

**INTERNATIONAL PIZZA EXPO® 2020 SPONSORSHIP OPPORTUNITIES**

2020  
I N T E R N A T I O N A L  
**PIZZA EXPO®**

**MARCH 31 - APRIL 2, 2020 • PIZZAEXPO.COM**

**LAS VEGAS CONVENTION CENTER**

**STAND OUT FROM THE COMPETITION!**

March 31 - April 2, 2020  
www.PizzaExpo.com  
Las Vegas Convention Center

To find out about exhibit  
opportunities, contact an  
event representative:

Bobbie MacIntosh  
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# INTERNATIONAL PIZZA EXPO® 2020 SPONSORSHIP OPPORTUNITIES

Opportunity	Available	Cost	Description
<b>REGISTRATION &amp; EDUCATION PROGRAM</b>			
<b>Registration Graphics + Lobby Area Package</b>	1	\$6,000	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'x6' carpet decals at the registration counters and one in the lobby.
<b>Registration - Attendee &amp; Exhibitor Badges</b>	1	\$5,000	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 13,000+ Pizza Expo attendees and exhibitors receive a badge — can you think of a better way to promote your brand?
<b>Registration Lanyards</b>	1	\$5,000 + Production Costs	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.
<b>Exhibitor Presentation Segment</b>	2	\$2,000	This is an exclusive opportunity to cross-promote your products. Each sponsor will be granted the use of the Pizza Expo Exhibitor Demonstration Area 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 attendee brochure, show guide, addendum, on-site signage and mobile app push message.
<b>NEW! Online Registration Banner Ad</b>	1	\$2,000	Be front and center in the Pizza Expo 2020 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.
<b>NEW! Digital Confirmation/Reminder Letter Display Ad</b>	1	\$2,000	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. 13,000 total emails). This is an exclusive opportunity for one company to leverage premium space prior to the event.
<b>Registration Handouts Bag Insert</b>	10	\$1,250	Put your marketing messaging directly into the hands of attendees with a registration handout. Sponsored handouts will be distributed inside the official show bag at registration. Limited to 10 sponsors, 1 handout per sponsor.
<b>Coffee Breaks for a Day</b>	3	\$1,000	Provide an energy boost to attendees. Includes table-top branding. Buy one or all three days. Coffee is served in the keynote and seminar areas. This opportunity also includes a 2'x3' carpet decal and 500 branded cocktail napkins.
<b>Individual Seminar Presenter Sponsorship</b>	1 Per Seminar Session	\$750	Align your brand with an individual seminar with our new 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.



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<b>SPECIAL EVENTS</b>			
<b>Keynote Address</b>	2 per day (4 Total)	\$3,000	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 includes the opportunity to distribute a sample (chair-drop), brochure or promotional item to the audience.
<b>World Champion Pizza Maker of the Year</b>	1	\$3,000	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 includes logo inclusion on the Pizza Expo website and Show Guide schedule of events, Preferred Product recognition signage.
<b>Young Entrepreneur of the Year (YEY)</b>	2	\$1,000	Looking to make a BIG impact on a SMALL budget to reach the next wave of super successful operators and have your company/brand associated with this prestigious award? If so, this sponsorship opportunity is for you! Sponsor(s) will receive recognition in all marketing promotions, including Pizza Today magazine pre and post show editorial coverage, Web site, email blasts, eNewsletters, attendee brochure, Show Guide, scoring app, award and on-site signage and graphics. Sponsor(s) will also be able to display products and/or distribute promotional items to the buyers in attendance.
<b>Beer &amp; Bull Idea Exchange</b>	2	\$2,500	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 2' x 3' floor decal. Sponsor may display product or distribute promotional material.
<b>Pizza Expo Preferred Products</b>	Unlimited	\$2,500	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.
<b>Pizza Expo Preferred Equipment</b>	Unlimited	\$2,500	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.
<b>Exclusive Sponsor of the International Pizza Challenge "Big Checks"</b>	1	\$1,500	Attach your unique branding to the "Big Checks" being presented to the winners of the Traditional, Non-Traditional, Pan, Pizza Napolentana and Roman Divisions, as well as the 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.



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Opportunity	Available	Cost	Description
<b>SPECIAL EVENTS (continued)</b>			
<b>World Pizza Games Gold</b>	4	\$2,500	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.
<b>World Pizza Games Silver</b>	Unlimited	\$500	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.
<b>\$10,000 MEGA Bucks Giveaway</b>	15	\$1,500	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.
<b>Pizza Expo Block Party</b>	5	\$750	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"x28" sign at one of five drink stations.



