



CALIFORNIA
**FOOD
EXPO**

Sponsorship Opportunities





The California Food Expo pairs the sharp focus of a business event with the excitement of a food festival, designed to give our retail and foodservice attendees a unique food buying experience that can only be found in California. Our goal is to connect California's largest food and beverage brands and new innovative CPG companies with regional, national and international buyers.

Projected Attendance

Exhibitors	165
Buyers	750
Consumers	1,200

September 9 & 10, 2019

Fresno Convention & Entertainment Center



[Click to watch video](#)

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2018 Exhibitor Highlights



- 128 Exhibitors; 34 had never participated.
- New exhibitors in 2018 include: Joseph Gallo Farms, Marich Chocolates, The Osso Good Co., Pressed Juicery, Yribarren Family Farms and more.
- The Wine/Brew/Distilled Spirits, Dairy and Baked Goods & Snacks all had a significant increase in their categories.



CATEGORY

BAKED GOODS & SNACKS	8	MEAT, GAME & PATE	7
BEVERAGES	5	NUTS	11
BREAD, GRAIN & PASTA	3	OILS & VINEGARS	3
CONFECTIONARY	2	PICKLES/OLIVES/CONDIMENTS	1
DAIRY	12	PRODUCE & VEGETABLES	15
DRIED FRUITS & VALUE ADD	12	SAUCES/SEASONINGS/SPREADS	10
FROZEN	3	WINE, BREW & SPIRITS	12
HISPANIC PRODUCTS	5	NON-FOOD PRODUCER	11

2018 Buyer Highlights



- 97% of attending buyers said they would recommend the show to their peers.
- New buyers in 2018 include: Albertsons VONS Pavilions, Snack Nation, Bristol Farms, Caputo Fresh Markets, Smart & Final and Houdini.
- Over 70% of attending buyers found new products they have never seen before.



BUYER PARTICIPATION BY CATEGORY

DISTRIBUTOR	13%
EXPORT	5%
FOODSERVICE	40%
RETAIL	29%
WHOLESALE	13%



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2019

**SPONSORSHIP
OPPORTUNITIES**

FOOD PRODUCER | SPONSORSHIP OPPORTUNITIES 2019

Sponsorship Benefits	Sommelier	Epicure	Gourmet	Foodie
Presenting Sponsor of Keynote Breakfast or upgrade to 20x20 display	✓			
Social media takeover with ticket or other special offer	1			
Option to send dedicated email blast to registered buyers	2	1		
Logo inclusion in CAFE email newsletters	✓	✓		
Advertisement on CAFE desktop & mobile website	✓	✓		
Complimentary carpet for display	✓	✓		
Dedicated social media postings	3	2	1	
Display space including complimentary electricity	10x20	10x20	10x10	10x10
Logo inclusion on tradeshow event map	✓	✓	✓	✓
Product promotion in Expo décor, media baskets & cooking demos	✓	✓	✓	✓
Promotional item in attendee bags (buyer & public)	✓	✓	✓	✓
Inclusion on event digital signage	✓	✓	✓	✓
Logo & link on sponsor page of website	✓	✓	✓	✓
Tickets to Expolicious	12	8	4	2
Tradeshow badges	16	12	8	6
Welcome Breakfast and Exclusive Sponsor Appreciation Event	QTY TBD	QTY TBD	QTY TBD	QTY TBD
Parking passes in Sponsor Lot	4	2	1	1
Sponsorship Investment	\$20,000	\$12,500	\$6,250	\$3,125

*Offerings subject to change upon acquisition of category exclusive sponsorship.

*Pricing and additional rights & entitlements tbd based upon addition of special event or program.

