

Sponsorship Opportunities - Get more out of exhibiting!

Increase your show traffic with event sponsorships. All sponsorships can be customized to meet your specific sales and marketing goals, including exclusivity. Contact Dawn Faris at 800.589.3211 or dfaris@wirerestaurant.org for more information on sponsorship or to discuss options for a customized opportunity.

Sponsorship includes:

- Coverage in major event promotions
- Signage at the event
- Right-of-first-refusal for next year's show
- Additional benefits unique to each opportunity

Competitions

College Culinary Arts Competition (Monday)
Top culinary students create stunning meals on-site, each featuring your product. This prestigious competition is open to hospitality students from Wisconsin universities and technical colleges.
Investment: \$6,000

ProStart® Invitational (Tuesday)
Teams of Wisconsin high school students prepare all year for this day-long, demanding competition. This exciting competition includes cooking, case study and knife skills components.
Investment: A range of levels available

High Profile Opportunities

Keynote Address: Duff Goldman (Monday)
Grab top billing at the Expo's prestigious kick-off event. Duff Goldman, star of Food Network's *Ace of Cakes* and *Sugar High* will be speaking to hundreds of attendees at this high-profile session. Sponsorship includes year long recognition in a maximum number of promotional materials, as well as generous recognition at the Keynote Address. In addition, reserved seating will be available for you and your top customers.
Investment: \$10,000

Awards Dinner (Tuesday evening)
An ideal opportunity to reach the industry's most exclusive buyers. Join the who's who list of attendees at this formal evening of fine dining, where the state's top restaurateurs are celebrated.
Investment: \$500 to \$7,500

Notepads and Pens at Seminars (All three days)
Custom pads and pens are distributed at all seminar programs held at the Expo (approximately 12 sessions over three days).
Investment: \$2,500 + cost of production

Exhibit Hall Events

Culinary Theater

A special feature inside the exhibit hall that hosts well-known chefs for culinary demos all three days of the Expo. This high profile event provides lots of exposure through pre-show and at-show promotions.
Investment: A range of levels is available

The Green Kitchen

A green resource center designed to showcase environmentally friendly kitchen equipment.
Investment: A range of levels is available

Registration

Attendee Bags

 (All three days)

Flood the show floor with walking billboards! As attendees arrive, they are greeted with a custom-designed bag presented by your company representative. Or, have our registration staff distribute bags to each attendee as they check-in.
Investment: \$5,000 + cost of production

Badge Lanyards

 (All three days)

This exclusive opportunity puts your name front and center around the necks of all attendees. Achieve high visibility on and off the show floor!
Investment: \$5,000 + cost of production

Internet Café

 (All three days)

Our Internet Café features comfortable furniture and three work stations with free Internet access in a highly-visible area in the registration lobby. Sponsor recognition includes signage, logo screen-savers and the opportunity to display literature.
Investment: \$5,000

Custom Sponsorship

Don't see a perfect match? We can tailor a sponsorship and create new events around your company's unique needs.