



Feb. 28 – March 2, 2010
Jacob K. Javits Convention Center
New York, NY

THE FERDINAND METZ FOODSERVICE FORUM EDUCATION/DEMONSTRATION THEATER

The Ferdinand Metz Foodservice Forum at the International Restaurant & Foodservice Show of New York is pleased to present the EDUCATION/DEMONSTRATION THEATER - LIVE ON THE SHOW FLOOR!

The Ferdinand Metz Foodservice Forum is providing a gold-standard, industry-leading educational content that is practical and relevant for today's restaurant and foodservice professional. Outstanding leaders delivering real applicable business lessons, the latest information on trends and best practices in the market, and the leading opinions of what creates success! The Education/Demonstration Theater is a unique chance to give your company **MAXIMUM EXPOSURE** to every attendee!

SPONSORSHIP OPPORTUNITIES

Gold Sponsor

This Top-Tier opportunity will include your company logo in the "Gold Sponsor" position (1st position) on all Signage and Banners within the Education Theater, on 12 meter boards featuring the Education Theater schedule of events and on all directional signage; mention on over 15,000 daily special handouts; "Gold Sponsor" positioning on all pre-show marketing communications and confirmation blasts; "Gold Sponsor" recognition and positioning on all applicable website pages.

In addition to the promotions, your company will be able to host **THREE** sampling/promo sessions within the Education Theater (one session per show day). While the seminar may not be a direct product pitch, your company will introduce the speaker at the opening of each session. This is great opportunity to speak directly to attendees on key topics which are directly relevant to your company.

INVESTMENT - \$10,000

Silver Sponsor

Silver sponsors receive "Silver Sponsor" positioning for your company logo on all signage (2nd position, reduced logo size). In addition, you will receive "Silver Sponsor" position on all Signage and Banners within the Education Theater, on 12 meter boards featuring the Theater schedule of events, call-out on over 15,000 daily special handouts; call-outs on all pre-show marketing communications and confirmation blasts; "Silver Sponsor" position on all applicable website pages.

In addition to the promotions, your company will be able to host up to **TWO** sampling/promo sessions within the Education Theater (one session per show day). Once again, the seminar may not be a direct product pitch, but your company will introduce the speaker at the opening of the session, giving you a chance to speak directly to this captive audience.

INVESTMENT: \$7,500

Official Session Sponsor

Official Session Sponsors will have the opportunity to offer a 1-hour cooking or product demonstration. Presenting Companies will be listed on 12 meter boards featuring the Theater schedule of events, call-out on over 15,000 daily special handouts; call-outs on all pre-show marketing communications and confirmation blasts.

In addition, Presenting Companies will have the opportunity to hand-out literature or samplings during the demonstration. Those Companies who wish to perform a cooking demonstration must provide the food necessary for demo including condiments, cooking utensils (pots, pans, knives, platters etc.) and any additional small appliances required for the demonstration.

INVESTMENT: \$2,500 per 1-Hour Demonstration

HERE IS YOUR CHANCE TO REACH THESE ELITE ATTENDEES!!
Call Glenn Celentano at (203) 840-5315 or e-mail gcelentano@reedexpo.com