



# catersource® + THE SPECIAL EVENT®

**MARCH 27-30, 2023**

ORANGE COUNTY CONVENTION CENTER • ORLANDO, FL

CONFERENCE: MARCH 27-30

TRADESHOW: MARCH 29-30

## Exhibiting Prospectus & Sponsor Opportunities

[conference.catersource.com](https://conference.catersource.com) | #Catersource  
[thespecialeventshow.com](https://thespecialeventshow.com) | #TheSpecialEvent

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# About the Show



## Catersource and The Special Event celebrating catering & event excellence

The combined event will bring together thousands of industry professionals and hundreds of suppliers to provide an unmatched opportunity to source, network and learn in one sensory-stimulating environment.



## Connect with high-level professionals across these catering and special events industries

Catering and Food Service

College/University Foodservice Operations (Self-Operated)

Contract Food Service Catering

Convention or Meeting Center

Corporate Events

Cultural Institutions

Destination Management Companies

Entertainment Companies

Event Design

Event Planning/Producing/Consulting

Event Production

Event Rental Companies

Event Site/Banquet Facilities

Floral/Plant Materials

Golf/Country Clubs

Hospitality (Hotels/Resorts/Casinos)

Hotel & Casino Banquet Operations

Independent Catering Off-Premise

Manufacturers/Suppliers

Military Foodservice Catering

Museums, Arts Organizations

Non-profits, Associations, Foundations

Premium Incentives/Specialty Advertising

Quick Serve Retail

Supermarket/Deli/Wholesale Food Suppliers

Restaurant & Private Dining

Sports/Entertainment/Cultural Venues

Universities

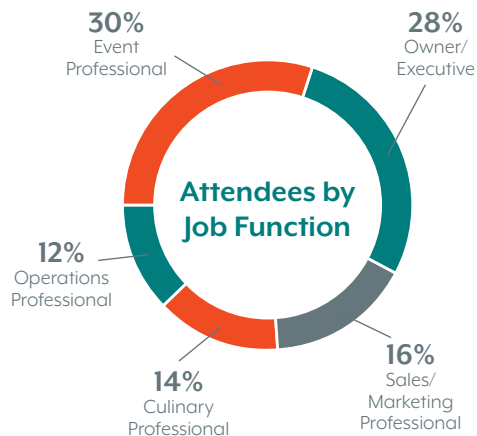
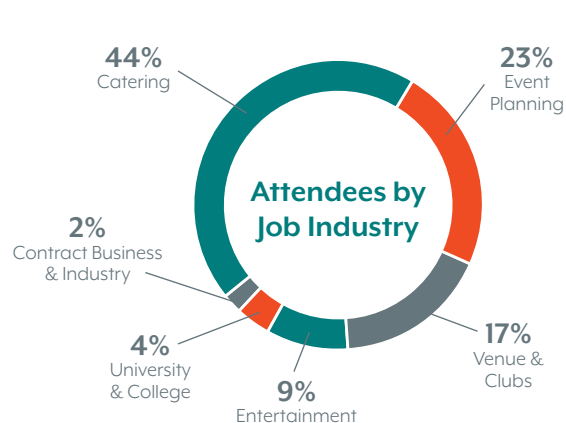
Weddings



# Meet the Buyers

## OUR PASSIONATE ATTENDEES ARE YOUR LOYAL BUYERS

Our highly-engaged attendees have a hand in a wide variety of hospitality services, including corporate events, foodservice management contracts, and special events. Meet powerful buyers seeking the latest products and services at Catersource + The Special Event 2023!



