



The International Restaurant & Foodservice Show of New York

March 3-5, 2019
Javits Center, New York

CO-LOCATED WITH **HEALTHY FOOD EXPO** NEW YORK & *Coffee Fest*

Sponsorship Opportunities

EDUCATION | DEMOS | TASTINGS | EXHIBITS
internationalrestaurantny.com

PRODUCED AND MANAGED BY CLARION UX

SPONSORED BY  NEW YORK STATE RESTAURANT ASSOCIATION

BIZBASH
TOP 100
EVENTS
IN NEW YORK



Table of Contents

Page 3 - Reasons to Sponsor

Pages 4-5 - Digital Sponsorships

Pages 6-7 - At Show Signage

Pages 8-9 - At Show Sponsorships






Page 10 - "Official" Product Sponsorships / Product Showcase

Page 11-12 - Special Events and Featured Areas

Page 13 - Insertion Order

Discuss service solutions with thousands of buyers at the only comprehensive industry event devoted to the Eastern U.S. market. The Show will provide you with a strategic forum to demonstrate your food products, technology and equipment. Your sponsorship will boost your brand visibility, guaranteed to drive more traffic to your booth and maximize leads.

Top 5 Reasons Our Exhibitors Choose to Sponsor

- 61% »  Increase Brand Visibility
- 40% »  Generate Leads
- 33% »  Reach Their Target Audience
- 26% »  Promote a New Product
- 24% »  Support the Event



March 3-5, 2019 at the Javits Center, New York

CONTACT: Erin Saunders

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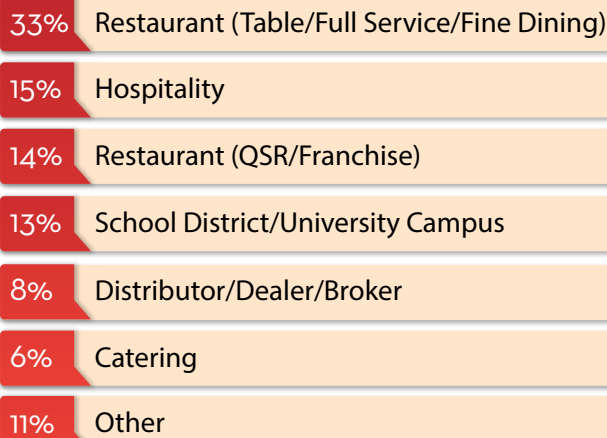
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\$5.5 Billion Reasons to Exhibit

According to Explori survey results, International Restaurant & Foodservice Show of New York attendees all in plan to spend a collective \$5.5 Billion at the Show each year. And 94% of attendees classify themselves as authorized buyers.

