executive for more information.

## REMARKABLE EDUCATION

One of the main reasons attendees come to International Pizza Expo is for the education.

**1 in 2**

attend Pizza Expo to take advantage of the education

**25.4%**

increase in workshop attendance from 2022 to 2023



# Connecting the Pizza & Pasta Community

Pizza Today

INTERNATIONAL  
**PIZZA EXPO**  
& CONFERENCE

## By the Numbers

### Annual Website Users



INTERNATIONAL  
**PIZZA EXPO**  
& CONFERENCE

Based on 12-month show cycle

### Annual Social Audience



**27,700+**



#PizzaExpo followers  
up **57%** year over year!



**31,800+**



**3,000+**



#PizzaExpo followers up  
**135%** year over year!

Combined show following based on 12-month show cycle.

## Pizza Today

Email & Postal Database Reach **69,000+**



**37K**



**18K**



**10K**



**6K**



**1K+**

**433K+**

PizzaToday.com  
unique visitors in 2022

**34K+**

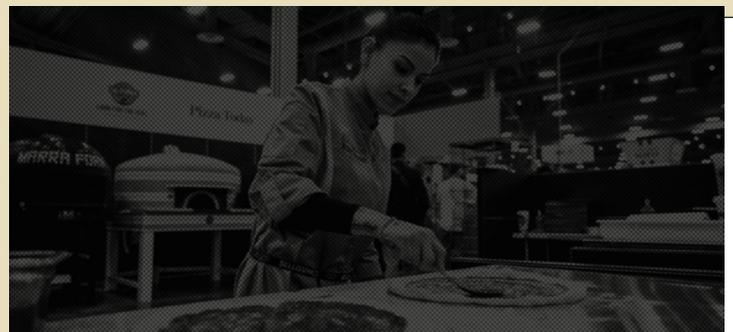
Hot Slice Podcast  
Downloads

We partner with industry content producers

**Key Media Partnerships**

CANADIAN  
**Pizza**

**Foodservice**  
equipment & supplies





# WHAT ATTENDEES ARE SAYING



We really enjoyed attending our first International Pizza Expo. We came home with a lot of information and new ideas, and a couple of good recipes. We are going to start making International Pizza Expo part of our staff training to those who want to attend. We could all come back with different aspects of the expo and enjoy the fun of the whole experience.

**- Louis Young, Owner of Knik Pizza**

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The best thing about International Pizza Expo is being able to meet the vendors. When you see the pride and passion they have for the product they are offering, it gives you the confidence to know this is a great product and it will enhance your business.

**- Mark Fontana, Owner of  
NYPD New York Pizza Department**

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Attending the International Pizza Expo in Las Vegas must be on your calendar if you are serious about making your best product and maximizing your goals in the Pizza Industry, this is a must convention to network and meet up close the many options that help make your business a success.

**- Joseph Cecchini, Owner of The Original  
Guiseppe's Pizza & Pasta Restaurant**

We are an FEC that has a full restaurant and pizzas are one of our top three sellers. I always come back from the Pizza Expo with new ideas and finding new products that fit in and elevate our pizza and pasta programs. I just love seeing all of it!

**-Mary Dahm-Schelli,  
President/CEO of The EDGE**

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I liked the variety of products and seeing alternative products for dairy, meat and gluten free. This has become a higher priority for us due to guest requests.

**-Deirdre Frazier-Hunt,  
Director of Operations of FJH  
Entertainment LLC/DBA Mt  
Playmore**



# EXHIBITOR DATA



**84%**

exhibiting companies rate Pizza Expo as important to their businesses

**70%**

Returning Exhibitors from 2022

**79%**

were satisfied with the quality of attendees at their booth

## What are the top 3 exhibiting objectives of companies like yours?



**83%** of exhibitors were satisfied after Pizza Expo

## WHY EXHIBITORS CHOOSE PIZZA EXPO

“ This was my first time at International Pizza Expo. I am impressed by the industry culture of friendship and easy knowledge sharing.

**-Bobby Martin, Global Product Systems Leader AMF Bakery Systems**

The International Pizza Expo is a great show for us every single year. It's a one-stop-shop for people so if you're looking for a cash register all the way up to ingredients for your restaurants, you're going to find it at International Pizza Expo.

**-Cheryl Soares, California Milk Advisory Board**

International Pizza Expo is the Super Bowl for the pizza industry. You're going to come and see some of the best products available in the industry and you're going to see the personalities.

**-Fred Mortati, Orlando - Caputo - Ciao**

# BOOTH OPPORTUNITIES

Base rate is **\$45.15 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 and on [Pizzaexpo.com](http://Pizzaexpo.com)
-  Exhibitor traffic-building contest—the New Exhibitor Treasure Hunt— with cash 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 top prospects or customers. Plus, a unique promo code offering 50% off to an unlimited number of buyers.
-  Additional Services for a fee Utilities including electricity, gas, compressed air, refrigeration and freezer storage, water and drainage, and telecommunications. Lead retrieval systems to capture and track sales leads.
-  Free marketing tools and resources to help you make the most of your exhibiting experience.
-  Exclusive exhibitor-only access to matchmaking opportunities.



# CONTACT US

**Connect with Pizzeria Owners at the world's largest pizza business event.**

Contact us to start planning for International Pizza Expo 2024 today!



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Official Publication

# Pizza Today