

# MetroCooking DC

The Metropolitan Cooking & Entertaining Show

## DECEMBER 4-5, 2021

WALTER E. WASHINGTON CONVENTION CENTER

### THE ULTIMATE CONSUMER CONNECTION!

SHOP.SIP.SAMPLE

MetroCooking DC Sponsorship's focus around a 360-event marketing approach that allows our sponsors to convey their message across multiple points of contact resulting in maximum reach and attendee engagement. We use our various channels to integrate your brand through multiple digital advertising outlets, social media, and hands-on experiential activations onsite at the event.

Throughout the year, pre-event, your brand gains visibility and traction on our website, in MetroCooking DC branded content, newsletters, MetroCooking DC Rewards program, social media, digital cookbooks, digital advertising and more.

### DIGITAL & SOCIAL REACH

MetroCooking DC captures over 1.36 million social media impressions each year



**13,700+**  
Facebook Fans



**4,000+**  
Instagram Followers



**50,000+**  
Email Subscribers



**3,600+**  
Twitter Followers

Website outreach leading up to the event:

**186,200+** Pageviews

**62,000+** Unique Users: **65%** New Visitors

Average Session Duration: **1.47+** minutes

**90,000+** Interactive Sessions

### PRE-EVENT MARKETING



### ONSITE BRANDING



### METROCOOKING DC



### Attendee Fast Facts

**47%** have an average household income over **\$100,000**



**63%** are homeowners

**61%** are between the ages of **36-60**



**71%** female

**29%** male



Over **12,000** ticket purchasers



**21,000+** social media followers

For more information contact:

Caroline Zimmerman

Caroline.zimmerman@ejkrause.com



E. J. KRAUSE & ASSOCIATES, INC.

METROCOOKINGDC.COM