



Food Processing Suppliers Association
1451 Dolley Madison Blvd. Suite 101
McLean, VA 22101
ph: 703-761-2600 ♦ fax: 703-761-4334
www.myprocessexpo.com

PROCESS EXPO 2013 PARTNERSHIP PROGRAM

Leverage Your Investment & Get Noticed!

As PROCESS EXPO continues to grow, how are you planning to stand out from everyone else and get noticed? Don't be overlooked! Capture everyone's attention by participating in one or more of the partnership opportunities below.

Did you know that more than 75% of PROCESS EXPO attendees have final buying power in their company? This is your chance to make a powerful impression, outshine the competition and increase your bottom line!

All partnerships include:

- Company listing in the PROCESS EXPO Official Program Guide
- Company listing on signage at PROCESS EXPO 2013
- Company logo on Partnership Section of the PROCESS EXPO website

Don't delay! Partnerships are reserved on a first-come, first-served basis. Contact Grace Cular Yee at 703-663-1220 or gyee@fpsa.org for addition details or to sign up today!

PROCESS EXPO exhibitors who are FPSA members in good standing are eligible for FPSA Member pricing.

On-Site Opportunities

Conference Bag – Up to 4 opportunities available

Your Logo will be prominently displayed on the official conference bag. All PROCESS EXPO attendees will literally carry your message all over the Show Floor, throughout McCormick Place, the hotel and through O'Hare on their return home and in future travels.

FPSA Member: Exclusive* for \$40,000 or shared* by 4 companies @ \$10,000 each

Non-Member: Exclusive* for \$50,000 or shared* by 4 companies @ \$12,500 each

**Exclusive includes ultimate supporter upgrade *Share includes deluxe supporter upgrade*

Exhibitor Spotlight Theater

Excellent visibility on the show floor! As the exclusive partner, your company's name and logo will be prominently featured throughout this custom-built area on the show floor. Attendees will be visiting the Theater throughout the entire show. A large banner with your advertisement will be displayed in this high traffic area for maximum visibility. You provide the banner artwork.

FPSA Member: \$25,000



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Lanyard

As a convenience in wearing the Show Badge, the lanyard with your company name will be supplied to all attendees and exhibitors along with their credentials. This stylish badge strap can also include your URL if you decide. *Includes deluxe supporter upgrade.*

FPSA Member: \$12,500 exclusive Non-Member: \$15,500 exclusive

Product Locator/Information Booth – Multiple opportunities available

Get in front of buyers as they plan their show strategy. Your company logo and graphics will be displayed on all four-sides of the 8' kiosk. *Includes deluxe supporter upgrade.*

FPSA Member: \$7,750 each Non-Member: \$12,800 each

A Taste of Chicago – NEW

Show food processors a great time in Chicago when they attend PROCESS EXPO, while at the same time promoting your branch to all attendees for the six months leading up to the show!

Designed to encourage early registration, we will hold a drawing for five lucky attendees each month (May-Oct 2013) awarding them a \$100 gift certificate to one of Chicago's finest restaurants. Pre-Show: your company will be promoted each month to thousands of prospective attendees. On-Site exposure: the winners will come to your booth at PROCESS EXPO to pick up their gift certificates, giving you an excellent opportunity to meet them first hand.

FPSA Member: \$6,000

Grand Concourse Banners and Signs – multiple opportunities

Banners offer maximum visibility at McCormick Place. Place your company prominently in front of industry leaders even before they set foot on the show floor. Pricing varies. Contact us for more details. [View all McCormick Place Options](#)

Aisle Banner – Multiple opportunities

Display your company name, logo and booth number at the beginning and end of your aisle. Highlight your company as attendees enter your aisle from both ends. There is only one opportunity per aisle, so don't delay your chance to brand your company as attendees walk the aisles! *Includes deluxe supporter upgrade.*

FPSA Member: \$4,700 Non-Member: \$7,500

Grand Concourse Stairs – Exclusive - NEW

This set of 4 stairs, nine in each set, coming from Level 1 to level 2.5 is graphically enhanced to create an impressive overall effect. Each step measures 21.5' x 1.25".

