



# SPONSORSHIP & ADVERTISING OPPORTUNITIES

**ProcessExpo**

THE GLOBAL FOOD EQUIPMENT AND TECHNOLOGY SHOW®

October 23 – 25, 2023 • McCormick Place, South Hall • Chicago, Illinois USA



messe frankfurt

# WHY SPONSOR

Process Expo is North America's premier meeting place for food and beverage industry professionals seeking the latest technology, advancements and equipment. Exhibitors benefit from a front row seat to thousands of buyers converging in Chicago, but getting them to the event and getting them to your booth are two different things!

Let us take care of delivering the attendees and then you can attract them to your booth by taking advantage of our added sponsorships and advertising opportunities.

**We have a variety of opportunities to help you achieve your goals!**

## **Wanting to Generate More Leads?**

Check out our on-site signage, print advertising, and registration sponsorships to ensure you're logo and branding are seen by everyone attending the event.

## **Looking to Increase Booth Visits?**

Mobile app push messages and joining our Show Floor Crawl can create a call to action, driving traffic to you.

## **Does the Event Align with a Business Milestone?**

Build the hype with a eNewsletter feature before the event or secure a spotlight in our Show Daily Newsletter.

## **Launching a New Product to Market?**

Be sure to apply for our Innovations Awards and perhaps sponsor a Lounge where attendees can take a break and learn more about your technology.

## **Interested in Brand Recognition?**

Upgrade your online company profile to drive clicks before and after the event, while collecting lead data in your Exhibitor Dashboard.



### **SPONSORS RECEIVE THE FOLLOWING ADDED BENEFITS**

- Sponsor recognition on website
- Sponsor recognition on signage displayed onsite at event
- Sponsor recognition on eNewsletters sent prior to event
- Sponsor recognition in show daily eNewsletters
- Sponsor recognition in show mobile app
- Digital Sponsor banner for your website

*Excludes Digital Package Upgrade purchases.*

# PRINT OPPORTUNITIES



## VISITOR BROCHURE

Informational brochure mailed prior to the show to give registered and potential visitors a look at what to expect from Process Expo 2023

Visitor Brochure Center Spread	\$8,500 exclusive
Visitor Brochure Full Page Ad	\$5,000
Visitor Brochure 1/2 Page Ad	\$3,000

## SHOW DIRECTORY

Exhibitors receive a standard listing in the directory, which includes company name, booth number, country, website, application areas and product categories

Show Directory Two-Page Spread	\$8,000 Exclusive
Show Directory Full Page Ad	\$5,000
	
Show Directory 1/2 Page Ad	\$3,000
Show Directory Premium Listing – includes logo with highlighted listing, and brief company description	\$800
	

# PRINT OPPORTUNITIES (CONTINUED)

## SHOW DIRECTORY

Exhibitors receive a standard listing in the directory, which includes company name, booth number, country, website, application areas and product categories

### Show Directory Center Spread



\$10,000 Exclusive

### Show Directory Inside Front Cover Gatefold



\$20,000 Exclusive

# DIGITAL OPPORTUNITIES

## MOBILE APP

### Splash Screen

- Shown at top of the page at the opening of the app
- Limited availability
- 1080 X 1920 image

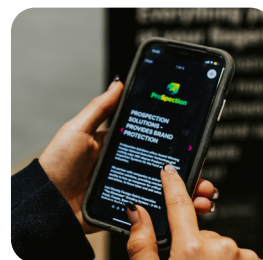


\$6,000

**SOLD**

### Card Background

- Logo image placed on the main navigation screens (no active link)
- Limited availability
- 1080 X 1920 image



\$10,000

### Push Messages

- Everyone who downloads the app will receive your message (as long as bluetooth is enabled) - unlimited text size for full body message
- Use the messaging system to relay news, product announcements, promote educational sessions or simply link to your website

\$2,000  
per message  
60 character  
pop-up message

### Mobile App Menu Banner

Place logo and link at the footer; randomly rotated; 1080 X 169

\$4,000

## ONLINE

### eNewsletter Feature

- Feature your logo, a 150 word blurb about your company or product, and a link to your website in our visitor newsletter emailed directly to registered visitors
- Limited Availability

\$2,000

### Show Day eNewsletter Feature

- Feature your logo, a 150 word blurb about your company or product, and a link to your website in our visitor newsletter emailed directly to visitors in attendance
- Limited Availability

\$2,000

### Online Registration Sponsor

Place your banner on online registration for maximum visibility to all registrants, attendees and exhibitors!