### Our Reach



**15,782**  
Onsite Social  
Post Reach

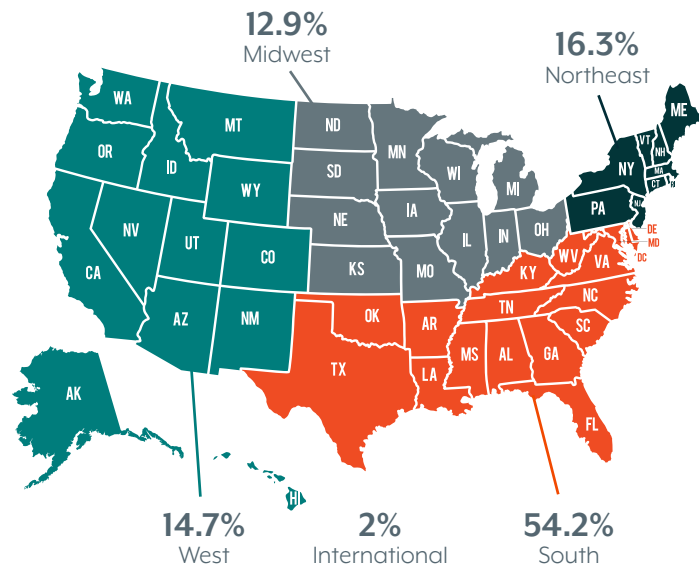


**70,000**  
Total Social  
Media Followers

**68%** of Attendees  
have Purchasing Power

# Meet the Buyers

## Attendees come from all over the US...



## Attendees are Buying...

- › Audio-Visual Equipment and Services
- › Bar/Beverage Service
- › Buffet Equipment
- › Business Services (staffing, scheduling accounting payment systems, insurance)
- › Cooking Appliances
- › Disposables
- › Event Entertainment
- › Event Equipment Rentals (power, rigging, lifts, fencing, restrooms, crowd control)
- › Event Marketing/Branding/Promotional Services
- › Event Technology/Computer Hardware/Software
- › Event Sites/Venues
- › Floral/Plant Material
- › Furnishings, Tables, Chairs and Décor Products
- › Food and Beverage
- › Kitchen Equipment/Servingware/Food Prep
- › Lighting and Special Effects
- › Linens/Chair Covers/Draperies/Fabrics
- › Outdoor Cooking Equipment
- › Portable Flooring/Carpeting/Turf/Dance Floors
- › Staging/Backdrops
- › Tablescapes (flatware/glassware/décor, centerpieces)
- › Tents/Tent Accessories/Portable Structures/Inflatables
- › Transportation/Group Travel Services
- › Health and Safety Equipment and Supplies

# Your CS+TSE Experience



## Standard 2023 Booth Rate

**Minimum booth size:** 10' x 10' = 100 square feet

**Exhibit Pricing:** \$31 per square foot through 1/13/23  
\$32 per square foot after 1/13/23

**Add a Corner:** \$250\*

*\*Corner charges waived for booths 400 square feet and larger*

## Exhibitor Booth Package

- Attend education sessions, live cooking and design demos, and network with industry leaders
- Digital listing in the 2023 mobile app and on the conference website
- 2 exhibitor badges per 10' x 10' for your booth staff
- Opportunities for pre-show promotions and advertising exclusively reserved for exhibitors



"The presence of the folks at the show is phenomenal. We get a great mix of different states and different segments in our industry – it gives you a well-rounded view of the events world."

*– Jack Scafide, Account Executive, CORT Events*



"We feel that [Catersource + The Special Event] gives us more than sales – it gives us direction... We are not only developing connections but we are getting feedback from our buyers as we are selling our product."

*– Rick Speck, Co-Founder, Better Culinary Bags*

## Contact us

**Exhibiting & Sponsorship Opportunities:**

**Kevin Hacke**

The Special Event Account Executive

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**Devin Barnes**

Catersource Account Executive

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# Premium Sponsorships

## A 5-STAR EXPERIENCE

Pre-show, onsite, post-show – it's a proven exhibitor marketing formula. Give your brand the full cycle of contact with buyers and stay top of mind through exclusive sponsorships that cover all your advertising, branding, and recognition needs.

		Platinum Plus 365	Platinum 365	Gold 365	Silver 365	Base
		<b>\$40,400</b> Value: \$62,566	<b>\$20,400</b> Value: \$36,316	<b>\$7,950</b> Value: \$17,351	<b>\$5,100</b> Value: \$9,666	<b>\$3,100</b> Value: \$5,486
		Savings: \$22,566	Savings: \$16,316	Savings: \$9,601	Savings: \$4,666	Savings: \$2,486
Event	Floor Space	20x20	20x20	10x20	10x10	10x10
	Basic Booth Branding Package	✓	✓	✓	✓	✓
	Exhibitor Passes	4	4	4	4	2
	Full Conference Badge	4	4	2	1	
	Lead Retrieval	✓	✓	✓	✓	
Event Marketing	Digital Show Bag Insert	2	2	1	1	
	Invite-a-Customer Program Access	✓	✓	✓	✓	
	Booth Logo on Floorplan	✓	✓	✓	✓	
	Thought Leadership (Sponsored Session OR Conference Session & Video On Demand Extension)	1	1			
Year Round Marketing	Sponsored Gallery Slide Show or Sponsored Content on Media Website	1				
	Advertising in Digital Magazine	Full Page	Full Page	1/2 Page	1/3 Page	
	Exclusive E-blasts to Entire Show Audience + Media Brand Audience	4	1	1		
	Ad in e-Newsletter	2	1			
	Media Website Ad (1 Month)	2	1			

# Conference & Education Sponsorships



## STRUT YOUR STUFF

Onsite sponsorship opportunities include networking receptions, award ceremonies, educational sessions, competitions, and more. Increase your exposure throughout the entire event by aligning your brand with attendee-favorite activities.