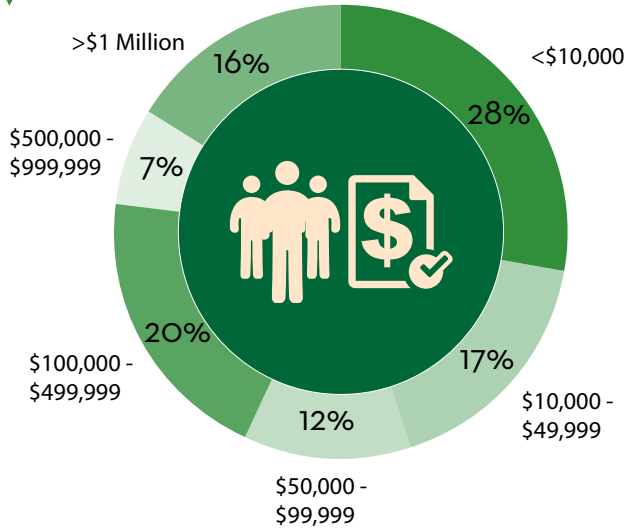
Attendance by Business Type



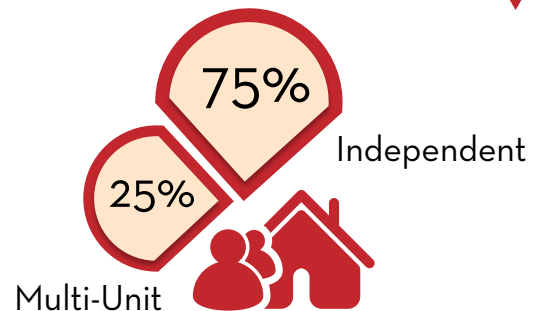
Attendance by Position



Attendee Spend on Show Floor



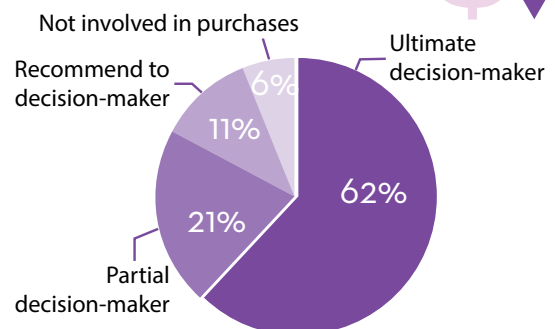
Attendance by Establishment



Attendance by Geographic Region

Middle Atlantic – 88% New England – 6%
South Atlantic – 3% Other – 3%

Buying Authority



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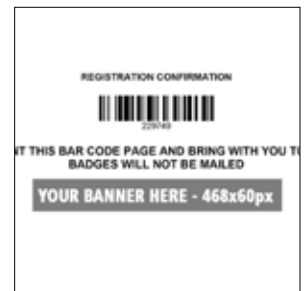
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DIGITAL SPONSORSHIPS

EXCLUSIVE Registration Confirmation Sponsorship - \$6,500

The perfect placement for your brand is on the registration email confirmation to thousands of buyers. Place your company banner, brand message and clickable link on the email that is received by every buyer registering for the Show. As added value, we re-send the confirmation message again the week prior to the Show so that every attendee will have your brand in their hand as they walk up to the Show registration desk to print their badge.

Banner Size: 468 x 60 pixels (w x h) – Image only (.gif or .jpg)



EXCLUSIVE Welcome Email - \$5,000

Increase brand awareness and distinguish your company from your competitors with the Western Foodservice & Hospitality Expo Email. Sent to attendees as they check in at registration, this exclusive email sponsorship is the perfect way to maximize your exposure and digitally shake your prospects hands as they walk onto the Show floor.

Countdown to the Show Newsletter Sponsorship - \$1,200

Get every attendee familiar with your brand by including a banner with your product and company information on pre-show planning emails going to every pre-registered attendee. These emails lead up to the show with important information and your banner can be featured right next to our show information.

Limited to 6 Companies. Banner Size: 150 x 100 pixels (w x h) – Image only (.gif or .jpg)



Website Banner - \$750 per month / \$2,000 for 3 months

Introduce your brand to thousands before the show! Reach qualified buyers by promoting your brand on the International Restaurant & Foodservice Show of New York website. The website is where buyers are going to plan their trip, find new products, view the exhibitor list and more. Website banners are extended site-wide, meaning your brand message will appear on each page of the site!

Banner Size: 300x250 (w x h) – Image only (.gif or .jpg) RUN OF SITE ROTATION (limit to 8 companies) – \$750 per month

Pre-Show Attendee Email - \$450 per 1,000

Reach New York Restaurant buyers with your message & booth information at the height of their Show engagement! Your message will be deployed and branded by us and sent to our registered database.



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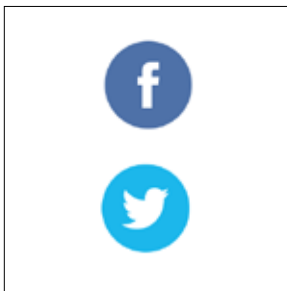
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DIGITAL SPONSORSHIPS

EXCLUSIVE Welcome Ad - \$7,000

Gain the attention of 45,000+ industry professionals who visit the International Restaurant & Foodservice Show of New York website with a prestitial ad. This large, dramatic, high-impact banner with your message is the first thing seen by each unique visitor to the site.