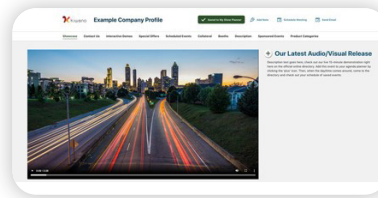
\$15,000 Exclusive

# DIGITAL OPPORTUNITIES

## ONLINE ADVERTISING PACKAGE UPGRADES

### Ultimate Supporter

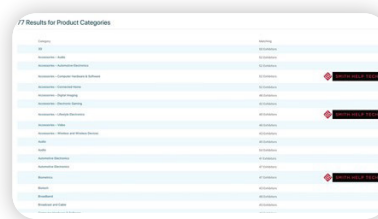
- 4 video panels (or image/text)
- 4 Collateral Uploads
- 4 Online business cards
- Priority Placement in search results
- Inclusion in the Featured Exhibitor search
- Corner Peel on your online booth



\$1,495

### Product Category Sponsorship

- 320 x 50 pixel company logo on the product category of your choice
- 640 x 100 pixel static image required for upload
- Image directs users directly to your company's listing
- Guaranteed #1 listing within your product category search results



\$2,500

### Product Spotlight Sponsorship

- Your video/image thumbnail on the home page of the exhibitor directory
- Live link directs attendees to your company's listing
- Statistics available for tracking
- Limited to 21 exhibitors



\$2,500

### Individual Hall Banner Sponsorship

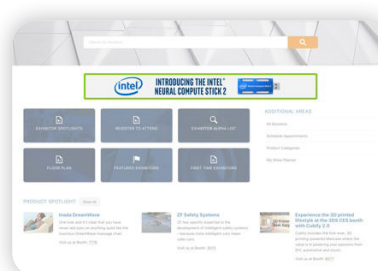
- 320 x 50 pixel banner at the bottom of your online hall
- 640 x 100 pixel static image required for upload
- Banner links to your listing and stats are available for tracking



\$5,000

### Online Directory Sponsorship

- 180 x 150 pixel company logo on the home page of the online directory
- 360 x 300 pixel static image required for upload
- Image directs users directly to your company's listing
- Statistics available for tracking



\$8,000



# ON-SITE OPPORTUNITIES

## BANNERS

### Escalator Runners

Gain brand exposure as visitors make their way to the exhibit hall with escalator banners.



\$10,000 Exclusive

### Catwalk Banner

Gain brand exposure as visitors make their way to the exhibit hall with escalator banners.



\$15,000 Exclusive

# ON-SITE OPPORTUNITIES



## OTHER ON-SITE

Wi-Fi	<ul style="list-style-type: none"> <li>• Company brand across any device that accesses the show wi-fi</li> <li>• 3 Opportunities - select preferred day</li> </ul>	\$15,000 per day (Days 1 - 3)
Show Bags	<ul style="list-style-type: none"> <li>• Company logo on every bag distributed at registration</li> <li>• Exclusive</li> <li>• Sponsor is responsible for artwork</li> </ul>	\$15,000 Co-branded Including production costs
Visitor Lanyards	<ul style="list-style-type: none"> <li>• Each lanyard distributed to attendees at registration</li> <li>• Exclusive</li> </ul>	\$10,000 Co-branded Including production costs
		
VIP/Press Lounge	<ul style="list-style-type: none"> <li>• Reach key buyers with your sponsorship</li> <li>• Includes brochure, swag and press release distribution</li> <li>• 5 Opportunities</li> </ul>	\$5,000 Member \$6,500 Non-member
Concession Sponsor	<ul style="list-style-type: none"> <li>• Put your brand in front of visitors when they take a break for lunch on the show floor to ensure your exposure is active, even when the buyers are idle! Includes:</li> <li>• Logo on table tents in concession area</li> <li>• Meterboard in concession area</li> <li>• 2 opportunities available</li> </ul>	\$8,000 Each \$15,000 Exclusive
FPSA Women's Alliance Breakfast Sponsor	<ul style="list-style-type: none"> <li>• Company logo on signage</li> <li>• Reserved table for up to 8 people</li> <li>• Registration cost not included as it goes to a charitable cause</li> <li>• Swag giveaway opportunity</li> </ul>	\$5,000
Sanitation Stations	<ul style="list-style-type: none"> <li>• Reach attendees as they stop by to refresh from all the networking</li> <li>• 20 sanitizer stations throughout prominent areas on the show floor</li> </ul>	\$4,000
Refresh & Recharge Lounge	<ul style="list-style-type: none"> <li>• Be the brand visitors see when they recharge and refuel</li> <li>• 2 Opportunities</li> <li>• Swag giveaway opportunity</li> <li>• Logo cling on table tops</li> <li>• Literature rack</li> </ul>	\$10,000 Member \$13,000 Non-member
		



