

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. A silver pitcher is also visible. The lighting is warm and golden, suggesting an indoor setting with natural light.

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	750
Consumers	1,200

July 26, 2018

Fresno Convention &
Entertainment Center



[Click to watch video](#)

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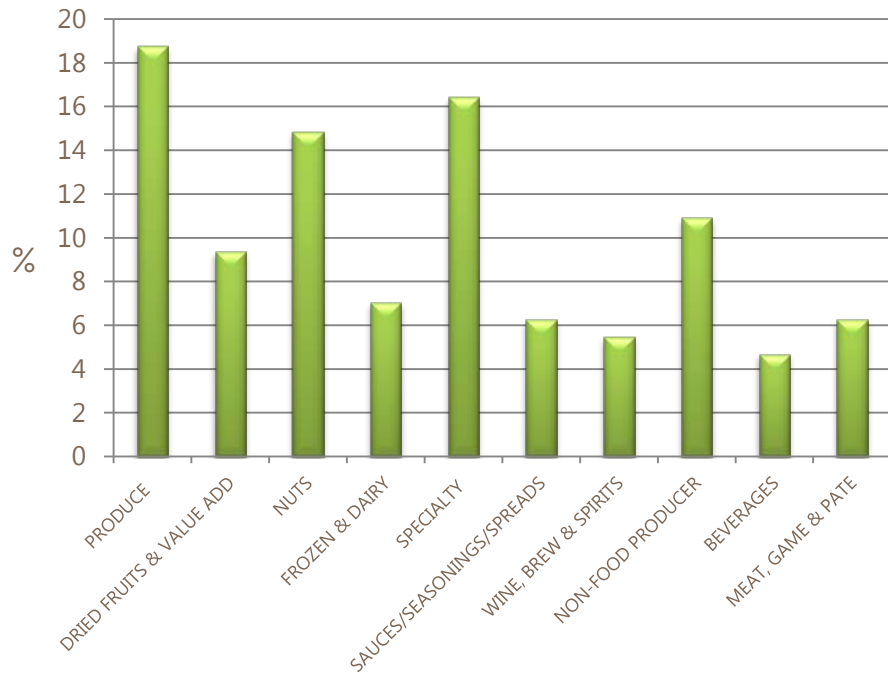
Bill Smittcamp
President & CEO, Wawona Frozen Foods



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.

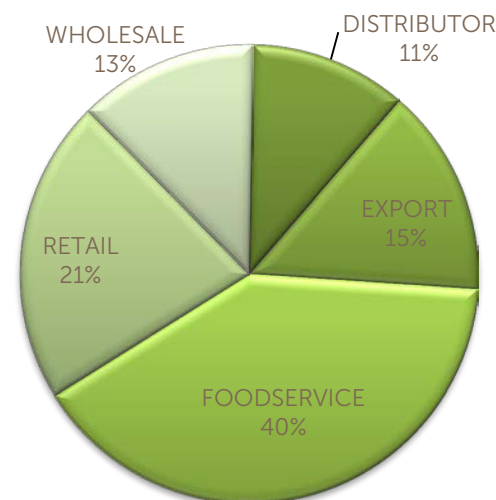


Buyer Highlights

- 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

EXHIBITING | SPONSORSHIP OPPORTUNITIES 2018

Sponsorship Benefits	Sommelier 10x20	Epicure 10x10
Opportunity to gift 10x10 to a food producer (not a past participant)	1	
Display space with complimentary electricity & carpeting	10x20	10x10
Advertisement on FFE desktop & mobile website	✓	✓
Advertisement in mobile event app	✓	✓
Rotation in radio to promote B2B Tradeshow	Equal with Sommelier	Equal with Epicure
Dedicated social media postings	3	2
Option to include marketing materials at Exhibitor Trainings	✓	✓
Logo inclusion on Exhibitor Training outreach materials	✓	✓
Logo inclusion in FFE email newsletters	✓	✓
Logo & link on website homepage	✓	✓
Lead retrieval licence or device rental	1	1
Logo inclusion on Tradeshow event map	✓	✓
Inclusion on Tradeshow event signage	✓	✓
Inclusion in sponsor section of app & logo listing with all participants	✓	✓
Promotional item in attendee bags	✓	✓
Logo & link on sponsor page	✓	✓
Tickets to Expolicious	8	8
Tradeshow badges	12	10
Welcome Breakfast and Exclusive Sponsor Appreciation Event	QTY TBD	QTY TBD
Parking passes in Sponsor Lot	2	2
Sponsorship Investment	\$20,000-\$40,000	\$12,500

