LRA EXPO 2019

FOODSERVICE & HOSPITALITY MARKETPLACE

August 3-5, 2019

New Orleans Morial Convention Center

SPONSORSHIP OPPORTUNITIES

Produced by:
LOUISIANA RESTAURANT ASSOCIATION

Jodi Williams
Director of Sales & Sponsorships
504.454.2277 | jwilliams@lra.org

www.LRAEXPO.org

SPONSORSHIP OPPORTUNITIES

We are thrilled in your interest in the LRA EXPO! Now in its 66th year, our show is the largest restaurant and hospitality show in the Gulf South. Thousands of decision makers pour into the Morial Convention Center looking for latest food products, beverages and services to make their business more profitable and efficient.

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 logo, booth number and messaging in front of the decision-making restaurant and foodservice buyers 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 exhibit goals.

Jodi Williams
Director of Sales & Sponsorships

GENERATE BRAND AWARENESS

The New Orleans Morial Convention Center is newly renovated and serves as an economic engine for Louisiana and for YOU! We've got an option for every sight line and budget.

ENTRANCE DOORS

- 30 clings – 35" x 35" (single sided)
- 15 sets of doors in Lobby I1 and I2
- Sponsor logo and the LRA EXPO logo
- Cost: $7,500

COLUMN WRAP

- 6 available
- Featured in main lobby around the only column available for LRA EXPO
- Wraps full 360 degrees around the circular column
- $2,000

FLOOR ADS

- 4-color ad on aisle carpet
- Choose specified locations
- Production costs included
- Size 3' x 3'
- Sponsor provides artwork
- $300 each

We recommend purchasing a minimum of three floor ads for maximum effect.

NEW SPONSORSHIP OPPORTUNITY!

THE KITCHEN COUNTER

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.
- PRICE: $5,000*

**additionally benefits may become available*

INFLUENCE IN HAND

Send your message straight into the hands of key decision makers before and during the LRA EXPO with these cost effective options.

Pre-Event E-mail to Attendees

- 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
- $1,000

WI-FI ONSITE

- 1 available
- Company Name password for attendee Wi-Fi usage
- Promoted in all LRA EXPO marketing materials
- $2,000

AVAILABLE ONSITE

One-Page Bag Insert

- 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 by LRA by July 12, 2019
- $750

DRIVE BOOTH TRAFFIC

Promo Bags

- One available
- Distributed to all LRA EXPO attendees
- Discount available if sponsor provides actual materials
- Features your company's logo alongside LRA EXPO logo
- Deadline of May 31 to allow for production

SOLD

Passport...to Profitability

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
- $250

SPONSORSHIP OPPORTUNITIES

Diamond Sponsor – $10,000 – SOLD
Lanyards for every attendee

:: 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 IDEA ZONE.
:: 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 (1) square-attendees can win prizes by visiting your EXPO booth.
:: One 10x10 Inline Booth Space. (Value $1,995)

Platinum Sponsor – $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 (1) square-attendees can win prizes by visiting your EXPO booth.
:: Company logo displayed on hanging aisle signs and column wraps.

Gold Sponsor – $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 – $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.