# ON-SITE OPPORTUNITIES

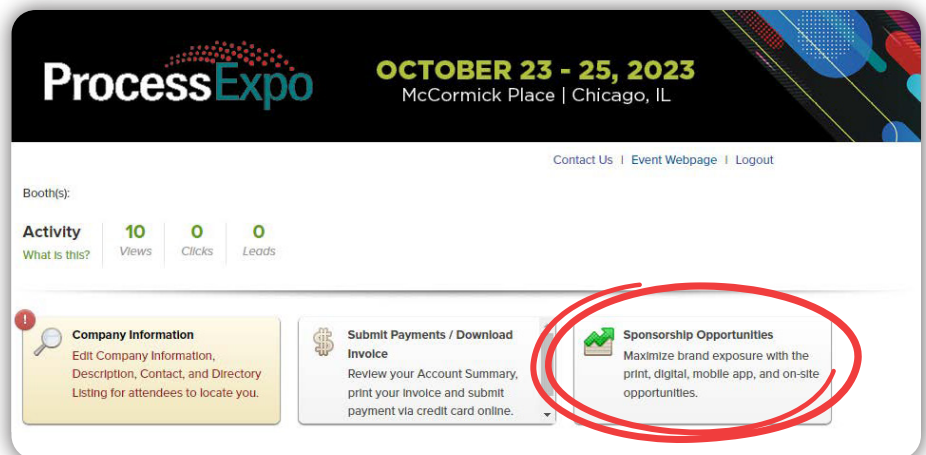
## SIGNAGE & CLINGS

<b>Aisle Sign Dangler</b>	<ul style="list-style-type: none"><li>• See your company logo and booth number displayed at the bottom of an aisle sign in a prominent location on the floor</li><li>• Specific aisle signs may be requested</li><li>• Limited Availability</li></ul>		<p>\$7,700 each member</p> <p>\$9,900 each non-member</p>
<b>Premium Floor Decals</b>	<ul style="list-style-type: none"><li>• 3 X 6 logo or ad on the show floor or in the concourse</li><li>• Limited Locations; first-come, first-served</li></ul>		<p>\$5,500 members</p> <p>\$7,500 non-members</p>
<b>Booth Floor Ad Space</b>	<ul style="list-style-type: none"><li>• 2 X 3 floor sticker in the aisle next to your booth</li><li>• Limited to 1 per exhibitor</li></ul>		<p>\$1,000 each member</p> <p>\$1,500 each non-member</p>
<b>Door Clings</b>	<ul style="list-style-type: none"><li>• Company logo / booth number on (1) set of doors (8 clings total) on one set of entrance doors near shuttle area. 2 X 2</li><li>• Limited Availability provides artwork</li><li>• Sponsor</li></ul>		<p>\$2,500 each member</p> <p>\$3,500 each non-member</p>
<b>Meterboard Signage</b>	<ul style="list-style-type: none"><li>• Company advertisement displayed on (1) double-sided panel</li><li>• Choose from a variety of key, high-visibility locations</li></ul>		<p>\$2,000 each</p>

# BECOME A SPONSOR

To secure sponsorships, login to your Exhibitor Dashboard and click the Sponsorship Opportunities tile. Here you will make your selections, checkout, and make payment or download your invoice.

Full payment is required immediately to secure sponsorships. Once paid for, the Process Expo sales team will connect with next steps, any additional specifications, and deadlines.



## ARTWORK SPECIFICATIONS

<b>Company Logos</b>	Please send us your company logo with the following qualities: at least 300 dpi; CMYK color; file format PNG, AI or EPS; no smaller than 400 pixels wide.
<b>Ad Specifications</b>	All ads larger than 10 MB can be sent for free via <a href="http://www.wetransfer.com">www.wetransfer.com</a> .
<b>Visitor Brochure</b>	<b>Trim:</b> 6" x 9" with .125" bleed (live area 5.25" x 8.25")
<b>Show Directory</b>	<b>Trim:</b> 8" x 6.75" with .125" bleed (live area 7.25" x 6")
<b>Submission Deadlines</b>	<b>Visitor Brochure:</b> June 15, 2023 <b>Show Directory:</b> August 31, 2023 <b>On-Site Opportunities:</b> August 31, 2023

- Where possible, fonts should be converted to outlines or embedded in the file.
- Preferred applications include Adobe InDesign, Photoshop or Illustrator. PDF files are accepted but are the responsibility of the advertiser, not Show Management.
- Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications.
- All ad materials must be approved by the organizers.
- Please submit a high-res logo file with your sponsorship application form.

**For more information, contact:**

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