

SPONSORSHIPS & ADVERTISING

MetroCooking DC

The Metropolitan Cooking & Entertaining Show

OCTOBER 24-25, 2015

WALTER E. WASHINGTON CONVENTION CENTER
WASHINGTON, DC

SPONSORSHIPS & ADVERTISING

Build your brand and enhance your profile through a variety of tailored sponsorship and advertising packages. MetroCooking DC attendees are passionate foodies who want to shop, sip, sample, and learn more about food and drink. **MetroCooking DC** is the ideal venue to engage our audience of food and entertaining enthusiasts. All sponsors are prominently featured at the event and throughout our audience promotion and media campaigns.

Natural Products Pavilion Sponsor (Exclusive):

The Natural Products Pavilion is in a premium spot on the show floor and is chock-full of organic, gluten-free, and other natural products vendors. Seminars, talks and interactive demonstrations will take place throughout the weekend, attracting our most health-conscious consumers.

- Company Name/Logo on all Natural Products Pavilion Marketing Materials
- Option for up to two 30-45 minute demo presentations in the Natural Products Pavilion
- Logo on banner over the Pavilion
- Prominent signage on site
- Logo in the Official Show Directory
- Logo on the MetroCookingDC website
- 10x30 Package Booth
- One full-page, 4-color advertisement in the Official Show Directory
- One page flyer, small brochure or promotional item inserted into official bag distributed to all attendees (production not included)
- Social media pre-event shout outs
- 50 General Admission tickets

Beer, Wine and Spirits Garden Sponsor (Exclusive):

Get your product in front of MetroCooking DC consumers who are interested in discovering new beverages. This is a great opportunity to welcome them, introduce your product, and engage them with seminars.

- Option for up to two 30-45 minute demo presentations in the Beer, Wine, & Spirits Garden
- One premium table top in Beer, Wine, & Spirits Garden
- Company Name/Logo on all Beer, Wine & Spirits Garden Marketing Materials
- Prominent signage on site
- Logo on banner over the Pavilion
- Logo in the Official Show Directory
- Logo on the MetroCookingDC website
- Logo on the footer of Beer, Wine and Spirits tickets
- Logo on cocktail napkins
- One full-page, 4-color advertisement in the Official Show Directory
- One page flyer, small brochure or promotional item inserted into official bag distributed to all attendees (production not included)
- 50 General Admission tickets
- 30 Beer, Wine, Garden Tickets

Taste Talks Sponsor Sponsor (Exclusive):

These workshops led by industry experts, award-winning authors, and bloggers run every 30 minutes throughout the event. You'll have the opportunity to engage the presenters as well as attendees throughout the weekend. We'll also let you introduce the presenters and have two workshops of your own.

- Company Name/Logo on all Tasting and Entertaining Workshop Marketing Materials
- Option for up to two 30 minute demo presentations in the Tasting & Entertaining Workshops
- The option to provide food or materials for workshop presentations
- Prominent signage on site
- Logo on banner over the Pavilion
- Distribution of literature or product at the workshops
- Logo in the Official Show Directory
- Logo on the MetroCookingDC website
- 10x10 Package Booth
- One full-page, 4-color advertisement in the Official Show Directory
- One page flyer, small brochure or promotional item inserted into official bag distributed to all attendees (production not included)
- 50 General Admission tickets

Registration & Ticket Counter Sponsor:

- Logo on all on-site ticket counters and registration areas
- Company/Name Logo on marketing materials
- Logo on event signage
- 10x10 Package Booth
- Distribution of literature or product
- Logo in the Official Show Directory
- Logo on the MetroCookingDC website
- Logo on footer of General Admission tickets
- One full page 4-color advertisement in the Official Show Directory
- One page flyer, small brochure or promotional item inserted into official bag distributed to all attendees (production not included)
- 40 General Admissions tickets

VIP Lounge Sponsor: **SOLD OUT!**

Give our VIP attendees the benefit of their own exclusive reserved lounge area, with light breakfast, beverages and snacks throughout the day.

