

MetroCooking DC

The Metropolitan Cooking & Entertaining Show

December 9 - 10, 2017

Walter E. Washington Convention Center
Washington, DC

The Ultimate Food Lovers Weekend!

SHOP.SIP.SAMPLE

SPONSORSHIP OPPORTUNITIES

The MetroCooking DC show offers a unique opportunity to engage with a targeted audience of specialty food and home entertaining enthusiasts. On-site activations coupled with our multi-channel marketing strategy target a high profile audience to provide sponsors maximum exposure, prominent branding, and return on investment. Sponsorship opportunities are developed in collaboration with each sponsor in order to meet their marketing objectives, overall footprint, deliverables and budget. Whether your goal is to launch a new product, increase brand awareness, grow market share, differentiate yourself from competitors, or drive online and retail sales, MetroCooking DC offers a wide range of promotional opportunities that will maximize your investment and experience pre-event and on-site.

ALL SPONSORSHIPS INCLUDE:

PRE-EVENT:

- Company Logo hyperlinked on MCDC Sponsor Webpage
- Company Logo incorporated into MCDC media campaigns and marketing materials (print and digital)
- Social Media promotions on Facebook and Twitter (content provided by sponsor; number of each posting based on time period between sponsorship commitment and event)

ON-SITE AT THE EVENT:

- Company Logo included in Official Event Directory on Sponsor Page
- Company Logo included on Entrance Tower/Welcome Sign at Main Entrance
- Company Logo included on On-site Event Signage

PRESENTING SPONSORSHIPS

Platinum Sponsor \$15,000:

Additional Sponsorship Benefits Include:

- 20 x 20 Raw Booth Space
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Featured Product Shelf Display
- Opportunity to provide branded product for VIP/Media swag bags
- One post show dedicated e-mail blast to MCDC database
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Gold Sponsor \$10,000:

Additional Sponsorship Benefits Include:

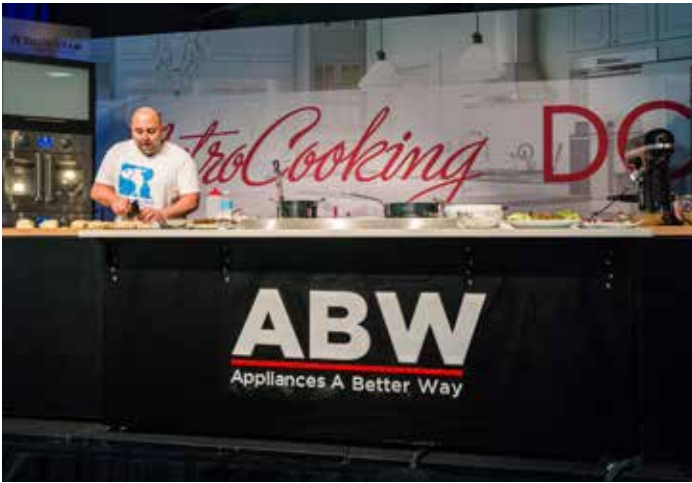
- 10 x 20 Premium Corner Booth
- One full page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Featured Product Shelf Display
- Opportunity to provide branded product for VIP/Media swag bags
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Silver Sponsor \$5,000:

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One half-page, 4-color advertisement in the Official Event Directory
- 10 General Admission Tickets





NAMING SPONSORSHIPS (ALL EXCLUSIVE)

James Beard Foundation Cooking Stage: \$12,000

The James Beard Foundation Cooking Stage is a dedicated area built out on the show floor featuring a fully functional cooking stage with demonstrations by 11 James Beard honored chefs. This is a unique feature of MetroCooking DC as all attendees have access to the area. This ensures maximum audience exposure and large event coverage.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Featured Product Shelf Display
- Opportunity to provide branded product for VIP/Media swag bags
- Company Logo on Banner hanging over stage
- Opportunity to distribute branded products or marketing materials on seating
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

VIP Lounge: \$10,000

Here's your chance to reach MetroCooking DC's most elite attendees. The VIP Lounge is a built out area on the show floor, exclusively for 150+ guests that purchase tickets to the VIP Celebrity Chef Meet and Greet sessions. This is an exceptional opportunity to reach high spending consumers interested in specialty food and home entertaining.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Opportunity to provide branded product for VIP/Media swag bags
- Company Logo on Banner hanging over lounge
- Company Logo on Carpet Decal at entrance of lounge
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Taste Talks: \$10,000

Taste Talks are 30 minute educational demonstrations featuring local chefs, bakers, bloggers and food industry professionals. The goal of the Taste Talks area is to entertain and educate the audience with useful tips, tricks and trends geared toward cooking, home entertaining and healthy living.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Opportunity to provide branded product for VIP/Media swag bags
- Company Logo on Banner hanging over area
- Opportunity to host 2 Taste Talk Speaking Slots
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Natural Products Pavilion: \$7,500

The Natural Products Pavilion is a dedicated area on the show floor hosting 45-50 booths, reserved for companies that explicitly sell natural and organic products.

Additional Sponsorship Benefits Include:

- 10 x 20 Basic Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Featured Product Shelf Display
- Opportunity to provide branded product for VIP/Media swag bags
- Company Logo on Banner hanging over area
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Beer, Wine and Spirits Garden: \$7,500

The Beer, Wine & Spirits Garden is a two-day tasting event featuring over 30 local breweries, wineries and distilleries. This event is the ideal platform to connect face-to-face with beverage enthusiasts in the local DMV community. This unmatched experience gives your company the opportunity to promote your products, build brand awareness, and attract new business.

