



LRA SHOWCASE 2024

AUGUST 3-4
NEW ORLEANS MORIAL CONVENTION CENTER

Sponsor Brochure

presented by



LRASHOWCASE.ORG

WHY SPONSOR?

The LRA Showcase sets the standard as the top regional restaurant/hospitality show in the country. It provides a one-stop shopping resource for thousands of foodservice professionals looking for new suppliers. If your company provides products and services to restaurants, hotels and caterers, the Showcase is the place to improve your market share.

Top Reasons Exhibitors Choose to Sponsor:



Increase Your Brand Visibility



Network with **OVER 10,000** Attendees



Promote Existing and New Products



Get in Front of Your Target Market



Generate Strong Leads

“Your booth space is the first step to meet those key decision-makers. The second step is to extend your reach with a sponsorship. This menu of sponsorship opportunities will aid you in getting your brand, booth number and messaging in front of the decision makers at the right time and place. **Stand out, create brand awareness, influence perception and DRIVE traffic straight to you!** We are ready to help customize a plan just for your company. Join us in New Orleans and let us help you achieve your marketing goals.”

Wendy Waren, SVP of Communications

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2024

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CONTACT: ELIZABETH SCHINDLER PHONE: 504-636-6516 EMAIL: eschindler@LRA.ORG

SHOWCASE SUPPORTER

LRA Showcase Supporter

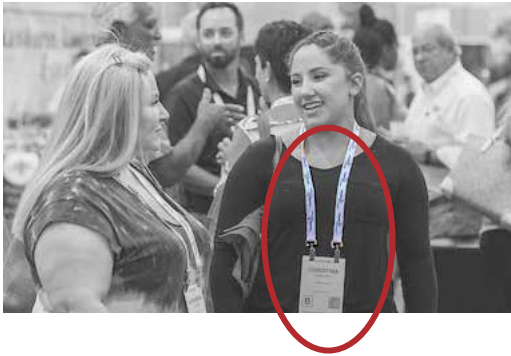
- \$2,500
- Pre-show publicity in LRA magazine, the official publication of the Louisiana restaurant industry.
- Company logo displayed in the Showcase lobby.
- Company logo on all printed material.
Deadline: June 28, 2024.
- 6 passes to the Showcase.

AT SHOW SPONSORSHIPS

KITCHEN COUNTER

Kitchen Counter

- \$10,000 (EXCLUSIVE)
- Your company will host a series of industry professionals around the Kitchen Counter discussing topics sure to intrigue culinarians of all ages.
- Exclusively branded area with your Company Name.
- Your Company Name mentioned in all promotional materials, press releases and social media.



LRA Showcase Official Lanyard Sponsor

- \$5,000 (EXCLUSIVE)
- Put your company logo around the neck of all LRA Showcase attendees!
- LRA logo will also be on lanyards.
- Lanyards deliver highly visible, eye-level brand recognition.

7,000+ lanyards must be provided by sponsor. A preproduction proof must be provided to Show Management for approval.



LRA Showcase 2022 Official Bag Sponsor

- \$3,500 (EXCLUSIVE)
- Put your company name in the hands of thousands of attendees by supplying them with the official bag of the LRA Showcase 2022.
- A walking brand message sure to catch buyers' eyes!

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Hand Sanitizer Sponsorship – Tradeshow Floor

- Place your branded hand sanitizers at strategic locations throughout the event in high-traffic areas on the show floor.
Specs include:
 - Sponsor provides dispensing stations and is responsible for placement and refilling arrangements/costs coordinated with the convention center.

DIGITAL SPONSORSHIPS

Send your message straight into the hands of key buyers and attendees before and during the LRA Showcase with the cost-effective options.

Registration Confirmation Sponsorship

- \$3,000 (EXCLUSIVE)
- The perfect placement for your brand is on the registration email confirmation sent to 7,000+ buyers.
- Place your company banner, brand message and clickable link on the email that is received by every attendee registered for the Showcase.
- Banner size: 1900 x 720 pixels (w x h) – Image only (.gif or .jpg).

Mobile App Title Sponsorship

- \$3,000 (EXCLUSIVE)
- Be the first thing attendees see when opening the app.
- Includes your logo on the intro screen.
- Gain maximum visibility on navigation with rotating banner ad.
- Reach all mobile app users with one push notification for each day of the Showcase.

Along the Aisles Email Blast Sponsorship

- 2 x \$1,500 (3 available)
- Get every attendee familiar with your brand by including a banner with your product/service and company information on our pre-show attendee newsletter sent to every pre-registered attendee.
- These emails lead up to the Showcase with important information.
- Banner size: 800 x 100 pixels (w x h) – Image only (.gif or .jpg).



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INSERTION ORDER

LRA Showcase Supporter - \$2,500

At Show Sponsorships

- Kitchen Counter - \$10,000
- LRA Showcase Official Showcase Lanyard - \$5,000 **SOLD**
- LRA Showcase Official Bag Sponsor - \$3,500 **SOLD**
- Hand Sanitizer Sponsorship - Tradeshow Floor - \$1,500 **SOLD**

Digital Sponsorships

- Registration Confirmation Sponsorship - \$3,500
- Mobile App Title Sponsorship - \$3,500
- Along the Aisles Email Blast Sponsorship - \$1,500

TOTAL: _____

Email Completed Form back to LRA Showcase Department at EXPO@LRA.org.

Yes, I would like to reserve the Advertisement(s) and/or Sponsorship(s) checked above. Please accept this as my insertion order.

Company: _____ Telephone: _____

Booth #: _____ Email: _____

Name: _____

Authorized Signature: _____ Date: _____



Questions? Want to build a custom package for your company?
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