



SPONSORSHIP PREVIEW GUIDE

Processing the
Future Together

2024 Food Processing Expo
Sacramento, CA,
February 13-14



California's Largest
Food Processing
Trade Show

Questions?

**CLFP Expo
Management**
CLFPExpo@naylor.com



Why Sponsor?

The Food Processing Expo is California's largest food processing trade show and brings attendees from California and the country looking to source new product, such as the Campbell Soup Supply Co., ConAgra Brands, Inc., Kraft Heinz Company and many more!

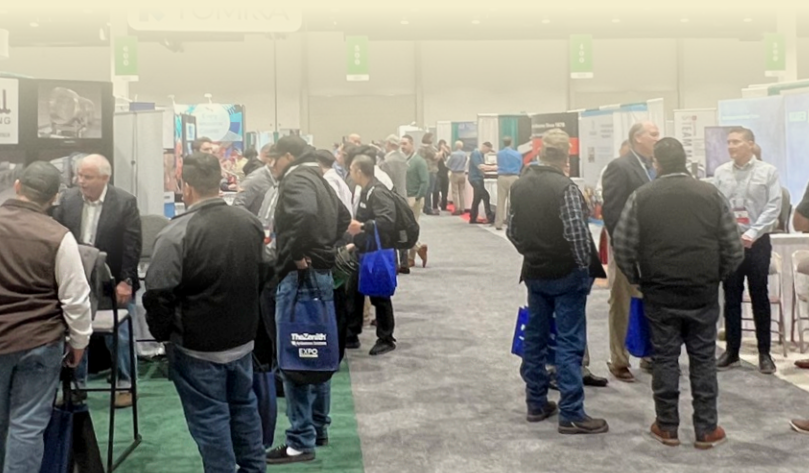
Sponsoring at this premier California food event provides a unique opportunity for visibility and connection with one of the leading manufacturing industries in the state. Multiple allied industry companies are repeat Expo sponsors year after year, recognizing the immense value it brings to their company.

Become part of this one-of-a-kind event as an Expo sponsor!



All Premium Sponsorships Include:

- Color logo inclusion on Expo signage
- Color logo and hyperlink on Expo website
- Recognition throughout the Expo with frequent show floor announcements
- Logo inclusion in CLFP newsletters, social media and marketing emails
- Usage of Expo logo to promote your sponsorship on your website and in promotional materials



“

This Expo is an excellent venue to catch up with existing customers and to connect with prospective new customers.”

- **Paul Shattuck**, CEO,
The Adhesive Products, Inc.

“

This is a perfect show for new technology in the Food Processing businesses in California and beyond.”

- **Steve Smart**, Owner, EMTNA, LLC

PROCESSING THE FUTURE TOGETHER



Sponsorship Opportunities

Diamond Sponsor - EXCLUSIVE \$10,000 **SOLD**

Your company will get maximum exposure to the Expo's 1,500+ attendees with placement of your logo (alongside ours) on the official Expo tote bag available for all attendees at registration!

- Logo on tote bag
- Full-page (B&W) ad in the official Expo Show Program
- 30 minute speaking opportunity in the Education Pavilion
- 10 trade show passes
- 5 Kick-Off Breakfast passes
- Attendee bag insert

Platinum Sponsor - EXCLUSIVE \$7,500 **SOLD**

See your name in lights, or in this case your own lounge, which will be one of the go-to spots during the Expo for networking.

- Large 20 x 40 furnished booth named after your company
- Charging station with company logo
- Hosted Happy Hour on trade show floor
- 10 trade show passes
- Attendee bag insert

Gold Sponsor - EXCLUSIVE \$6,000 **SOLD**

Capture attention with an extraordinary ad strategically positioned to catch the eyes of every attendee. This sponsorship includes a full-page color ad on the prime back cover of the official Expo Show Program distributed to all attendees!

- Full-page color ad on the prime back cover of the official Expo Show Program
- 5 trade show passes
- 5 Kick-Off Breakfast passes
- Attendee bag insert

Lanyard Sponsor - EXCLUSIVE \$5,500 **SOLD**

Reach all Expo attendees with your company logo on the official Expo lanyard distributed to attendees at registration.

- Two colored logos on lanyards
- 5 trade show passes

Board and Exhibitor Reception Sponsor - EXCLUSIVE \$5,000 **SOLD**

Only this sponsor has the unique opportunity to make an impression with CLFP's Board of Directors by addressing board members and other industry peers at this exclusive reception!

- Five-minute speaking opportunity at the conclusion of the Board of Directors Meeting
- Branded napkins at hosted bar
- Invitation to attend the exclusive reception
- 5 trade show passes
- Attendee bag inserts

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Sponsorship Opportunities

Kick-Off Breakfast - Only 1 Opportunity Left \$5,000

This kick-off event always attracts a large crowd, where your company will have prime opportunity for recognition.

- One reserved table at Kick-Off Breakfast
- Company information shared at beginning of breakfast
- 5 trade show passes
- 8 Kick-Off Breakfast passes
- Tent cards with company logo placed on all tables
- Attendee bag inserts

Happy Hour Sponsor - 5 Available \$3,000

Step into the spotlight by hosting an engaging in-booth beverage station that's sure to draw a bustling crowd!

- Bartender & beverage station (drinks included)
- Attendee bag insert

**Exhibit space needs to be at least 10' X 20' and allow room for bar station & queuing*

Education Pavilion Sponsor - 4 Available \$2,500

Showcase your support for the industry by sponsoring the education pavilion located in the exhibit hall.

- Color logo on large shared signage over education pavilion
- Option to place promotional material in the media stand at the entrance
- Option to provide a short welcome speech and introduce one of the sessions

Close of Show Give-A-Way Sponsor - 8 Available \$1,000

Elevate your brand as a destination in our immersive exhibit hall game. Engage attendees as they collect stamps for a chance to win a featured prize at the Close of the Show.

- Your company logo and "stamp" section in the passport promotional material distributed to all attendees at registration

ADDITIONAL SPONSORSHIPS

Food Processing Expo Sponsored eBlast 2 Available per week (from 1/1-3/8/2024*) \$1,250

Engage registered attendees by email before or after the show.

**Purchase Conditions: Each exhibitor is limited to reserving only one slot within a 14-day period. Blackout dates for scheduling are from 2/8 to 2/18.*

Attendee Bag Insert - 12 Available \$500

Item of your choice included in the show tote bag distributed to all attendees at registration.

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Build Your Own Sponsorship!



Have your own idea for an Expo sponsorship? Let's talk. We are open to your ideas to build a unique sponsorship with benefits that work for you!