

A still life photograph of a dining table. In the foreground, a plate of green grapes is on the left. Next to it is a glass of red wine. In the background, there are more plates of food, including what looks like a strawberry and some bread. The lighting is warm and golden, suggesting an indoor setting with natural light. A dark brown rectangular box is overlaid in the center, containing the text 'FRESNO FOOD EXPO' in white. The word 'FOOD' is split into two lines, with a small green leaf icon above the 'O' in the second line. Below the box, the text 'SPONSORSHIP OPPORTUNITIES' is written in large, bold, green capital letters.

FRESNO  
FO  
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EXPO

**SPONSORSHIP OPPORTUNITIES**



**The Fresno 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 Central California. Our goal is to connect you - the nation's largest food and beverage brands and new innovative CPG companies – with regional, national and international buyers right here in your own back yard!

## Projected Attendance

Exhibitors	150
Buyers	950
Consumers	1,200

**July 26, 2018**

Fresno Convention &  
Entertainment Center



[Click to watch video](#)

# Board of Directors



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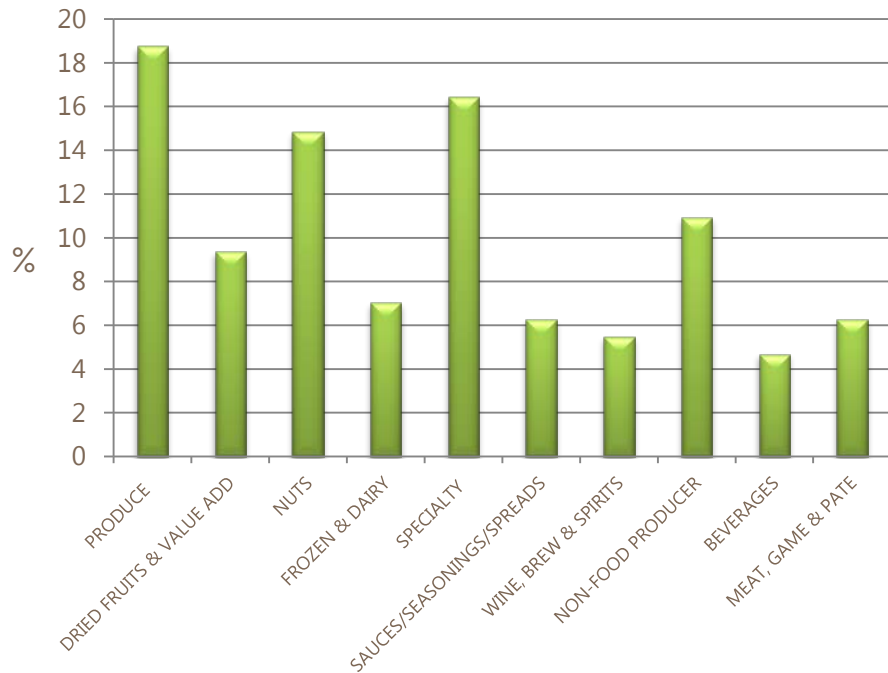




# Exhibitor Highlights



- Over 75% of participating exhibitors stated that the Fresno Food Expo has increased their exposure to new customers and consumers.
- 73% of exhibitors have seen their annual gross sales increase since participating in the Fresno Food Expo.
- 94% of exhibitors meet new buyers on the show floor.

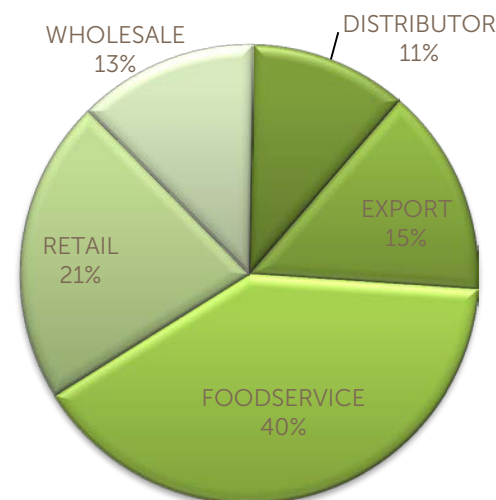


# Buyer Highlights

- Over 90% of buyers said they will be likely to follow up with at least 4 exhibitors from the show to purchase product.
- On average, 50% of buyers that attended the show are new to the Expo every year.
- 83% of buyers confirmed they were able to authorize or recommend buying decisions.