Additional Sponsorship Benefits Include:

- 10 x 10 Premium Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Opportunity to provide branded product for BWS attendees
- Company Logo on Banner hanging over Pavilion
- Company Logo on signage and marketing materials specific to the event
- Opportunity to host 1 BWS Presentation
- Company Name on BWS attendee ticket
- 10 General Admission Tickets
- 25 Beer, Wine & Spirits Pavilion Tickets

BBQ Bash: \$5,000

The BBQ Bash is a one-day tasting event welcoming local BBQ establishments to sample their unique creations to a select group of attendees. The BBQ Bash recognizes the talent behind DC's best BBQ through both tastings, cooking demonstrations and awards for Best BBQ. Build your brand and enhance your company's profile through this incomparable sponsorship opportunity.

Additional Sponsorship Benefits Include:

- Prominent Table Top in BBQ Bash
- One half-page, 4-color advertisement in the Official Event Directory
- Opportunity to provide branded product for BBQ Bash attendees
- Company Logo on Banner hanging over Pavilion
- Company Logo on signage and marketing materials specific to the event
- 10 General Admission Tickets
- 10 BBQ Bash Tickets

Grand Tasting Pavilion: \$5,000

The Grand Tasting Pavilion is a one-day foodie event highlighting the DC area's top restaurants while serving their delicious bites to a select group of attendees. This popular tasting event is the ideal platform to connect with diners and food enthusiasts in the local DMV community. Promote your company, build brand awareness and attract new business with this great sponsorship opportunity.

Additional Sponsorship Benefits Include:

- Prominent Table Top in Grand Tasting Pavilion
- One half-page, 4-color advertisement in the Official Event Directory
- Opportunity to provide branded product for GTP attendees
- Company Logo on Banner hanging over Pavilion
- Company Logo on signage and marketing materials specific to the event
- 10 General Admission Tickets
- 10 Grand Tasting Pavilion Tickets

EVENT AND PRODUCT SPONSORSHIPS

Attendee Bags: \$10,000

***(cost of production included)**

Have every attendee carry a reusable bag with your company's logo featured on it. Here's a premium opportunity to be the only company logo on bags that are distributed to every attendee at the entrance of the show.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Company Logo on attendee bags
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Aisle Banners: \$7,500

Above every aisle hangs an aisle sign to help attendees find their way around MetroCooking DC. Here's an opportunity to have your company's logo added onto every aisle sign.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Featured Product Display Case
- Opportunity to provide branded product for VIP/Media swag bags
- Company Logo on Banners hanging above aisles
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Registration and Ticket Counter: \$6,000

Panels will be prominently placed at the base of the ticket counters in the entrance and registration area of the show. Have your company's logo featured and be the first thing that attendees see when they arrive to purchase tickets.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One half-page, 4-color advertisement in the Official Event Directory
- Company Logo on base of ticket registration counters
- 10 General Admission Tickets

Photo Booth: \$5,000

Say cheese! This fun and interactive experience is a great way to gain consumer attention. Every photo printed out of the machine will have your company logo on it.

Additional Sponsorship Benefits Include:

- Photo Booth set up in a 10 x 10 Basic Corner Booth
- One half-page, 4-color advertisement in the Official Event Directory
- Company Logo on photo prints
- 10 General Admission Tickets

Charging Stations: \$5,000

Get noticed while attendees power up their mobile devices for the day. This important tool will be placed in a key areas on the show floor. Feature your company's brand on the front of each station.

Additional Sponsorship Benefits Include:

- 10 General Admission Tickets

Water Stations: \$2,000

Placed on the show floor, these Water Stations are a welcome sight for weary shoppers. Revive your customers with a fresh blast of water!

Additional Sponsorship Benefits Include:

- 10 General Admission Tickets

For additional sponsorship information contact:

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EVENT ADVERTISING OPPORTUNITIES

Official Show Directory & Recipe Collection Advertising:

- Back Cover Full Page 4-color advertisement: \$2,000
- Inside Front Cover Full Page 4-color advertisement: \$2,000
- 2 Page Ad and Recipe Spread: \$1,200
- Run of Book Positions - Full Page 4-color advertisement: \$800
- Half Page 4-color advertisement: \$500

Ticket Stub advertisement: \$2,500

Catch attendees attention right when they purchase tickets! This is a great opportunity to showcase your company before and leading up to the event. Your ad will be front and center on every ticket attendees print out.

Homepage Ad: \$650

Be front and center on our website homepage. Your banner ad will be in rotation on the site from the time you sign up through the show. Ad size is 200Wx 240H

VIP Bag Insert: \$400

Add an insert into the VIP tote bags. Reach our targeted group of VIP attendees. We hand out a reusable shopping tote to all VIPs, so why not put something great in there to share!

*Cost of production not included

Featured Exhibitor Website Listing: \$250

Highlight your brand beyond your booth! Expand your reach and enhance your presence by having your logo on our dedicated "Featured Exhibitors" webpage! Your logo will be featured with a direct click through to your URL.

Featured Product Shelf Display: \$200

*(limited spots available)

Create an immediate impression and drive traffic to your booth by featuring your products front and center at the MetroCooking DC entrance. Your product will be showcased in a lighted glass display case placed in one of the most prominent locations on the show floor. Space includes one 20 inch spot with a small tent card displaying your company's name and booth number.

Social Media Exposure: \$150

Looking to get a product trending? Let us promote your products and presence at #MetroCookingDC. Our social media network reaches over 11,000+ followers. We will tweet (4 tweets) and Facebook post (1 post) leading up to the show! *content must be provided



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