### Opening General Session

You'll receive recognition on stage during the Opening General Session, signage at the seminar, and your logo in the mobile app. In addition, you will have access to a presentation table for your materials and introduce the speaker. Your product will be exclusively promoted at the session.

**\$7,900**

### The Special Event or Catersource Education Track Sponsorship

Align your company with a conference track focused on a specific interest in the events or catering industry. Multiple track sponsorships available covering business, event management, catering, weddings, and more. You will receive the opportunity to introduce session speakers of a selected track (2 minutes max).

- Access to a materials table inside the session room
- Company logo as conference track sponsor on session entrance signage
- Company name or logo on pre-show marketing materials
- Company listing as a conference track sponsor in the mobile app event schedule

**\$7,900**



# Conference & Education Sponsorships



## Conference Education Sponsor

Sponsor one of the 100+ education sessions relating to your company. You'll receive recognition on stage, signage at the seminar, and your logo on event and conference marketing promotions. We cannot guarantee the exclusive promotion of your product or service at one of the sessions selected.

### Individual Education Sessions:

- Education classes focused on the catering, events, and business markets
- Sponsor to receive a marketing table in the session room, introduction of the speaker, and may greet attendees as they enter and exit

**\$3,150**

## Culinary Experience Stage — Pantry Plus Sponsor

Your products will be professionally displayed and readily available for chefs to use during the three days of the conference. Attendees will watch while your product is shown on stage and broadcast on screens. Sponsor may also host a 30 minute demo session. And you can also choose from a competition or session to have your product specifically featured. Your company logo will be listed on event signage, stage screens, in the 2023 Event Guide mobile app, and conference website.

*Note: presenter and session to be pre-approved by Catersource education team. Demos must not appear as a sales pitch.*

**\$5,250**  
**(products, session on stage, and competition)**

## Culinary Experience Stage — Pantry Sponsor

Your products will be professionally displayed and readily available in the pantry for chefs to use during the three days of the conference. Attendees will watch while your product is shown on stage and broadcast on screens.

**\$3,150 (products)**

# Conference & Education Sponsorships



## Culinary Competition

This is a sponsorship opportunity not to miss as chefs go knife-to-knife in front of a live audience. Your company product will be added to the featured mystery basket – chefs must use it in their final recipe for the judges!

Additionally, your company logo will be listed on event signage, stage screens, and in the conference mobile app.

- Not an exclusive sponsorship

**\$3,150**

## Feature Stages

Sponsor one of the feature stages to receive top billing on all branding for sessions taking place at that stage. Select between the Culinary & Competition Stage, Ignite Business Stage, Bridge Stage, and Culinary Experience Stage.

(Note: hands on sessions are in a regular session room.)

- Sponsor to receive a marketing table in the session room, introduction of the speaker, and may greet attendees as they enter and exit

**\$10,500**

## Sponsor Presented Session

Sponsor (1) 45 min session with speaking opportunity.

- Valid for Ignite Stage in the Expo Hall

**\$3,150**

## Conference Staging or Décor

Be recognized as a company that brings technical and production expertise to an education stage. This is an opportunity to showcase your products or services in an interactive environment with many potential and captive buyers all at once!

Highlight your staging or décor over multiple days and sessions. Limited to one sponsor each for staging and décor. Sponsor is responsible for drayage, installation and dismantle, power (if required), and labor. Sponsor will be responsible for any damage to their properties and will indemnify CS+TSE from the same. Sponsorship costs include duration of Stage (3 days).

### Sponsorship includes:

- Promotion as an education stage sponsor on the CS+TSE website and in the conference mobile app
- All sponsorships subject to approval by Show Management

**\$1,200 / category**

# Branding & Awareness Sponsorships

## HERE, THERE, AND EVERYWHERE

Put your logo on uniforms, venue signage, lounge areas, and more. Stick with them every step of the way to drive booth traffic and maximize your investment.