## Buyers by Category





2018

# SPONSORSHIP OPPORTUNITIES

# FOOD PRODUCER | SPONSORSHIP OPPORTUNITIES 2018

Sponsorship Benefits	Sommelier	Epicure	Gourmet	Foodie
Presenting Sponsor of Welcome 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		
Rotation in radio to promote B2B Tradeshow	Equal w/ Sommelier	Equal w/ Epicure		
Logo inclusion in FFE email newsletters	✓	✓		
Logo & link on website homepage	✓	✓		
Advertisement on FFE desktop & mobile website	✓	✓		
Advertisement in mobile event app	✓	✓		
Complimentary carpet for display	✓	✓		
Dedicated social media postings	3	2	1	
Lead retrieval licence or device rental	2	1	1	
Inclusion in select B2B tradeshow print ads	Equal w/ Sommelier FP	Equal w/ Epicure FP	Equal w/ Gourmet FP	
Inclusion on event digital signage	✓	✓	✓	✓
Inclusion in sponsor section of app & logo listing with all participants	✓	✓	✓	✓
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)	✓	✓	✓	✓
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
<b>Sponsorship Investment</b>	<b>\$20,000</b>	<b>\$12,500</b>	<b>\$6,250</b>	<b>\$3,125</b>

\*Elements subject to change based upon acquisition of category exclusive sponsorship



# 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 FFE email
- Inclusion in radio spots to promote the Trade Event – rotated equally with other Sommelier sponsors
- Logo inclusion in FFE email newsletters when Sommelier sponsors are recognized
- Logo & link on website homepage as well as sponsor page where Sommelier sponsors are listed
- Full color digital advertisement on website (2400w x 400h pixels) & mobile website pages (960w x 400h pixels)
- Full color digital advertisement in mobile event app
- 10x20 display space at the Trade Event including complimentary carpet & electricity
- (3) dedicated social media postings throughout the year on desired platform
- (2) lead retrieval software licenses for devices used to scan during the Trade Event
- Premium inclusion in select B2B Trade Event advertising when Sommelier Food Producers are included
- Premium inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of event app
- Company logo will be included with listing where all participants are included in event app
- 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 Expo event 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 FFE email
- Inclusion in radio spots to promote the Trade Event – rotated equally with other Epicure sponsors
- Logo inclusion in FFE Email Newsletters when Epicure sponsors are recognized
- Logo & link on website homepage as well as sponsor page where Epicure sponsors are listed
- Full color digital advertisement on website (2400w x 400h pixels) & mobile website pages (960w x 400h pixels)
- Full color digital advertisement in mobile event app
- 10x20 display space at the Trade Event including complimentary carpet & electricity
- Sponsor to receive (2) dedicated social media postings throughout the year on desired platform
- Sponsor will receive (1) lead retrieval software license for devices used to scan during the Trade Event
- Premium inclusion in select B2B Trade Event advertising when Epicure Food Producers are included
- Premium inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of event app
- Company logo will be included with listing where all participants are included in event app
- 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 Expo event 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
- Sponsor will receive (1) lead retrieval software license for devices used to scan during the Trade Event
- Inclusion in select B2B Trade Event advertising when Gourmet Food Producers are included
- Premium inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of app
- Company logo will be included with listing where all participants are included in event app
- 10x10 display space at the Trade Event including complimentary electricity
- 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 Expo event bags, given to exhibitors, buyers & consumers
- Logo & link on website where all sponsors are listed
- Hospitality
  - 4 tickets to Expolicious
  - 10 tradeshow badges
  - Access to Welcome Breakfast and Exclusive Sponsor Appreciation Event – Quantity TBD
  - 1 parking pass in Sponsor Lot

# Foodie Sponsor - \$3,125



- Premium inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of app
- Company logo will be included with listing where all participants are included in event app
- 10x10 display space at the Trade Event including complimentary electricity
- 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 Expo event 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 Fresno Food Expo offer recognition and connectivity to different targets. From buyers to exhibitors, consumers to industry experts, let the Fresno 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

New Product Awards

Expolicious

Education & Seminars

Exclusive Sponsor Appreciation  
Event

Happy Hour

Flambé

Chef Competition





## 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!

**David Nalchajian**  
**559.227.9999**  
**[david@nalchajian.com](mailto:david@nalchajian.com)**

### **Our Mission**

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