



ENDLESS EXPERIENTIAL OPPORTUNITIES

📅 MARCH 21-23, 2022 | EXPO DATES: MARCH 22-23
📍 LAS VEGAS CONVENTION CENTER, SOUTH HALL
BARANDRESTAURANTEXPO.COM





INFLUENCE KEY BUYERS TO BUY YOUR PRODUCTS

Bar & Restaurant Expo offers key sponsorship activations to influence your target buyers from the fast growing bar, restaurant and nightlife industries.

Take control of your sales & marketing strategy to capture new business development opportunities and expand your business.

Want to create your own sponsorship program? Contact the Bar & Restaurant Expo sales team to discuss your needs.

BARANDRESTAURANTEXPO.COM





CONFERENCE SPONSORSHIPS

CONFERENCE TRACK SPONSORSHIP

Present your products and expertise to the industry by speaking in your choice of conference track, or individual session at Bar & Restaurant Expo 2022. Showcase how you have helped boost sales and reduce costs by sharing ideas and solutions for getting operators back to profitability.

\$14,995 for Sponsorship of one track (Exclusive) – includes: 3 speaking sessions, lead scans of all track attendees (500+), Exclusive branding as Track Sponsor

SPONSORED EDUCATION SESSIONS

30 minute Speaking Session in track of your choice

Includes:

- 1 x 30 minute presentation in conference track of your choice
- Logo recognition as session Sponsor on pre-event email promotions, Bar & Restaurant Expo website, on-site signage
- Scans of all attendees in track (100+)
- Logo recognition in Mobile App
- 1x post on Instagram and Facebook featured on @barandrestaurantexpo handle channels (combined total reach of 33,000+ followers)

Investment: \$6,995

KEYNOTE SPONSORSHIP

Each year, Bar & Restaurant Expo's two annual Keynotes, bring together the most influential operators in the bar and hospitality industry, attracting a key audience of 800-1,000 attendees.

Keynote Sponsorship provides a custom opportunity to position your brand in front of the largest bar and hospitality industry audience in the United States, eager to understand the latest trends, best practise and opportunities to help them grow their business.

The keynotes in 2022 include pre-event, on-site and post show promotion, presenting your sponsorship message to the industry and connecting with operators across the US through a mix of promotional channels. Includes scanned contact details of attendees.

\$25,000

BRANDING

FEATURED EXHIBITOR LISTING

\$350 Each

For the budget conscious exhibitor looking to get added visibility before the show! Featured Exhibitors are listed on a dedicated page on the official event website, with a dedicated link under the menu bar, and link on the home page. Registered and prospective attendees all visit this page to see what companies will be exhibiting at the show! Make sure they see your company logo.

EMAIL PROMOTION SPONSORSHIP

Limited Availability/\$1,950 each

Company's logo with link will appear on one (1) event email blast to the Bar & Restaurant Expo attendee prospects reaching over 50,000 qualified prospects. Logo will be placed at the bottom of the promotional email and can include up to 3 companies.

REGISTRATION EMAIL CONFIRMATION SPONSORSHIP

2 sponsorships available/
\$3,650 each

Reach thousands of pre-registered attendees before they even get to the show! Your logo with website link will be included in the registration confirmation emails going to every pre-registered attendee.

PRE-SHOW CUSTOMIZED EMAIL

5 sponsorships available/
\$2,950 each

Dedicated pre-show email will put your brand in the spotlight! Sponsor to create a customized, event-related pre-show email to our pre-registered list of attendees.

POST-SHOW CUSTOMIZED EMAIL

5 sponsorships available/
\$2,950 each

Reach event attendees after the event is over! Sponsor to create a customized, event-related post-show email. Only available up to 30 days after the show.

SOCIAL MEDIA PARTNER POST

Limited availability/\$825 each

Reach our followers on Instagram & Facebook. Create a custom post to share on our channel to reach your audience on the device our attendees can't live without...their phones! Content to be approved by show management.

REGISTRATION SPONSORSHIP

\$15,000 Exclusive

Welcome each attendee as soon as they walk in the door. Your company will receive the highest-level of visibility to all individuals attending the event and ensure attendees are surrounded by your brand.

Sponsorship Includes ALL of the following:

- Logo to appear on registration page on website
- Logo to appear on screen saver at self registration terminals.
- Logo to appear on select registration kick-panels
- Opportunity to hang one banner in the registration area on-site, size and location to be determined by show management.
- Opportunity to place one piece of literature or other promotion items at registration (for example t-shirts, mouse pads etc)

BRANDING

SHOW BAG SPONSORSHIP

3 sponsorships available/
\$4,500 each

Custom printed show bags turn every show participant into your own personal billboard. These bags are distributed at registration to every attendee and press member. Catch your audience's attention and ensure you stay with them throughout the show and afterwards.

SPONSOR IS RESPONSIBLE FOR PROVIDING BAG, SHIPPING AND DRAYAGE.

LANYARD SPONSORS

Limited Availability/\$1,950 each

Brand every attendee with a custom lanyard. Your logo will be worn and seen throughout the entire show and your company name goes everywhere badge-wearing attendees go!

SPONSOR IS RESPONSIBLE FOR PROVIDING LANYARD, SHIPPING AND DRAYAGE.