Exclusive to one advertiser. A 600 x 500 pixel banner image. Runs 2 months before the show and 1 month after (runs total 3 months).



Social Media Campaign - \$500

We've created an all-inclusive social media marketing package to help you engage with our audience prior to the show and live at the show to drive traffic to your booth as well as increase sales. This opportunity is guaranteed to get you exposure before the show and onsite. Take the stress out of planning and let us help promote your company's participation in the show through our Social Media Channels. Includes three social media posts on both Twitter and Facebook.

Countdown Clock Sponsorship - \$4,000

The International Restaurant & Foodservice Show of New York introduces the new Countdown Clock Sponsorship to help you promote your brand in a unique and impactful way. This dynamic online advertising unit allows your brand to take center stage. This ad unit appears across the entire website for the three months leading up to the event and is sold exclusively to one advertiser. If you want to stand out, this is the opportunity for you.



Appointment Program Banners - \$1,000 per banner

Reach buyers as they plan and personalize their show experience. Our top buyers receive complimentary appointment setting services through our Five Star Club. Reach these buyers as they plan their appointments and start making connections before you arrive at the show. There are 3 options for advertising in the appointment setting platform.

- 1) **Your banner is prominently shown in the appointment planner used by key buyers to plan their show.**
- 2) **Place your banner in our messaging to pre-registered key buyers.**
- 3) **Highlight your company's profile in our product category search and go to the top of the list.**



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AT SHOW SIGNAGE

Meter Boards

Build your brand exposure through an eye level sign with your company graphics. Put your message in front of all potential buyers with a meter board to be displayed in the lobby or on the show floor in the location of your choice.

Double Sided Sign - \$2,000

Single Sided Sign - \$1,250

Exhibitor Pop-up Sign - \$800

***The Exhibitor provides print-ready art work. Production charges are included.**

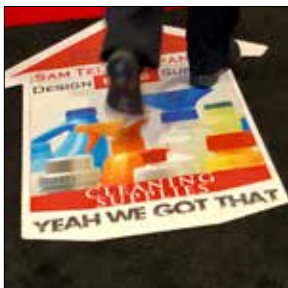


Door and Window Decals - \$4,000

Welcome everyone to the show! Eye level door decals are the first impression buyers will get when they enter the convention center. Thousands walk through the door each day - drive them to your booth immediately with this exclusive opportunity.

Aisle Signs - \$1,000 per sign

The aisle signs are highly visible and constantly used as a navigational guide which makes them the perfect opportunity for displaying your company logo and booth number! It is the repeat branding of this option that embeds your company into the minds of all walking the show.



Floor Decals - \$2,500

Strategically placed decals on the show floor can create a path that will lead attendee's right to your booth as they enter the show. Includes up to 10 floor decals. Production not included.



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AT SHOW SIGNAGE

Hanging Banners and Column Wraps - \$2,000 - \$10,000

Reach buyers at the show by having visibility through overhead banners and column wraps. These opportunities are perfect for brands who want to leave lasting visual impressions for buyers.

The Exhibitor provides print-ready art work. Production and labor charges are not included.



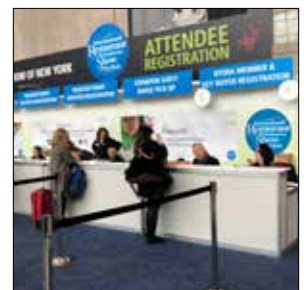
Escalator Graphics - \$5,000

Reach buyers at the show by having visibility through the Escalator Branding. These opportunities are perfect for brands who want to leave lasting visual impressions for buyers.

The Exhibitor provides print-ready art work. Production and labor charges are not included.

Registration Kick Panels - \$3,000 (Limited to 3 advertisers)

Make a big impression with larger than life graphics on the Registration Kick Panels. Every single attendee comes through registration. Take advantage of the exposure this opportunity offers by putting your marketing message directly in front of attendees as they walk up to the registration counters. Opportunity includes production and your logo on every kick panel at the registration counters.



