

SHOP.SIP.SAMPLE

# MetroCooking DC

The Metropolitan Cooking  
& Entertaining Show

NOVEMBER 16-17, 2019

WALTER E. WASHINGTON CONVENTION CENTER  
WASHINGTON, DC

METROCOOKINGDC.COM

Organized By:



E. J. KRAUSE &  
ASSOCIATES, INC.

Supported by:

**JAMES  
BEARD  
FOUNDATION**



# INCREASE BRAND AWARENESS AND GENERATE NEW BUSINESS AT METROCOOKING DC 2019!

**M**etroCooking DC is the Washington Metropolitan area's number one direct-to-consumer event for the specialty food, home cooking, and holiday entertaining community. Celebrating its 14th year, this two-day culinary show provides a one-of-a-kind experience for all food enthusiasts.

MetroCooking DC attracts thousands of consumers to shop, sip and sample at a weekend of gourmet discovery. Attendees are eager to taste new products, learn the latest cooking and entertaining techniques, and engage in interactive gourmand experiences.

The Washington, DC region is one of the fastest growing culinary enriched cities in the United States. MetroCooking DC provides exhibitors a unique, multifaceted opportunity to connect with new purchasers, grow their consumer network and gain a competitive advantage in the constantly growing specialty food industry.

Through our strategically targeted marketing campaigns, celebrity chef personalities and quality industry partnerships, MetroCooking DC has found the perfect formula to attract engaged and qualified consumers who are passionate about the gourmet food, beverage, and home entertaining markets.

## WHY EXHIBIT?

- Reach **thousands of high-profile consumers** during the peak holiday season
- **Sample and sell your products** directly from the show floor
- **Expand your customer base** and develop new connections
- Highlight and **build brand awareness** to help generate new in-store & online business
- **Educate the consumer** about your company's product portfolio
- **Launch new products** and gain valuable feedback
- **Network with industry professionals** and other exhibitors to expand your regional and national reach
- **Meet retail trade buyers** interested in growing their store offerings

## WHAT TYPE OF COMPANIES SHOULD EXHIBIT?

- Baked Goods
- BBQ Condiments & Accessories
- Cookies & Confections
- Catering & Foodservice
- Coffee, Tea & Specialty Beverages
- Condiments
- Cooking & Entertaining Publications
- Cookware & Cutlery
- Deli – Meats & Cheeses
- Food Associations & Culinary Institutes
- Grains & Pasta
- Grocers & Specialty Markets
- Health & Nutrition
- Home Goods & Accessories
- Kitchen Cabinetry & Remodeling
- Natural Product Manufacturers
- Olive Oils & Vinegars
- Sauces, Seasonings & Cooking Enhancers
- Snacks, Crackers & Chips
- Specialty Food Manufacturers
- Spreads & Syrups
- Wine & Bar Tools/Accessories



# 2018 ATTENDEE PROFILE

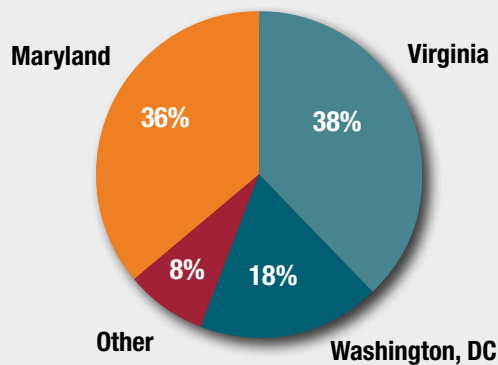
## DEMOGRAPHICS

**62%** of attendees are homeowners

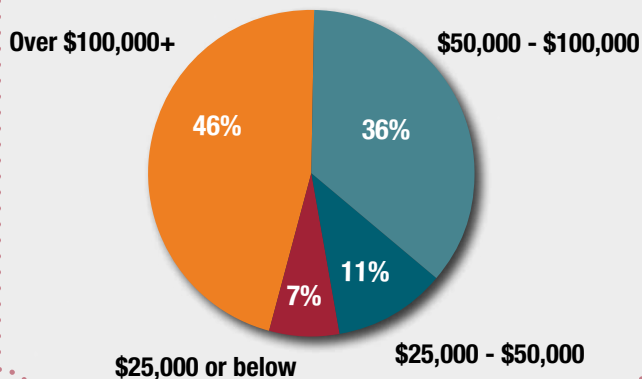
**72%** Female | **28%** Male

**92%** of attendees are over the age of 25

### GEOGRAPHIC BREAKDOWN:



### AVERAGE HOUSEHOLD INCOME:



## DIGITAL OUTREACH

**MetroCooking DC captures over 1.52 million impressions each year**

**f 13,000+**  
Facebook Fans

**Instagram 3,400+**  
Instagram Followers

**✉ 50,000+**  
Email Subscribers

**Twitter 3,500+**  
Twitter Followers

## PURCHASING POWER

**Over 45%** of attendees purchased over **\$100** worth of products at the event

Attendees spent over **\$1 million** on products from the event

**70%** of attendees said they were **likely to purchase products** they saw at the show post-event

**58%** of attendees spent over **3+ hours** shopping and experiencing the event

## AN INTERACTIVE ATTENDEE EXPERIENCE

**MetroCooking DC** attracts consumers by creating a unique and engaging culinary experience. The event brings together the area's largest cultivation of specialty food, breweries, wineries, restaurants and gourmet purveyors all under one roof. The event features a variety of parallel activities including:

- Celebrity Chefs
- James Beard Cooking Demos
- Cooking Classes
- Grand Tasting Pavilion
- Specialty Pairing Classes
- Taste Talk Demos
- Cookbook Signings
- Beer, Wine and Spirits Garden
- BBQ Bash



# PARTICIPATION OPTIONS:

## EXHIBIT SPACE:

### BASIC PACKAGE SPACE:

Before July 14, 2019: \$13.50 / square foot  
After July 15, 2019: \$14.50 / square foot

*Includes:* pipe/drape, standard exhibitor name sign and carpet.  
**(100 square foot minimum)**

### PREMIUM PACKAGE SPACE:

Before July 14, 2019: \$18.50 / square foot  
After July 15, 2019: \$19.50 / square foot

*Includes:* Basic Package plus, one 6-foot table, two standard chairs, one waste basket, and one 120v electric outlet.  
**(100 square foot minimum)**

### RAW SPACE:

Before July 14, 2019: \$12.50 / square foot  
After July 15, 2019: \$13.50 / square foot

*\*Note:* All booths must be carpeted – exhibitor responsible for carpeting. **(300 square foot minimum)**

**\*Corner Up Charge: \$200 per corner**

## 2018 SPONSORS:



**METROCOOKINGDC.COM**



## FOR EXHIBIT OR SPONSORSHIP OPPORTUNITIES CONTACT:

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“The attendees came to sample products and make purchases. We handed out samples of mushrooms sautéed in Angelo Pietro Dressing. The sales were so good we sold out! Angelo Pietro is looking forward to exhibiting at the MetroCooking DC event in 2019”

~Jim Cox, National Sales Manager, Angelo Pietro