FPSA Member: \$10,500 per set



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Grand Concourse – Catwalk Banner – Exclusive
Banner is single-sided, full-color, 7' tall x 34' wide. Banner is located in the main Concourse.
FPSA Member: \$5,500 Non-Member: \$7,800

“You Are Here” Map – Multiple opportunities

This will be one of the most visible promotions at PROCESS EXPO! Anyone at the Show – veteran or new-comer – will likely use these signs at least once during the Show to navigate the aisles. We will have (4) free-standing vertical signs displaying an enlarged floor map. Your company logo will be displayed on these directional signs. This is a sure way to help customers identify where your company is located on the massive show floor.

FPSA Member: \$3,700 Non-Member: \$4,400

Escalator Hand Rails

Banners are single-sided, 4-color, 15" wide x 40' long and located between the hand rails of a set of escalators in grand concourse, with your company name and message running vertically. The banner will give your company prime visibility each time people go up or down the escalators.

FPSA Members: \$2,200 Non-Members: \$2,700

Internet Café/Social Media Lounge

This “hip” lounge will serve as a social hub and meeting place for event guests! Designed to be a rest stop for bloggers, seating, and an area to access your networks from within the show floor, the Internet Café and Social Media lounge will be a comfy and functional respite for attendees taking a break from walking the hall. Custom signage will include company logos for great exposure!

FPSA Members: \$7,000 Non-Members: \$9,000

Press Reception and Press Room – NEW – 4 Opportunities available (Co-Sponsorship)

You'll reach all international and domestic press attending PROCESS EXPO 2013! Sponsorship includes custom signage in the press room and refreshments in this busy media area. Distribute company promotional item or literature inside the press room. Available to FPSA Members Only

FPSA Members: \$2,500 each

Shuttle Bus Drop-Off/Pick-Up Area – NEW – 7 columns available

The official PROCESS EXPO Shuttle buses will be dropping off and picking-up attendees outside of the West Transportation Lobby of McCormick Place. Be the first and last company they see each day of PROCESS EXPO. The columns are double-sided and measure 22' x 35'. You customize with your graphics.

FPSA Members: \$1,450 per column



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Shuttle Bus Advertising - NEW

You'll receive maximum exposure from this on-site and off-site opportunity! Official PROCESS EXPO Shuttle Buses will be wrapped in your custom artwork! Your moving billboard will be seen throughout the shuttle bus routes during PROCESS EXPO Week. Shuttle Bus signage on-site will highlight your company logo.

FPSA Members: Call for pricing

Show Pens - NEW

Your Company logo will be displayed on the official Show Pen. Attendees will be taking notes during the educational sessions at PROCESS EXPO. All educational sessions will be held in the South Hall*. If you already have company pens that you'd like for us to use – that works! Call for details.

FPSA Members: \$9,000

Non-Members: \$11,000

**except exhibitor spotlight sessions*

Show Notepads - NEW

Your Company logo will be displayed on the official Show Notepad. Notepads will be placed in the meeting rooms of the educational sessions at PROCESS EXPO. All educational sessions will be held in the South Hall*. If you already have company notepads that you'd like for us to use – no problems!

FPSA Members: \$9,000

Non-Members: \$11,000

**except exhibitor spotlight sessions*

Networking Lounge – NEW

Attendees will flock to this oasis on the show floor to re-charge and rest their tired feet. Custom signage will let them know that you're providing this welcome escape. You have the opportunity to display a promotional item directing them to your booth on the show floor.

FPSA Members: \$6,800

Non-Members: \$8,800

International Business Center – NEW – 4 Opportunities available (Co-Sponsorship)

Thanks to you, International delegates will appreciate the amenities of this resource center. Your company logo will be displayed on custom signage, and you'll have the opportunity to display a promotional item to direct them to your booth on the show floor. Only available to FPSA Members

FPSA Members: \$4,000 each

Power Stations – 4 Opportunities available – 1 SOLD

Get everyone's attention while they charge their laptops and mobile phones by featuring your company logo on the panels atop the PROCESS EXPO power stations. Attendees will take advantage of these services – and you should too!