Video Wall - \$3,500 per spot

Showcase your products with a 30 second commercial loop. This is a great way to stand out at the show and send traffic to your booth.

The Exhibitor provides video file.



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AT SHOW SPONSORSHIPS

EXCLUSIVE Lanyards – \$6,000

Put your logo around the neck of all attendees at the show - everyone is required to wear a badge to enter the show floor. Your brand will be front and center.



Badge Sponsor – \$5,000

Everyone with a badge will see your company name with this premium placement. Your logo will be placed strategically on the badge of every attendee.

EXCLUSIVE Show Bags – \$5,000

A walking brand message sure to catch buyers' eyes. This opportunity allows you to showcase your brand message on our official show bags. Production Not Included. Provide up to 2,500 bags.



VIP Show Bag Inserts – \$1,000

Include your company message inside our official VIP Show Bags. Distributed to all key buyers, this is a great way to further showcase your company and at show specials.

Limited to 10 companies.

Show Map

The ultimate guide to getting around the event, the Show Map is given to every buyer onsite and referenced dozens of times by every attendee at the show. You can drive traffic to your booth with a call out on the map or ad.

Back Panel ad (4 color) – \$3,000

Limited to 1 company.

Inside Panel ad – \$2,000

Limited to 1 company.

Map Call Out – \$1,250

Limited to 5 companies.



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AT SHOW SPONSORSHIPS

Registration Handouts – \$2,000

Put your message directly into the hands of all buyers at the show! Every attendee must pass through registration to get their show badge. Your handout will be available on the registration counter as attendees are checking in.

Limited to 5 companies. Production is not included.



Mobile Charging Table Sponsorship – \$5,000

Have your branding and marketing message on 3 mobile charging stations throughout the show floor. Reach attendees while they are charging their phones. A great way to boost traffic to your booth and provide an enjoyable experience for attendees – with your name on it.

Selfie Stand Photo Booth Sponsorship – \$6,000

The EXCLUSIVE Selfie Stand Photo Booth is located in our Product Showcase Area. This free standing unit is partially or fully wrapped with a custom graphic representing your brand. Each photo taken at the selfie station is branded with a custom photo frame that you also get to design. From the stand, attendees and exhibitors, can immediately share to all of their social media platforms. As the sponsor you would receive full analytics on all shared photos, hashtag usage, and all captured leads.

MATCH! New York – \$1,500

Add-on our exclusive MATCH! New York program, an innovative appointment setting program matching you with high level restaurateurs looking to source the products and services you offer!

- Guaranteed 5 appointments with authorized buyers or your money back
- Buyers include hand-selected restaurant owners, operators and chefs from the Tri-State Area and more with a minimum annual revenue of over \$3 million
- Pre-Show access to RICH Buyer Profiles
- Exclusive access to private Key Buyer Lounge on Show floor
- Post-Show email to all MATCH! New York buyers



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“OFFICIAL” PRODUCT SPONSORSHIPS

Categories Include:

- Official Pub Area Sponsor
- Official Cleaning Product Sponsor
- Official Hand Sanitizer Product Sponsor
- Official Pastry Sponsor
- Official Technology Sponsor
- Official Coffee Sponsor

Position your company as the official sponsor as the go-to in your product category.

Limited to one sponsor per category.

Deliverables Include:

- Pre-Show Promotion on our website and social media
- Dedicated Signage at the show announcing your product
- Ability to distribute samples/products on the show floor
- Deploy a pre-show email to the attendees that specifically request your product

Call for pricing and availability.



PRODUCT SHOWCASE

Product Showcase

The #1 reason buyers are coming to the International Restaurant & Foodservice Show of New York – to see what’s NEW or TRENDING! If you have a new product that is just being released, the Product Showcase is THE place to be. This highly trafficked area provides a sneak peek of what’s new and will surely drive buyers to your booth. Winners are included in a post-show press release to media distribution list.

Featured Package (SEMI EXCLUSIVE) - \$595

Enhanced Package - \$395

Basic Package - \$295

Top Placement Add-on - \$150

Limited to 60 companies. PLUS – Your product will be in the running to be named Best New Product– the award for the best new product as voted on by attendees and media during the show!