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<b>EXTERIOR, LOBBY &amp; EXHIBIT HALL</b>			
<b>Aisle Signs</b>	1	\$6,000	Attach your unique branding to Pizza Expo's aisle signs for high impact visibility across the show floor.
<b>Pizza Expo Seminar Area and Exhibit Hall Sponsor of the Day</b>	4	Mon. \$3,000 Tue. \$6,000 Wed. \$5,000 Thu. \$4,000	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.
<b>Sidewalk Billboard</b>	1	\$5,000	Be one of the first brands to get in front of attendees with this exclusive opportunity to place five 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.
<b>Cell Phone Charging Stations</b>	10	\$100	Your company logo or 10 second video will be seen by attendees charging their cell phones on the Pizza Expo show floor. This is a great opportunity to promote your company, product or simply let them know where they can find your booth.



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<b>EXTERIOR, LOBBY &amp; EXHIBIT HALL (cont.)</b>			
On-site Signage - Meterboard	5	Investment starts at \$1,500 and Premium Lobby Locations are \$2,000	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 billboards are both informative and impactful.
Interior Column Wrap in Lobby	3	\$1,000 + Production Costs	These unique billboard-style column wraps will be located in the high-traffic first floor lobby area and will ensure that your brand stands out from the crowd. Use your functional advertising space to illustrate your brand, promote your product and drive traffic to your booth. Column clings vary in size. Sponsorship includes opportunity cost only.
Aisle Billboard	1 per aisle	\$1,500	Direct buyers to your booth with aisle billboards. Sponsor's logo will be placed on three circular carpet decals, 24" diameter to be affixed to the aisle carpet in the front, rear and closest cross aisle to your booth location.
Hand Sanitizer Stations	2	\$2,500	Pizza Expo is all about making connections, shaking hands and sampling delicious food. Everyone will appreciate access to antibacterial hand sanitizer. Each sponsor will be recognized on signage placed next to six stations.
Lobby Billboards	3	\$1,000	Carpet 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 showfloor with a 4' x 6' carpet decal. You'll receive great exposure in the lobby that is used by virtually every attendee multiple times each day.
Convention Center Front Entrance Window Clings	1	\$1,500 + Production Costs	Make an impact on each attendee, as they walk in the door! Sponsor can have their graphic on 18 windows leading into the convention center grand lobby, at a max size of 16"w x 50"h.
Bathroom Advertising Mirrors, Urinals and Stalls	Multiple Opportunities	Starting at \$240	Own the throne! We're a Food Show, so place your message where everyone will eventually visit. Promote products and service or simply let everyone know where they can find your booth. Buy one or buy them all.



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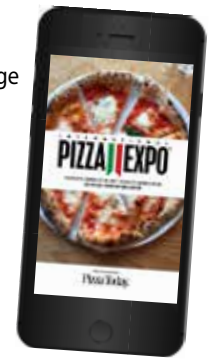
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Opportunity	Available	Cost	Description
<b>WEBSITE AND MOBILE APP</b>			
<b>Pizza Expo Mobile App Title Sponsor</b>	1	\$5,000	Become the exclusive Pizza Expo 2020 Mobile App Title Sponsor and make a strong, bold and effective move to get maximum exposure 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 2020 mobile app, and the company logo listed on PizzaExpo.com.
<b>Mobile App Rotating Banner Ads</b>	8	\$750	480W x 40H / 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 in printed show directory.



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<b>DIGITAL MARKETING ENHANCEMENTS (see your exhibitor console)</b>		
Digital Marketing Enhancements already available to you at <b>NO CHARGE!</b>	<b>NO CHARGE</b>	<ul style="list-style-type: none"> <li>• Company Description</li> <li>• Online Profile</li> <li>• 5 - Product Categories</li> <li>• Website URL visible on profile</li> <li>• E-mail visible on profile (optional)</li> <li>• Access to Leads</li> <li>• 300 Private Messages</li> <li>• 2 - Press Releases</li> </ul>
Digital Marketing Enhancements – Pkg A	<b>\$199</b>	<ul style="list-style-type: none"> <li>• Includes everything from the free package, plus:</li> <li>• Enhanced Listing Badge</li> <li>• 1 – Company Logo</li> <li>• 1 – Show Special</li> <li>• 300 Additional Private Messages</li> </ul>
Digital Marketing Enhancements – Pkg B	<b>\$299</b>	<ul style="list-style-type: none"> <li>• Includes everything from free package and package A, plus:</li> <li>• 1 – Featured Product Showcase</li> <li>• 700 Additional Private Messages</li> </ul>
Digital Marketing Enhancements – Pkg C	<b>\$499</b>	<ul style="list-style-type: none"> <li>• Includes everything from free, package A and B, plus:</li> <li>• Premium position at the top of the exhibitor list</li> <li>• 2 – Additional Featured Product Showcase</li> <li>• 1 – Video</li> </ul>



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