- Company branding in lounge area
- Logo on VIP room signage
- Logo on event signage
- Distribution of product in the VIP Lounge (products must be sample size unless inserted into VIP bag prior to event)
- Insert in VIP bags
- Logo in the Official Show Directory
- Logo on the MetroCookingDC website
- Logo on cocktail napkins
- One Full page 4-color advertisement in the Official Show Directory
- 35 General Admissions Tickets

Exhibitor Lanyards (Exclusive): **production included*

- Logo on exhibitor lanyard
- Logo in the Official Show Directory
- Logo on the MetroCookingDC website
- Logo on event signage
- One Full page 4-color advertisement in the Official Show Directory
- 35 General Admissions Tickets

Photo Booth:

- Logo on all photo booth pictures
- Logo on event signage
- Logo in the Official Show Directory
- Logo on the MetroCooking DC website
- ½ page 4-color advertisement in the Official Show Directory
- 20 General Admission tickets

Beer, Wine, & Spirits Wristband Sponsor: (Exclusive)

- Company name on 21+ wristband distributed to all in the Beer Wine and Spirits Garden attendees
- Logo in the Official Show Directory
- Logo on the MetroCooking DC website
- Option to distribute literature at the event
- 10 Beer, Wine, Spirits tickets

Grand Tasting Wristband Sponsor: (Exclusive)

- Company name on wristband distributed to all in Grand Tasting attendees
- Logo in the Official Show Directory
- Logo on the MetroCooking DC website
- Option to distribute literature at the event
- 4 Grand Tasting Tickets

Official Show Directory Advertising:

- Back Cover Full Page 4-color advertisement: \$3,000
- Inside Front Cover Full Page 4-color advertisement: \$3,000
- Run of Book Positions - Full Page 4-color advertisement: \$1,600
- Half Page 4-color advertisement: \$800

EVENT ADVERTISING:

Literature Drop at Celebrity Theater: \$2,500

Shopping Bag Insert: \$2,000

Adding an insert into the show shopping bag is an incredible way to reach all our attendees. We hand out a reusable shopping tote to every attendee, so why not put something great in there to share! * cost of production not included

Home Page Ad: \$600

Be front and center on our website. Your banner ad will be in rotation and will stay on the site through the show. Ad size is 240 x 195

VIP Bag Insert: \$500

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

Product Placement in Celebrity Theater: \$300

Ever notice when you're watching American Idol, there are always Coca Cola cups on the Judge's Table? Coke pays a fortune for that product placement because it's right in front of the celebrity judges AND the home audience also sees it. We're giving you a MUCH more affordable product placement opportunity. Position your product right on the cooking stage in the Celebrity Theater where it will end up on the video screen during the celebrity chef's presentation and seen by the entire Celebrity Theater Audience. Can't guarantee our celebrity chefs will pick it up, use it or mention it, but we can guarantee it will be highly visible.

On Stage "Shout Out": \$300 (Three opportunities per presentation) **SOLD OUT!**

Wouldn't you like us to brag about your product to our captive audience of 2,500 in the Celebrity Theater? We'll show your product, brag about it, and tell them your booth number where they can purchase. Watch out! They will storm your booth after the Celebrity Theater presentation. *Shout out must be 50 words or less.

Featured Product Display Case: \$150 (limited spots available)

Grab attendee's attention and drive traffic to your booth. Showcase your product front and center at the entrance of MetroCooking DC. This features your product 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 company booth number.

Social Media Package: \$100

Looking to get a product trending? Let us promote your products and presence at #MetroCookingDC. Our social media network reaches over 5,000 followers. We will tweet (4 tweets) and Facebook post (1 post) leading up to the show! *content must be provided

MetroCooking DC

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October 24-25 • Washington, DC

If connecting with consumers who love to cook and entertain and creating lasting relationships with them is one of your strategic goals, then MetroCooking DC should be an integral part of your marketing plan.

For additional information on exhibit and sponsorship opportunities contact:

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