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

Sommelier Exhibiting Sponsor - \$20,000 - \$40,000



- Opportunity to gift (1) 10x10 to a food producer that has not previously exhibited at Fresno Food Expo
- 10x20 display space at the Trade Event including complimentary carpet & electricity
- 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
- Inclusion in radio spots to promote the Trade Event rotated equally with other Sommelier sponsors
- Sponsor to receive (3) dedicated social media postings throughout the year on desired platform
- Sponsor may provide marketing materials for distribution at Exhibitor Trainings
- 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
- Premium inclusion on Exhibitor Training outreach materials
- Premium inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of event app
- Logo will be included with listing where all exhibitors are included in event app
- Opportunity to include a promotional item in Expo event bags, given to exhibitors, buyers & consumers
- Company logo will be included on the event directional maps at Trade Event
- 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

Epicure Exhibiting Sponsor - \$12,500



- Full color digital advertisement on website (2400w x 400h pixels) & mobile website pages (960w x 400h pixels)
- 10x10 display space at the Trade Event including complimentary carpet & electricity
- Full color digital advertisement in mobile event app
- Inclusion in radio spots to promote the Trade Event – rotated equally with other Sommelier sponsors
- Sponsor to receive (2) dedicated social media postings throughout the year on desired platform
- Sponsor may provide marketing materials for distribution at Exhibitor Trainings
- 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
- Premium inclusion on Exhibitor Training outreach materials
- Premium inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of event app
- Logo will be included with listing where all exhibitors are included in event app
- Opportunity to include a promotional item in Expo event bags, given to exhibitors, buyers & consumers
- Company logo will be included on the event directional maps at Trade Event
- Hospitality
 - 8 tickets to Expolicious
 - 10 tradeshow badges
 - Access to Welcome Breakfast and Exclusive Sponsor Appreciation Event – Quantity TBD
 - 2 parking passes in Sponsor Lot

NON-EXHIBITING | SPONSORSHIP OPPORTUNITIES 2018

Sponsorship Benefits	Sommelier Non-Exhibiting	Epicure Non-Exhibiting	Gourmet Non-Exhibiting	Foodie Non-Exhibiting
Opportunity to gift 10x10 to a food producer (not a past participant)	1			
Advertisement on FFE desktop & mobile website	✓	✓		
Advertisement in mobile event app	✓	✓		
Inclusion in promotional radio about B2B Tradeshow	✓	✓		
Social media postings	3	2		
Option to include marketing materials at Exhibitor Trainings	✓	✓		
Logo inclusion in FFE email newsletters	✓	✓		
Logo & link on website homepage	✓	✓		
Dedicated email blast to Exhibitors	1	1		
Special event sponsorship package*	Special Event Presenting	Special Event Supporting	Custom Program	
Advertisement in email newsletter	Large	Large	Small	Small
Logo inclusion on Exhibitor Training outreach materials	✓	✓	✓	✓
Inclusion on Tradeshow event signage	✓	✓	✓	✓
Inclusion in sponsor section of app & logo listing with all participants	✓	✓	✓	✓
Promotional item in attendee bag	✓	✓	✓	✓
Logo & link on sponsor page	✓	✓	✓	✓
Tickets to Expolicious	12	8	4	2
Tradeshow badges	8	6	4	2
Welcome Breakfast and Exclusive Sponsor Appreciation Event	QTY TBD	QTY TBD	QTY TBD	QTY TBD
Parking passes in Sponsor Lot	2	2	1	0
Sponsorship Investment	\$20,000 & Up	\$12,500	6250 & Up	\$3,125

