Branding Add-Ons!

NEW! Multi-Media Upgrade — $349
Take advantage of this budget conscious upgrade. You choose a product or service that you want to promote and get us a photo, the product name, and a description. Each upgrade features one product or service promoted via:

- An e-blast sent to F&B operators before the Expo
- Facebook & Instagram posts (1 each)
- The MFE Program & Exhibit Guide
- The Winter/Spring issue of the Wisconsin Restaurateur, a circulation of 14,000+ foodservice professionals
- The MFE website leading up to the Expo

(Deadlines may apply for print pieces)

To be instrumental in meeting your marketing initiatives, we've put together a variety of sponsorship and advertising options of various mediums and price points. Just a few examples are included below:

MFE Educational Session Notebooks/Pens — Exclusive
$1,500, and you supply 1,200 notebooks with pens.
Support this popular request to have co-branded notebooks in the seminar sessions at the Expo. This takeaway item will be in the hands of buyers for weeks to come!

Workforce Quick Bites Zone
Exclusive three day sponsor $7,500. Co-sponsorship also available at $2,500. This popular training area, hosted inside the busy exhibit hall is where F&B operators go for quick tips on hiring, training and retaining. Sponsorship puts your company in the spotlight as an expert on this critical issue. Sponsorship includes speaker spots of 15 minute training sessions rotating over three days on topics that cover workforce engagement. Sponsorship of the Marketing Quick Bites zone is also available separately.

Restroom Mirror Advertising Decals — Exclusive
$2,400 total investment
Be seen multiple times a day by thousands. Display your brand on mirror decals in the restrooms throughout the convention center. Draw attention to specific products, your logo, or whatever else you’d like to highlight.

To learn more about additional sponsorships and other branding opportunities, CLICK HERE.
Questions? Contact Amy at anitschke@wirestaurant.org. Looking to customize? Contact Dawn at dfaris@wirestaurant.org.
Marketing Tools Included With Your Exhibit Space

NEW! Social Video Feature
Let the foodservice world know you’ll be at the Expo and give them a sneak peek of what they’ll see at your booth. Email anitschke@wirestaurant.org for your 30-second video guidelines.

NEW! Exhibitor Tool Kit
We’ll arm you with promotional marketing materials such as postcards, flyers, social media, email, whatever you can use to promote your upcoming presence at the show.

Wednesday Customer Passes
Impress your key buyers and top prospects with FREE ADMISSION to the Expo on Wednesday. You’ll receive a designated number of these passes based on the size of your exhibit space. If you’d like to order passes which allow free admission on any day of the Expo, please see information about Preferred Customer Passes on the following page.

Custom Invitation Partnership
Select foodservice and hospitality guests you’d like to invite to the Expo and reach out to them with a branded invitation offering a discounted rate. Our design team will create a customized email invitation for your contacts. You fill in the blanks of our template and we send you a fully designed HTML email ready to go!

Buyer Matching Program
Before and after the Expo, you’ll receive a list of pre-registered attendees based on product interest. This powerful sales tool gives you contact information in an electronic file format. Maximize your trade show investment by qualifying and connecting with these key buyers.

Social Post
We’re always looking for exciting ways to promote the Expo on social media to our attendee audience. Will you have a unique experience in your booth or a special giveaway you want to share? Let us know! And don’t forget to ‘like’ the Expo’s Facebook page.

Expo Graphics to Promote Your Booth before the Expo
Use our "See Us Here!” graphics (sample, right) or Expo logos on your website, social media, pre-show mailers, invoices, company newsletter, or any way you contact your current and potential customers. You can view and download our selection of graphics by visiting www.wirestaurant.org/expo/exhibit/prep

Don’t forget to add the Midwest Foodservice Expo to your online event calendar!
Does your company have an event calendar on its website, Facebook page, or other social media sites? Be sure to add the Midwest Foodservice Expo so buyers know where they can see you.

Questions on any of the above? Contact Amy Nitschke at anitschke@wirestaurant.org.