



## SPONSORSHIP ORDER

### INSTRUCTIONS:

1. Complete all sections
2. Return the contract with credit card or check payable to: LRA EXPO LLC (Federal ID #72-0362855)

<b>A</b>	<b>CONTACT AND MAILING INFORMATION</b>
Company (Sponsor): _____ Booth# _____	
Contact: _____ Title: _____	
Address: _____ City: _____ State: _____ Zip: _____	
Tel: _____ Cell: _____ Email: _____	
<small>* Contact and corresponding mailing and e-mail information is where all communications will be sent.</small>	

<b>B</b>	<b>METHOD OF PAYMENT</b>	<b>C</b>	<b>CREDIT CARD INFORMATION</b>
<input type="checkbox"/> American Express <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Discover		Amount Authorized: _____ Card Number: _____ Name on Card: _____ Exp. Date: _____ Billing Address: _____ CSV Code _____ Billing City/State/Zip: _____ Cardholder's Signature: _____ Date: _____	

<b>D</b>	<b>ACCEPTANCE - PLEASE READ AND SIGN BELOW</b>
<p>Acceptance of this contract constitutes a contractual agreement between the Louisiana Restaurant Association and the Sponsorship party. This contract shall bind parties, their successors and assignees and it shall be governed, construed and enforced in accordance with the laws of the State of Louisiana.</p>	
Authorized Signature: _____ Date: _____	
<small>* Contact and corresponding mailing and e-mail information is where all communications will be sent.</small>	

**Please print, sign and mail the original to:**  
 LRA Expo, LLC | 2700 N. Arnoult Road | Metairie, LA. 70002-5916  
 T: (504) 636-6551  
 www.LRAEXPO.org  
 Contact: Jodi Williams, jwilliams@lra.org



## LOUISIANA FOODSERVICE & HOSPITALITY EXPO, LLC

New Orleans Ernest N. Morial Convention Center – New Orleans, Louisiana

August 3-5, 2019

*Sponsored by the Louisiana Restaurant Association*

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## SPONSORSHIP OPPORTUNITIES

### **Diamond Sponsor – Total Investment \$10,000 – Lanyards for every attendee – **SOLD****

- :: Company logo on official Show Lanyards **worn by each attendee.**
- :: EXPO Official Directory: Full page display ad. (Value \$600)
- :: Pre-show publicity in *A La Carte* magazine, the official publication of the Louisiana Restaurant Association.
- :: *A La Carte* magazine 1/4 page display ad Summer issue. (Value \$635)
- :: Company logo prominently displayed at the Kitchen Counter.
- :: Company logo prominently displayed throughout the EXPO hall.
- :: Company logo in all printed material. (Deadline April 1, 2019)
- :: Company logo prominently displayed on shuttle board at shuttle drop-off and pick-up areas.
- :: Sponsor recognition at the EXPO Opening Ceremony.
- :: Dedicated email blast one pre-EXPO.
- :: Passport (I) square-attendees can win prizes by visiting your EXPO booth.
- :: One 10x10 Inline Booth Space. (Value \$1,995)

### **Platinum Sponsor – Total Investment \$6,000**

- :: EXPO Official Directory: Full page display ad.
- :: Pre-show publicity in *A La Carte* magazine, the official publication of the Louisiana Restaurant Association.
- :: Company logo prominently displayed throughout the EXPO hall.
- :: Company logo in all printed material. (Deadline April 1, 2019)
- :: Company logo prominently displayed on shuttle board at shuttle drop-off and pick-up areas.
- :: Sponsor recognition at the EXPO Opening Ceremony.
- :: One dedicated email blast pre-EXPO.
- :: Passport (I) square-attendees can win prizes by visiting your EXPO booth.
- :: Company logo displayed on hanging aisle signs and column wraps.

### **Gold Sponsor – Total Investment \$3,500**

- :: EXPO Official Directory: One half page display ad.
- :: Pre-show publicity in *A La Carte* magazine, the official publication of the Louisiana Restaurant Association.
- :: Company logo prominently displayed throughout the EXPO hall.
- :: Company logo in all printed material. (Deadline April 1, 2019)
- :: Company logo prominently displayed on shuttle board at shuttle drop-off and pick-up areas.
- :: Company logo displayed on hanging aisle signs and column wraps.
- :: Sponsor recognition at the EXPO Opening Ceremony.

### **Silver Sponsor – Total Investment \$1,500**

- :: EXPO Official Program and Directory: One half page display ad.
- :: Pre-show publicity in *A La Carte* magazine, the official publication of the Louisiana Restaurant Association.
- :: Company listing prominently displayed throughout the EXPO hall.
- :: Company listing in all printed material. (Deadline April 1, 2019)
- :: Company listing prominently displayed on shuttle board at shuttle drop-off and pick-up areas.
- :: Sponsor recognition at the EXPO Opening Ceremony.



## NON PACKAGE OPPORTUNITIES

### **Exhibit Hall Bag Sponsor - \$2,000 (EXCLUSIVE) SOLD:**

- :: Put your company name in the hands of thousands of attendees by supplying them with show bags (you provide the bags)
- :: Maximize your exposure as the EXHIBIT HALL BAG SPONSOR
- :: Place a piece of literature about your company or offer a show special
- :: These bags will only be given to BUYERS
- :: You will need to supply 3,000-4,000

### **Entrance Doors - \$7,500:**

- :: 30 clings - 35" x 35" (singled sided)
- :: 15 sets of doors in Lobby I1 and I2
- :: Sponsor logo and the LRA EXPO logo

### **Column Wrap - \$2,000:**

- :: 6 available
- :: Featured in main lobby around the only column available for LRA EXPO
- :: Wraps full 360 degrees around the circular column

### **Wi-Fi Onsite - \$2,000:**

- :: 1 available
- :: Company name password for attendee Wi-Fi usage
- :: Promoted in all LRA EXPO marketing materials

### **Pre-Event E-mail to Attendees - \$1,000:**

- :: 4 available
- :: Sent to all registrants of the LRA EXPO
- :: Email copy and design needs to be submitted and approved at least two weeks in advance of send date
- :: Send dates are June 4, 11, 18, 25 and July 9, 16, 23 and 30
- :: Lead retrieval device

### **Floor Ads - \$300 each or \$799 per group of three ads:**

- :: 4-color ad on aisle carpet
- :: Choose specified locations
- :: Production costs included
- :: Size 3' x 3'
- :: Sponsor provides artwork
- :: We recommend purchasing a minimum of three floor ads for maximum effect.*

### **One-Page Bag Insert - \$750:**

- :: 6 available
- :: Distributed to all attendees at LRA EXPO
- :: One (5.5 x 8.5") page, front and back, to promote your company
- :: 8,000 copies of this insert need to be received b LRA by July 12, 2019

### **Passport...to Profitability - \$250:**

*This is a cost-effective approach guarantees interaction with attendees*

- :: 25 slots available
- :: Sponsor a square in the passport
- :: Passports are handed out to all foodservice attendees at registration
- :: Attendees visit your company which is your chance to engage them
- :: Once attendee passport is completed, they enter to win two prizes each day

## NEW SPONSORSHIP OPPORTUNITY!

### **The Kitchen Counter - \$5,000\***

*Where Cuisine, Cocktails and Conversation Collide*

- 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 release and social media
  - :: Printed kitchen graphic backdrop included and coordinated with sponsor
  - :: Your Company to supply the Kitchen Counter
  - :: Company may include showroom displays within the area.

*\*additionally benefits may become available*