Sommelier Sponsor - \$20,000



- Recognition as a Presenting Sponsor of Keynote Breakfast OR option to upgrade to 20x20 display
- Option to execute a social media takeover including ticket giveaway or other contest
- Option to send (2) dedicated email blasts to registered buyers as an endorsed CAFE email
- Logo inclusion in CAFE email newsletters when Sommelier sponsors are recognized
- Logo & link on sponsor page where Sommelier sponsors are listed
- Full color digital advertisement on website & mobile website pages
- Sponsor to receive (3) dedicated social media postings throughout the year on desired platform
- 10x20 display space at the Trade Event including complimentary carpet & electricity
- Premium inclusion on digital signage at the Trade Event
- Company logo will be included on the event directional maps at Trade Event
- Product will be used in Expo décor, media baskets & for cooking demos
- Opportunity to include a promotional item in attendee bags, given to exhibitors, buyers & consumers
- Hospitality
 - 12 tickets to Expolicious
 - 16 tradeshow badges
 - Access to Welcome Breakfast and Exclusive Sponsor Appreciation Event – Quantity TBD
 - 4 parking passes in Sponsor Lot

Epicure Sponsor - \$12,500



- Option to send (1) dedicated email blast to registered buyers as an endorsed CAFE email
- Logo inclusion in CAFE Email Newsletters when Epicure sponsors are recognized
- Logo & link on sponsor page where Epicure sponsors are listed
- Full color digital advertisement on website & mobile website pages
- Sponsor to receive (2) dedicated social media postings throughout the year on desired platform
- 10x20 display space at the Trade Event including complimentary carpet & electricity
- Premium inclusion on digital signage at the Trade Event
- Company logo will be included on the event directional maps at Trade Event
- Sponsor product will be used in Expo décor, media baskets & for cooking demos
- Opportunity to include a promotional item in attendee bags, given to exhibitors, buyers & consumers
- Hospitality
 - 8 tickets to Expolicious
 - 12 tradeshow badges
 - Access to Welcome Breakfast and Exclusive Sponsor Appreciation Event – Quantity TBD
 - 2 parking passes in Sponsor Lot

Gourmet Sponsor - \$6,250



- Sponsor to receive (1) dedicated social media posting throughout the year on desired platform
- 10x10 display space at the Trade Event including complimentary electricity
- Premium inclusion on digital signage at the Trade Event
- Company logo will be included on the event directional maps at Trade Event
- Sponsor product will be used in Expo décor, media baskets & for cooking demos
- Opportunity to include a promotional item in attendee bags, given to exhibitors, buyers & consumers
- Logo & link on website where all sponsors are listed
- Hospitality
 - 4 tickets to Expolicious
 - 8 tradeshow badges
 - Access to Welcome Breakfast and Exclusive Sponsor Appreciation Event – Quantity TBD
 - 1 parking pass in Sponsor Lot

Foodie Sponsor - \$3,125



- 10x10 display space at the Trade Event including complimentary electricity
- Premium inclusion on digital signage at the Trade Event
- Company logo will be included on the event directional maps at Trade Event
- Sponsor product will be used in Expo décor, media baskets & for cooking demos
- Opportunity to include a promotional item in attendee bags, given to exhibitors, buyers & consumers
- Logo & link on website where all sponsors are listed
- Hospitality
 - 2 tickets to Expolicious
 - 6 tradeshow badges
 - Access to Welcome Breakfast and Sponsor Appreciation Event – Quantity TBD
 - 1 parking pass in Sponsor Lot





Special Events

Consider customizing your sponsorship by adding on additional recognition at one of these events

Each of the special events associated with the California Food Expo offer recognition and connectivity to different targets. From buyers to exhibitors, consumers to industry experts, let the California Food Expo be your marketing platform to make meaningful connections for your company! Have an idea? Let's talk about building a custom platform for you!

Welcome Breakfast & Keynote

New Product or
Consumer Choice Awards

Expolicious

Education & Seminars

Celebration of Food Dinner

Exhibitor Happy Hour

Retail Advisory Committee Events

Restaurant Awards



Strategic Partnerships

We are seeking sponsors and strategic partners to help develop and continue the success of this show. If you would like to learn more, please contact us today!

[559.227.9999](tel:559.227.9999)

info@californiafoodexpo.com

Our Mission

The California Food Expo provides a platform that increases the commerce and connectivity of California food and beverage related companies, while creating a regional identity centered around the celebration of food production and the experience food inspires.