



SHOP.SIP.SAMPLE

# *MetroCooking* DC

The Metropolitan Cooking  
& Entertaining Show

DECEMBER 4 - 5  
2021

WALTER E. WASHINGTON CONVENTION CENTER  
WASHINGTON, DC

[METROCOOKINGDC.COM](http://METROCOOKINGDC.COM)

Organized By:



E. J. KRAUSE &  
ASSOCIATES, INC.

Supported by:

JamesBeard  
Foundation

# INCREASE BRAND AWARENESS AND GENERATE NEW BUSINESS AT METROCOOKING DC

**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 15th year, this two-day 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. This two-day culinary extravaganza provides exhibitors a

unique opportunity to connect with new purchasers, grow their consumer network and gain a competitive advantage in the specialty food industry.

Through our strategically targeted marketing campaigns, celebrity chef headliners and premium 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 chefs**, industry professionals and other exhibiting companies to expand your reach
- **Meet retail trade buyers** interested in growing their store offerings
- **Build Your Database** and collect consumer data to retarget post-show

## 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



# 2019 ATTENDEE ANALYTICS

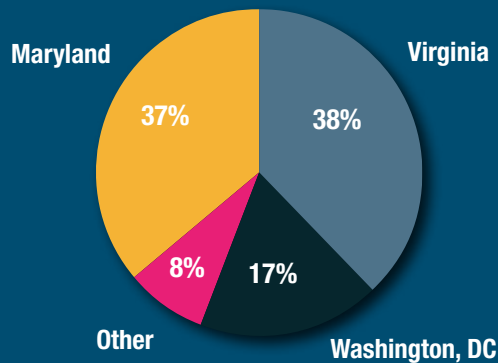
## DEMOGRAPHICS

**71% Female | 29% Male**

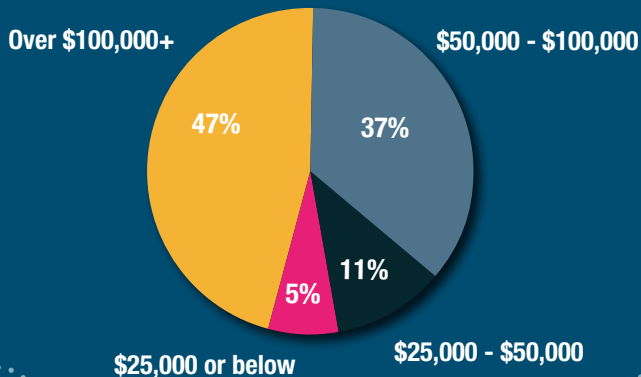
**63% of attendees are homeowners**

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

### GEOGRAPHIC BREAKDOWN:



### AVERAGE HOUSEHOLD INCOME:



## DIGITAL & SOCIAL REACH

**MetroCooking DC captures over 1.36 million social media impressions each year**

**f 13,700+**

Facebook Fans

**4,000+**

Instagram Followers

**50,000+**

Email Subscribers

**3,600+**

Twitter Followers

**Digital outreach leading up to the event:**

**188,200+** Webpage Views

**90,000+** Interactive Sessions

**62,000+** Unique Users

## PURCHASING POWER

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

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

**73% of attendees spent over 3+ hours shopping and experiencing the event**

**Our attendees most frequently shop at the following grocers:**

Giant	28%
Whole Foods	18%
Harris Teeter	15%
Trader Joe's	14%
Balducci's	4%
Other / No preference	21%



# PARTICIPATION OPTIONS:

## EXHIBIT SPACE:

### BASIC PACKAGE SPACE:

Through May 31, 2021: \$14.50 / square foot  
Beginning June 1, 2021: \$16.50 / square foot

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

### PREMIUM PACKAGE SPACE:

Through May 31, 2021: \$17.50 / square foot  
Beginning June 1, 2021: \$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:

Through May 31, 2021: \$13.50 / square foot  
Through June 1, 2021: \$15.50 / square foot

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

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

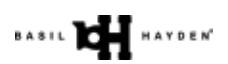
## 2019 SPONSORS:



THE LINCOLN  
MOTOR COMPANY



allrecipes  
MAGAZINE



## FOR EXHIBIT OR SPONSORSHIP OPPORTUNITIES CONTACT:

Rosemari Famiglietti | Sales Manager

301.493.5500 ext. 3343 | famiglietti@ejkrause.com

Kara Krause | Vice President, Event Marketing & Communications

301.493.5500 ext. 3304 | kl.krause@ejkrause.com

“We have been a part of the MetroCooking DC Show for several years now. We have seen double-digit growth in sales at the show over the previous year each show. The MetroCooking DC Show is a wonderful way to reach out to new customers who are looking for high quality products to share with their family and friends, and we couldn't be happier with the opportunities we have enjoyed as participants!”

~Aaron Kline Kushner, MeatCrafters

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