EXCLUSIVE

Product Showcase Sponsor – \$5,000

- Included as “Product Showcase Sponsor” with Company logo on all marketing content highlighting the New Product Showcase
- 6ft Table and Display set up in the Product Showcase area
- Signage announcing and promoting the sponsorship
- One tower (4 shelves) to display product at show floor entrance doors & One tower (4 shelves) to display product in “featured” area of Product Showcase
- Show bag insert (non-exclusive) and handout in the Product Showcase - sponsor provided
- Listed as sponsor on dedicated social media post



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SPECIAL EVENTS AND FEATURED AREAS

VIP Lounge Sponsorship – \$3,000

Want a great way to directly reach this targeted buying group? Feature your actual product within this special area where buyers mingle and have direct contact with your product. We will place your product in the Lounge (Furniture, Food, Beverage, Technology, etc.) so the VIP can interact. Also included:

- Pre-Show Promotion on our Website and Social Media
- At-Show Promotional Signage
- Opportunity to distribute marketing material in the lounge
- Deploy a pre-show email to the VIP attendee list leading up to the show



First Taste of the Show

With this First Taste of the Show, you set the tone for buyers' introduction to the show with your product sample available to all guests as they enter the Convention Center and stop in the Registration Area to pick up their credentials.

Category Exclusive: All Three Days of the Event - opening to closing - \$2,695

Non-Category Exclusive: All Three Days of the Event - 3 hours/day - \$1,500

Limited to 6 companies.

Press Office – \$1,000

Put your company name in front of hundreds of press who are at the show to report on the latest trends and products. Your company logo will be displayed on signage at the entrance to the Press Office where all press must go to get their badges.

Center Stage Sponsorship – \$4,000

Thousands of attendees visit the Center Stage area to see the latest trends and cooking innovations. Your company can sponsor a complete branding of the area. Includes branding on signage, station with your product being distributed, pre-show promotion.



Meeting Room Request

A very limited number of meeting rooms are available at the International Restaurant & Foodservice Show of New York that may be rented by exhibitors and/or related industry groups on a first-come, first-served basis.

Call for pricing and availability.



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SPECIAL EVENTS AND FEATURED AREAS

Center Stage Demonstration Sponsorship – \$2,500 per session or 1 demo per day for all 3 days of the show – \$6,000

*Limited to Culinary Products ONLY

This is an exclusive opportunity to cross-promote your product(s). Each sponsor will be granted the use of the stage 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 in the show guide, onsite signage and website.

Benefits also include:

- 45 Minute Stage Time Slot - Basic Kitchen essential provided
- Pre-Show promotion on website, email and mobile app
- Signage allowed in the Center Stage area
- Marketing and Promotional Material provided by sponsor in the Center Stage area
- Lead Retrieval provided to scan all attendees and receive their information for post-show follow up
- Inclusion in Daily Schedule
- Pre-Show Email sent to all registered attendees-Sponsor must provide HTML email



Education Workshop Sponsor – \$1,500

Workshop Title : TBD

Become a sponsor of this full day workshop and promote your business to restaurant owners and decision makers who are seeking the knowledge, skills and resources to transform their restaurants.

Benefits also include:

- Tabletop space in workshop area
- Logo on all promotional Workshop materials
- Logo on Workshop webpage
- One-minute INTRO from speaker
- Four attendee registrations to the event
- List of all Workshop attendees (mailing addresses only)



Education Session/Track Sponsorship Opportunities – (1) Session \$1,500 / Track – \$5,000

Becoming a sponsor or making a splash by aligning your brand makes your marketing dollars go further and last longer. Through sponsorship and advertising, you'll enhance attendees' Education experience and help make International Restaurant & Foodservice Show of New York the best foodservice conference ever, while increasing your company's presence, networking opportunities, and impressions with customers.

