



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](#)

EXHIBITING NON-FOOD PRODUCER | SPONSORSHIP OPPORTUNITIES 2019

Sponsorship Benefits	Sommelier	Epicure
Opportunity to gift 10x10 to a food producer (not a past participant)	1	
Display space with complimentary electricity & carpeting	10x20	10x10
Advertisement on CAFE desktop & mobile website	✓	✓
Dedicated social media postings	3	2
Logo inclusion in select CAFE email newsletters	✓	✓
Logo inclusion on Tradeshow event map	✓	✓
Premium Inclusions on digital signage at Trade Event	✓	✓
Option to play a video on Expo digital screens during Trade Event	✓	✓
Promotional item in attendee bags (exhibitor/buyer/public)	✓	✓
Logo & link on sponsor page	✓	✓
Tickets to Expolicious	8	8
Tradeshow badges	12	10
Educational Sessions Badge Allotment	4	4
Opening Reception Badge Allotments	12	10
Welcome Breakfast & Consumer Trends Panel Badge Allotment	4	4
Parking passes in Sponsor Lot	2	2
Sponsorship Investment	\$20,000 & Up*	\$12,500 & Up*

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

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

NON-EXHIBITING | SPONSORSHIP OPPORTUNITIES 2019

Sponsorship Benefits	Sommelier	Epicure	Gourmet	Foodie
Opportunity to gift 10x10 to a food producer (not a past participant)	1			
Dedicated email blast to registered exhibitors	1	1		
Logo inclusion in CAFE email newsletters	✓	✓		
Advertisement on CAFE desktop & mobile website	✓	✓		
Dedicated social media postings	3	2		
Advertisement in email newsletter	Large	Large	Small	Small
Inclusion on digital signage at Tradeshow	✓	✓	✓	✓
Promotional item in attendee bags	✓	✓	✓	✓
Logo & link on sponsor page	✓	✓	✓	✓
Tickets to Expolicious	12	8	4	2
Tradeshow badges	8	6	4	2
Educational Sessions Badge Allotments	4	4	4	2
Opening Reception Badge Allotments	8	6	4	2
Welcome Breakfast & Consumer Trends Panel Badge Allotment	4	4	4	2
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

info@californiafoodexpo.com

