



CALIFORNIA
**FOOD
EXPO**

Sponsorship Opportunities





The California Food Expo pairs the sharp focus of a business event with the excitement of a food festival, designed to give our retail and foodservice attendees a unique food buying experience that can only be found in California. Our goal is to connect California's largest food and beverage brands and new innovative CPG companies with regional, national and international buyers.

Projected Attendance

Exhibitors	165
Buyers	750
Consumers	1,200

September 9 & 10, 2019
Fresno Convention & Entertainment Center



[Click to watch video](#)

FOOD PRODUCER | SPONSORSHIP OPPORTUNITIES 2019

Sponsorship Benefits	Sommelier	Epicure	Gourmet	Foodie
Presenting Sponsor of Special Event or upgrade to 20x20 Display	✓			
Social media takeover with ticket or other special offer	1			
Option to send dedicated email blast to registered buyers	2	1		
Logo inclusion in CAFE email newsletters	✓	✓		
Advertisement on CAFE desktop & mobile website	✓	✓		
Complimentary carpet for display	✓	✓		
Dedicated social media postings	3	2	1	
Display space including complimentary electricity	10x20	10x20	10x10	10x10
Logo inclusion on tradeshow event map	✓	✓	✓	✓
Product promotion in Expo décor, media baskets & cooking demos	✓	✓	✓	✓
Promotional item in attendee bags (buyer & public)	✓	✓	✓	✓
Inclusion on event digital signage	✓	✓	✓	✓
Logo & link on sponsor page of website	✓	✓	✓	✓
Tickets to Expolicious	12	8	4	2
Tradeshow badges	16	12	8	6
Educational Sessions Badge Allotments	4	4	4	4
Opening Reception Badge Allotments	16	12	8	6
Welcome Breakfast & Consumer Trends Panel Badge Allotment	4	4	4	4
Parking passes in Sponsor Lot	4	2	1	1
Sponsorship Investment	\$20,000 & Up*	\$12,500 & Up*	\$6,250 & Up*	\$3,125

*Offerings subject to change upon acquisition of category exclusive sponsorship.

*Pricing and additional rights & entitlements tbd based upon addition of special event or program.

Special Events



Each of the special events associated with the California Food Expo offer recognition and connectivity to different targets. From buyers to exhibitors, consumers to industry experts, let the California Food Expo be your marketing platform to make meaningful connections for your company! Existing sponsors at Gourmet level or above will receive a discounted rate on any Special Event sponsorship, or just sponsor an event on its own! Have an idea? Let's talk about building a custom platform for you!

Welcome Breakfast &
Consumer Trends Panel

New Product Awards

Expolicious

Educational Sessions

Refreshment Station

Opening Reception

Exhibitor Happy Hour

Retail Advisory & Board Dinner

Taste of California at Expolicious

Golden State Award



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Strategic Partnerships

We are seeking sponsors and strategic partners to help develop and continue the success of this show. If you would like to learn more, please contact us today!

559.227.9999

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