Session Sponsorship Deliverables:

- Company Logo with branding featured on website, social media , email and onsite signage
- Opportunity to have marketing and promotional materials placed on session seating
- Logo in Daily Specials
- List of all session attendees (not including email addresses)
- Post session Thank you email blast
- (4) comp registrations to the session

Track Sponsorship Deliverables:

- Company Logo with branding featured on website, social media , email and onsite signage
- Opportunity to have marketing and promotional materials placed on all the seating within the sessions per the track
- Logo in Daily Specials
- List of all session attendees (not including email addresses)
- Post session Thank you email blast
- (4) comp registrations to the each session
- Digital Signage Advertisement
- Opportunity to introduce each session speaker



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INSERTION ORDER

MARCH 3-5, 2018 | NEW YORK, NY

Digital

- EXCLUSIVE Registration Confirmation Sponsorship - \$6,500
- EXCLUSIVE Welcome Email - \$5,000
- Countdown to Show Newsletter Web Banner - \$1,200
- Website Banner - \$750 per month
- Website Banner - \$2,000 for 3 months
- EXCLUSIVE Welcome Ad - \$7,000
- Social Media Campaign - \$500
- Pre-Show Attendee Email - \$450 per 1,000
- Countdown Clock Sponsorship - \$4,000
- Appointment Program Banner - \$1,000 per banner

At-Show Sponsorship Opportunities

- Double Sided Meterboard - \$2,000
- Single Sided Meterboard - \$1,250
- Exhibitor Pop-up sign - \$800
- Door and Window Decals - \$4,000
- Aisle Signs - \$1,000 per sign
- Floor Decals - \$2,500
- Hanging Banner and Column Wraps - Call for pricing and availability
- Escalator Graphics - \$5,000
- Registration Kick Panel - \$3,000 - Limited to 3 advertisers
- Video Wall - \$3,500 per spot
- EXCLUSIVE Lanyards - \$6,000
- Badge Sponsor - \$5,000
- Show Bags - \$5,000
- VIP Show Bag Inserts - \$1,000

- Show Map Back Panel ad - \$3,000
- Show Map Inside Panel ad - \$2,000
- Show Map call out - \$1,250
- Registration Handouts - \$2,000
- Mobile Charging Table Sponsorship - \$5,000
- Selfie Stand Photo Booth Sponsorship - \$6,000
- MATCH! New York - \$1,500
- Official Product Sponsorships - Call for pricing and availability
- EXCLUSIVE Product Showcase Sponsor - \$5,000
- Product Showcase Featured Package (semi exclusive) - \$595
- Product Showcase Enhanced Package - \$395
- Product Showcase Basic Package - \$295
- Product Showcase Top Placement Add-on - \$150

Special Events, Feature Areas & Receptions

- VIP Lounge Sponsorship - \$3,000
- First Taste of the Show Category Exclusive - \$2,695
- First Taste of the Show Non-Exclusive - \$1,500
- Press Office - \$1,000
- Center Stage Sponsorship - \$4,000
- Meeting Room Request - Call for pricing and availability
- Center Stage Demonstration Session Sponsorship - \$2,500
- Center Stage Demonstration Show Sponsorship - \$6,000
- Education Session Sponsorship Opportunities - \$1,500
- Education Track Sponsorship Opportunities - \$5,000
- Education Workshop Sponsor - \$1,500

Total: _____

Email completed form back to Erin Saunders at esaunders@urban-expo.com

Yes, I would like to reserve the Advertisement(s) and/or Sponsorship(s) checked above. Please accept this as my insertion order.

Company: _____ Booth #: _____

Name: _____ Tel: _____

Email: _____

Authorized Signature: _____ Date: _____

*Sponsorship fee only. Costs of production, materials and labor additional. Costs of catering may apply to some items. Terms: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for the Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with the initial invoice. With an authorized signature the form serves as your official insertion order. All media opportunities are non-cancelable and non-refundable. Management has the right to offer new products or positions throughout the show cycle that may not be listed above. Above prices are valid for current exhibitors.



Questions? Want to build a custom package for your company? Contact:
Erin Saunders at (203) 622-5050 or esaunders@urban-expo.com

www.internationalrestaurantny.com