### Registration Sponsor

Receive premier branding at the first place all attendees go – registration! This sponsorship offers your company the highest traffic of all sponsorship opportunities – with your logo displayed on registration structure, self check-in laptop screens, and the web registration page.

**\$10,500**

### Conference & Tradeshow Badges

Location, location, location! Be the exclusive conference and tradeshow badge sponsor and ensure your brand's visibility.

- This opportunity is offered separately:
  - CS attendees for \$5,250 is available
  - The TSE attendee badge is **sold out**
- Branding: logo will be printed on the conference and tradeshow badges with booth number

**\$5,250**

### Lanyards

Visibility has never been better than this! By sponsoring the show lanyards, you will be ensuring your reach extends to every single attendee, educator, and partner at the show. Your company logo will be included alongside the show logo on the lanyard. Sponsor is responsible for producing, shipping, and delivery of lanyards.

- The opportunity is offered separately:
  - TSE attendees for \$5,250 is available
  - CS attendees is **sold out**
- Branding: the 2023 show logo (Catersource or The Special Event) and the sponsor logo to be visible on lanyard

**\$5,250**

# Branding & Awareness Sponsorships



## Uniforms

Style event temp staff with your branded uniforms! Your company logo will be on display throughout the entire event.

- Sponsor to provide uniforms

**\$3,150 SOLD**

## Floor Graphics

Receive brand recognition and drive traffic to your booth by having your company's custom graphics displayed on (1) 5'x5' floor graphic, displayed inside the Expo Hall.

**\$1,050**

## Footprints

Receive brand recognition and drive traffic to your booth by having your company's custom graphics displayed on (5) 2'x2' floor graphics inside the Expo Hall.

**\$1,050**

## Overhead Hanging Aisle Signs

Receive brand recognition and drive traffic to your booth by having your company logo displayed on the overhead aisle signs.

- Branding: logo will be printed on the aisle signs

**\$3,150**

## Expo Hall Commercial

Provide a 30-45 second commercial to be displayed on the large digital screen, above the Keynote Stage for all to see in the Expo Hall. Drive traffic to your booth during the show hours.

**\$1,050**



# Branding & Awareness Sponsorships

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## Attendee Lounge

Are you a key player in the furnishing, front of the house, and decor industry? Put your products to work by sponsoring an attendee lounge at the conference. Your products will be seen by our audience of buyers. Plus, you'll get signage in the Attendee Lounge with sponsor logo and booth number.

**\$10,500**



## Expo Hall Happy Hour

Become a part of the Happy Hour in the Expo Hall on Thursday afternoon by having a Happy Hour station right by your booth! Your company logo will be listed on event signage and in the mobile app.

**\$3,150**



## Attendee Networking Breaks

As a sponsor you can have your product featured during the conference networking breaks and have your logo on the event signage and in the mobile app.

- Select (1) break on Tuesday, Wednesday, Thursday morning or afternoon

**\$3,150**

# Digital Opportunities

catersource® + **THE SPECIAL EVENT®**

## ENGAGE YOUR AUDIENCE

Drive visibility for your brand digitally pre-show, onsite, and post-show. From E-blasts to push notifications to social surges – you can send your message via the platform that fits your needs.



### Mobile App Sponsor

Be the technology and industry thought leader! As the official sponsor of the conference mobile app, you'll be able to take advantage of branding and exposure as the leading sponsor interfacing with all attendees, exhibitors, and partners. You'll receive the highest recognition, including pre-show marketing promotion, branding on the app splash screen, and logo on signage wherever the app is mentioned.

**\$5,250 SOLD**

### Mobile App Push Notifications

Send a push notification to our highly engaged audience via the conference mobile app. Each push notification will be sent to all registered attendees that download the app and choose to receive the mobile app notifications. Limit (3) notifications per day; morning, afternoon, and early evening times available.

**\$2,100 each or 2+ for \$1,600 each**

### Attendee Email Confirmation

All pre-registered attendees receive confirmations of their registration via email or mail. Get your company name, booth number and logo with URL included in all registration confirmations.

