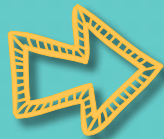


MetroCooking DC

The Metropolitan Cooking & Entertaining Show

The Ultimate Consumer Connection



October 24-25, 2015

Washington, DC

Walter E. Washington Convention Center



MetrocookingDC.com

Organized By:



**E. J. KRAUSE &
ASSOCIATES, INC.**

Supported by:

**JAMES
BEARD
FOUNDATION**



EXPAND YOUR MARKET AND GENERATE NEW BUSINESS AT METROCOOKING DC 2015!

MetroCooking DC has become the Washington Metropolitan area's number one consumer event for the specialty food, culinary, and entertaining community. Celebrating its 10th edition, the two-day culinary and entertaining extravaganza fits everything a fan of food and cooking could want under one roof. The event features top celebrity chefs, James Beard award winners, tasting and entertaining workshops, hands-on cooking classes, Beer Wine & Spirits Garden, Natural Products & Healthy Living Pavilion, RAMW Grand Tasting, and shopping from over 250+ exhibitors.

MetroCooking DC entices over **18,000 consumers** to shop, sip and sample. Our large visitor base is eager to

try new products and services. **MetroCooking DC** visitors cover all segments of the culinary market, creating the ideal environment to engage those who are passionate about food, drink, dining, entertaining, and cooking.

The Washington, DC region is one of the fastest growing culinary cities in the United States. **MetroCooking DC** provides exhibitors with the ideal platform to connect with new customers, grow your consumer database, expand market reach, and generate new business. **MetroCooking DC** delivers the results and visibility your company needs to stay competitive in the ever-crowding food and entertaining market. **This is the two-day consumer buying event your company won't want to miss!**

WHY EXHIBIT?

- Reach **18,000+** targeted and qualified consumer buyers
- **Generate On-Site Sales:** Promote and sell your products directly from the show floor
- **Expand Your Network of Contacts:** Grow your consumer database, expand your brand presence and increase your social media following
- **Build Business Relationships:** Network with industry professionals and vendors to expand your national contact lists
- Increase direct face-to-face interaction with motivated consumer buyers
- Gain Insight into market trends
- Evaluate competition and enter new markets
- Create and build brand awareness

WHO SHOULD EXHIBIT?

- Speciality Food Manufacturers
- Coffee, Tea & Specialty Beverage Companies
- Bakeries & Patisseries
- Cookware and Small Appliances Companies
- Grocers & Specialty Markets
- Restaurants
- Caterers & Event Planners
- Food Commissions & Associations
- Culinary Schools
- Natural Products Manufacturers
- Kitchen Designers
- Online & Catalog Retailers
- Home Entertaining Companies
- Travel - Food/Wine Destinations
- Retail Stores
- Cooking and Entertaining Publications
- Outdoor Entertaining Companies
- Florists
- Invitations & Calligraphy
- Home Décor



2014 METROCOOKING DC

Attendee Purchasing Power:

93% of attendees **made a purchase** at the show

37% of attendees **spent at least \$100** at the event

16% spent over **\$250**

Attendees **spent \$1.5 million** on products during the **two-day event**

The average attendee spent **4 hours shopping** and **experiencing the event**

Demographics:

98 registered media

68% Female; 32% Male

Attendees from:

33% - Washington, DC

32% - Virginia

29% - Maryland

6% - Other

Natural Products and Healthy Living Pavilion



The DC region ranks in the United States as one of the top 5 for health conscious cities. Consumer awareness and demand for natural and healthy products is on the rise in the Washington metropolitan area. Exhibit and market your products at **MetroCooking DC** to continue to educate your valued healthy living customers in a rapidly growing and evolving industry. The Natural Products & Healthy Living Pavilion is dedicated to helping customers easily locate natural, organic and healthy products at the show!

“The 2014 MetroCooking DC show was one of the best we’ve ever exhibited at...it allowed us to reach thousands of people in the DC area and we sold out of product both days!”

Austin Smither Langley
Smither Family Kitchen

An Interactive Attendee Experience:

MetroCooking DC engages the consumer market by creating a unique culinary experience. The interactive event features a variety of parallel activities including an exhibition floor showcasing new and innovative products in the food and home entertaining industry. This powerful media mix delivers over 1 million targeted impressions.

Featured Highlights include:

Appearances by top Celebrity chefs

James Beard Cooking Stage

L'Academie de Cuisine Pop-Up Cooking School

RAMW Grand Tasting Pavilion

Taste Talks & Workshops

Celebrity Book Signings

Beer, Wine, and Spirits Tastings

Children's Cooking Classes

On-Site Bookstore

Raffles and Giveaways

Healthy Living Seminars

And more!



Connect with over 18,000 Culinary and Entertaining Consumers

PARTICIPATION OPTIONS:

Exhibit Space:

10 x 10 Premium Package: \$1,350

Available at \$13.50 per sq. ft. (Minimum 100 sq. ft.)

Includes: Pipe & drape, carpet, one table, two chairs, waste basket

10 x 10 Basic: \$1,100

Available at \$11.00 per sq. ft.

Includes: Pipe & drape, carpet

10 x 30 Raw*: \$3,000

Available at \$10.00 per sq. ft. (Minimum 300 contiguous net sq. ft.)

Includes: Pipe & drape. ***Booth must be carpeted.** Exhibitor to furnish own carpeting.

Corner Charge \$75 Per Corner

CONTACT US TODAY!

FOLLOW US:



“Our sales were outrageous. We reached out to so many people and made so many connections that loved our product! Truly a WIN-WIN”

Theda Bakis
George's Mixes

Sponsorship & Advertising Opportunities:

Build your brand and enhance your profile through a variety of tailored sponsorship and advertising packages. **MetroCooking DC** delivers the face-to-face connection to introduce new consumer products. Enjoy the benefits of these promotional opportunities to gain maximum audience exposure and demonstrate leadership in the industry.



MetroCooking DC is the fastest growing consumer show in the nation. It is the number one opportunity to connect face-to-face with Washington metropolitan foodies.

“The MetroCooking DC Show is a great way for us to grow brand recognition and introduce potential grocery shoppers to our brand face to face. We hear from repeat attendees that DelGrosso is now the only sauce they buy since the first time they tried our products at this show. That speaks volumes.”

Michael DelGrosso
Vice President, Global Sales & Marketing
DelGrosso Foods

FOR ADDITIONAL INFORMATION ON EXHIBIT AND SPONSORSHIP OPPORTUNITIES CONTACT:

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