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

Sommelier Non-Exhibiting Sponsor - \$20,000 & Up



- Opportunity to gift (1) 10x10 to a food producer that has not previously exhibited at Fresno Food Expo
- 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
- Inclusion in radio spots to promote the Trade Event – rotated equally with other Sommelier sponsors
- Sponsor to receive (3) dedicated social media postings throughout the year on desired platform
- Sponsor may provide marketing materials for distribution at Exhibitor Trainings
- Logo inclusion in email newsletters when Sommelier sponsors are recognized
- Logo & link on website homepage as well as sponsor page where Sommelier sponsors are listed
- Sponsor will receive recognition as a Presenting sponsor of (1) special event
- Option to send (1) dedicated email newsletter to registered exhibitors as an endorsed FFE email
- Option to include (1) large digital advertisement in an email newsletter targeting exhibitors
- Premium inclusion on Exhibitor Training outreach materials
- Premium inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of app
- Logo will be included with listing where all exhibitors are included in event app
- Opportunity to include a promotional item in event bags, given to exhibitors, buyers & consumers
- Hospitality
 - 12 tickets to Expolicious
 - 8 Tradeshow badges
 - Access to Breakfast/Keynote or other special events – Quantity TBD
 - 2 parking passes in sponsor lot

* Additional rights & entitlements tbd based upon desired special event or program.

Epicure Non-Exhibiting Sponsor - \$12,500



- 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
- Inclusion in radio spots to promote the Trade Event – rotated equally with other Sommelier sponsors
- Sponsor to receive (2) dedicated social media postings throughout the year on desired platform
- Sponsor may provide marketing materials for distribution at Exhibitor Trainings
- 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
- Sponsor will receive recognition as a Supporting sponsor of (1) Special Event
- Option to send (1) dedicated email newsletter to registered exhibitors as an endorsed FFE email
- Option to include (1) large digital advertisement in an email newsletter targeting exhibitors
- Premium inclusion on Exhibitor Training outreach materials
- Premium inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of event app
- Logo will be included with listing where all exhibitors are included in event app
- Opportunity to include a promotional item in Expo event bags, given to exhibitors, buyers & consumers
- Hospitality
 - 8 tickets to Expolicious
 - 6 tradeshow badges
 - Access to Welcome Breakfast and Exclusive Sponsor Appreciation Event – Quantity TBD
 - 2 parking passes in Sponsor Lot

* Additional rights & entitlements tbd based upon desired special event or program.

Gourmet Non-Exhibiting Sponsor - \$6,250 & Up



- Sponsor will receive recognition as a supporting sponsor of (1) special program *
- Option to include (1) small digital advertisement in an email newsletter targeting exhibitors
- Inclusion on Exhibitor Training outreach materials
- Inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of event app
- Logo will be included with listing where all participants are included in event app
- 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
 - 4 tradeshow badges
 - Access to Welcome Breakfast and Exclusive Sponsor Appreciation Event – Quantity TBD
 - 1 parking pass in Sponsor Lot

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

Foodie Non-Exhibiting Sponsor - \$3,125



- Option to include (1) small digital advertisement in an email newsletter targeting exhibitors
- Inclusion on Exhibitor Training outreach materials
- Inclusion on digital signage at the Trade Event
- Company profile and logo will be included in the sponsor section of event app
- Logo will be included with listing where all participants are included in event app
- 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
 - 2 tradeshow badges
 - Access to Welcome Breakfast and Exclusive Sponsor Appreciation Event – Quantity TBD
 - 1 parking pass for General Parking 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

The logo for the Fresno Food Expo is displayed in a dark brown, rectangular box with a slightly distressed, hand-drawn edge. The text is white and arranged in four lines: "FRESNO" at the top, "FO" in the second line, "OD" in the third line, and "EXPO" at the bottom. A small green leaf icon is positioned between the "O" in "FO" and the "O" in "OD".

FRESNO
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OD
EXPO

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

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.