**\$650**

# Digital Opportunities

## Social Surge

Our social media channels are ideal to send a business-building message or announce the launch of a new product or service. Your concentrated message will generate interest, drive traffic to your booth, and build brand awareness. Choose one or more social media channels on which to deliver your message:

- Limit (3) notifications per day; morning, afternoon, and early evening times available
- Facebook, Instagram, or Twitter

**\$2,100 each or 2+ for \$1,600 each**

## Exclusive Show E-blasts

Build visibility for your brand before and after the show. Drive traffic to your booth or sponsored event, promote special offers, and maximize exposure for onsite demonstrations.

- Sponsor selects attendee segment Catersource or The Special Event
- Check with your Account Manager to see which dates are still available

**\$2,850**

## Digital Signage

Bring your brand to life with your logo on our Digital Session Signage.

- Exclusive sponsorship available for Catersource conference sessions digital signage: **\$2,100**
- Exclusive sponsorship available for The Special Event conference sessions signage: **\$2,100**
- Exclusive sponsorship for all sessions digital signage: **\$4,000**
- Exclusive sponsorship for the MeetingsNet session: **\$1,000**
- Exclusive sponsorship for the Bridge session: **\$1,500**

**\$1,000 - \$4,000**

## Product Spotlight in the 2023 Digital Show Issue

This Product Spotlight section is designed to let exhibitors showcase exciting products and services to *Catersource* magazine's entire readership — including thousands of catering and event professionals who will be attending Catersource + TSE. For just \$500, this advertising opportunity is a great way to generate more sales activity throughout the year and extend your reach in the catering market.

**\$500**

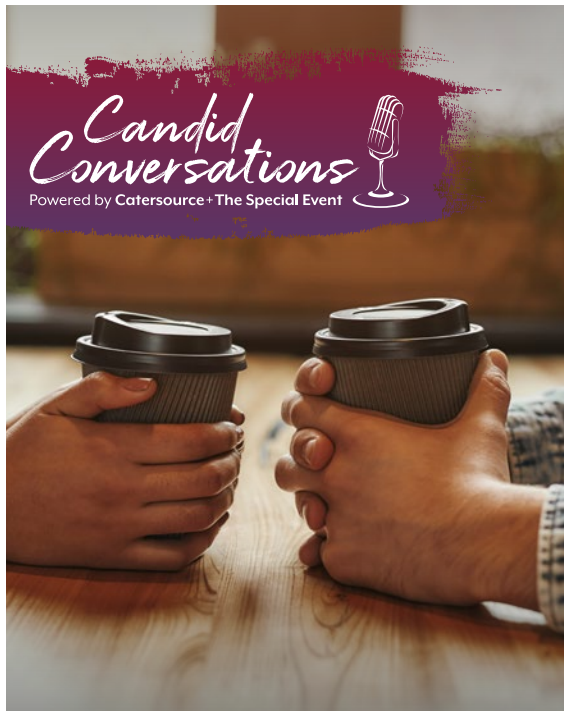
## Digital Show Bag

The digital show bag adds a layer to your sponsorship that allows you to identify and engage relevant decision-makers at the event beyond your current stand or marketing activities. Maximize your event performance, interact with the crowd at the event in real time via mobile, and generate more qualified leads and personal interactions.

### This digital package includes:

- Personal offer dashboard to easily upload your offer – includes support from a digital show bag expert
- A spot in the Catersource + The Special Event digital show bag to present your offer/promo to all attendees
- Post-event analytics dashboard for a clear view of your offer's performance at the event
- List of all qualified leads and profiles of attendees that have chosen your offer and opted in to connect after the event

**\$1,050**



## Candid Conversations Podcast Sponsorship

Inspired by the acclaimed Candid Conversation live sessions at Catersource + The Special Event, the Candid Conversations podcast series brings together industry leaders and innovators to discuss juicy food ideas, dazzling event designs, and other boots-on-the-ground tips to help caterers and event planners be more successful in their businesses. These special guests might even slide in an inside scoop!

- Pre-roll Soundbyte within podcast (15 seconds)
  - Copy must be vetted and approved by Catersource + The Special Event
  - Copy read by Catersource + The Special Event podcast host
- Post-roll sponsor thank you mention within podcast
- Sponsor listed on podcast listing page (Catersource.com and/or SpecialEvents.com)
- Multiple distribution points (our websites and E-newsletters, Apple/Google Podcasts, Spotify, and other relevant sources)
- Podcast can be featured/embedded on sponsor's digital outlets
- 2-4 podcasts per month

**\$2,000 per month (exclusive)**

*NOTE: All prices are net.*



# Contact Information

catersource® + **THE SPECIAL EVENT®**

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The Special Event Account Executive

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