BADGE INSERT SPONSOR

2 sponsorships available/\$5,000 each or \$8,000 Exclusive

Sponsor the one item attendees can't enter the show without—their badges! Your logo or message will be prominently visible at the top of the badge holder and be given to every attendee at registration. This is a great way to launch a new product or promote a unique drawing or activity at your booth.

SPONSOR IS RESPONSIBLE FOR PROVIDING BAG, SHIPPING AND DRAYAGE.

VIP BAG INSERT

Limited Availability/\$950 each

Get your product, sample or promotional item in the hands of each and every VIP Pass attendee! The highly-coveted VIP Bags are distributed to VIP attendees during registration. These VIP attendees spend the most to attend and are your best investment.

SPONSOR IS RESPONSIBLE FOR PROVIDING LANYARD, SHIPPING AND DRAYAGE.

AISLE SIGN SPONSOR

\$1,750 (per aisle sign)

Want your corporate logo and booth number seen from anywhere on the show floor? The aisle signs hang above every aisle letting our attendees know where they are at a glance. Why not use this as an opportunity and direct them to your booth. You can sponsor just the aisle sign that corresponds to your booth number or all of the aisle signs.

Package Includes:

Inclusion of your corporate logo and booth number on aisle sign(s).

- **INDIVIDUAL AISLE SIGN:** Total investment, **\$1,750** for aisle sign that corresponds to your booth number (Limit of 3 per aisle)
- **ALL AISLE SIGNS:** Total investment, **\$9,950** for logo on all of the show floor aisle signs per event.

SHOW FLOOR COLUMN WRAPS

5 sponsorships available/
\$3,500 each

These impactful billboard-style column wraps help your brand stand out on the show floor. Use your functional advertising space to illustrate your brand, promote your product, and drive traffic to your booth. Column wraps vary in size.

SPONSOR IS RESPONSIBLE FOR PROVIDING PRINT READY ARTWORK. SHOW MANAGEMENT WILL PRINT AND WRAP COLUMNS.

METERBOARD SIGN

\$1,950 each OR 2 for \$3,500 (double sided)

\$1,650 each or 2 for \$2,950 (single sided) (includes production costs)

Promote your company and products to key bar & restaurant buyers with these 8' tall x 3' wide displays. Capture their attention.

SPONSOR IS RESPONSIBLE FOR PROVIDING BAG, SHIPPING AND DRAYAGE.

PROSECCO LOUNGE SPONSOR

\$7,500

The Prosecco Lounge is an exclusive area within The Bistro open to Celebrities and VIP's only. Your product will be sampled to attendees in this area only. Includes logo will be included on special signage at the Prosecco Lounge entrance, and online. Company promotional materials can be distributed in the Prosecco Lounge, provided and shipped by the Sponsor.

ENHANCED LISTING

\$350

A very economical and effective way to extend your message online. Upgrade your company profile on the online exhibitor list.

Enhanced listing includes:

- Logo recognition on website listing.
- Company description expanded to 750 characters on website.
- 2 product descriptions on website: product name, 250 character description, 1 image for each product (125x125 pixels)



SPECIAL EVENTS

EXPO FLOOR TILE SPONSORSHIP

(two sponsorships available) \$3,950

Have fun with your own personalized message to attract buyers from the entrance of the exhibit floor to your booth – print your logo, image, products, puzzle or whatever else you want to grab attention and incentivize operators to stop by. Floor tile size of 24" x 24" maximum.

Sponsor responsible for supplying tiles. Includes installation.

KEYNOTE SEAT DROP

1 sponsorship available / \$1,950

Receive maximum exposure to all those attending keynotes at the event by providing an item to be distributed, could include literature or a promotional item.

Sponsor is responsible for supplying seat drop material, shipping and drayage. Distributed at Keynote by show management.

CONFERENCE SEAT DROP

\$520 each

Sponsor to provide a seat drop in one conference session by providing an item to be distributed, could include literature or a promotional item.

Sponsor is responsible for supplying seat drop material, shipping and drayage. Distributed at Keynote by show management.

MORNING WORKOUT

Exclusive Sponsorship \$2,950 (for two days)

Morning run, Power Walk, Yoga by the Pool Try a new approach to presenting your brand or products to your target customers.

Get a leg up first thing in the morning and beat your competitors as attendees think about your brand even before they have their first cup of coffee.

Sponsorship recognition on website, email promotion pre and post event.

NIGHTLIFE BRAND ACTIVATIONS

Starting at \$2,950/Party Event

Get your brand in the hands of buyers during exclusive nightlife and networking events at Las Vegas's top venues! These private parties are open to attendees during private hours with free sponsored product and then opens to the public after private party hours.

- VIP Area for up to 15 invited sponsor guests within venue
- Up to 50 Sponsor Branded Party passes to provide free admission and priority line access for your guests
- Opportunity to provide product activation for (1) party
- Sponsor Logo included on event signage as an Event Brand Sponsor
- Sponsor Logo and link included on dedicated nightlife website page as an Event Brand Sponsor
- Inclusion in any in-venue branding, promotional reels, plasma/video screens, step & repeat

LAUNCHING A NEW PRODUCT?

Looking for feedback or doing market research? Bar & Restaurant Expo is the perfect place to get the pulse of the industry and to directly engage with the target audience you aim to reach all year.

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