FPSA Member: \$3,700 each

Non-Member: \$4,200 each



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Door Clings – multiple opportunities available

Transparent or opaque as you need them to be, clings are a fun way to get yourself noticed! These static-cling signs will feature your company's logo and booth number. One set of clings (8 clings total) will be placed on one set of entrance doors near the shuttle bus area. Clings are 4-color, 2'x 2'. You provide the artwork.

FPSA Member: \$1,900

Non-Member: \$2,200

Exhibitor Spotlight Theater Presentation – multiple opportunities available

This is your opportunity to provide a 20-25 minute speaking session (sponsor's choice) to PROCESS EXPO attendees on the show floor. Theater style seating, stage and audio package provided (LCD projector, microphone, screen, wireless remote, and lectern). Sponsor provides own laptop. Your session will be included in the Official Program Guide and online. Navigation to the theater will be enhanced with a series of directional floor stickers to help attendees on the show floor.

FPSA Member: \$1,900

Non-Member: \$2,400

Booth Promo Floor Stickers

Have your own artwork created on a custom 2' x 2' sticker placed on the end of the aisle or major cross aisle in which your booth is located. Only 1 sticker per aisle end, 2 per cross aisle

FPSA Member: \$800 per sticker

Non-Member: \$1,100 per sticker

Custom Sponsorship

Is your company launching a new product or service? Celebrating a major milestone or anniversary? Or do you have a specific sponsorship idea in mind? Let's create a customized opportunity that's just right for you! Please contact Grace at 703-663-1220 or gyee@fpsa.org

SAVE FOOD

At PROCESS EXPO 2011, FPSA became the first United States Sponsor of the SAVE FOOD initiative, a joint campaign instituted by the Food and Agriculture Organization of the United Nations and Messe Düsseldorf GmbH to fight global food loss. 1.3 billion tons of food is wasted each year from "farm to fork" and SAVE FOOD exists to address this problem.

The SAVE FOOD initiative will have a pavilion at PROCESS EXPO 2013 in Chicago, November 3-6, 2013. Those members who join with FPSA in the SAVE FOOD initiative will be recognized at the pavilion as a sponsor.

[Click here](#) for the SAVE FOOD initiative application.



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Online Opportunities:

Skyscraper Banner

Skyscrapers are a great way to brand your company and encourage a call to action. They can be linked to your home page, your listing on MyProcessExpo show site, or another URL of your choice. This opportunity can be shared with multiple exhibiting companies through random rotation.

FPSA Member: \$2,600 each

Non-Member: \$ 4,000 each

Tile banners

Gain prominent online exposure on MyProcessExpo.com! Reserve one of the tile banners that is displayed on multiple pages of the PROCESS EXPO show website. This opportunity can be shared with multiple exhibiting companies through random rotation.

FPSA Member: \$1,100 each

Non-Member: \$1,350 each

Floor Plan Banner – Limit of 8

One 360 x 45 pixel sponsorship banner available at the bottom of the PROCESS EXPO floor plan application. Banners rotate every 6 seconds. Sponsorship includes all of the features of the ULTIMATE SUPPORTER package. Live link directs attendees to the ULTIMATE SUPPORTER listing on the floor plan and statistics are available for tracking.

Same Price for Members and Non-Members: \$4,700

Product Category – Limit of 1 company per category

One 180 x 150 pixel sponsorship image located at the top of the product category search result of the exhibitor's choice. Image links to the exhibitor's profile online and includes all of the ULTIMATE SUPPORTER package. Listing also appears at the very top of the search results - regardless of where it would normally appear within the alphabet.

Same Price for Members and Non-Members: \$4,700

Supporter Upgrades:

Attendee Newsletter E-mail – limited to 2 companies per month

Brand your company and message by placing an ad in the Official Process Expo Attendee Newsletter. Each e-mail blast will be sent to preregistered attendees to build excitement for the upcoming show. Your logo will stand prominently on each e-mail that you sponsor. Available to FPSA Members only. The Newsletter will begin mid-February.

FPSA Members: \$500-2,500 depending on the month



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Ultimate Supporter – “The Works”

Exhibitors at this level can expect 5x more leads than the standard exhibitor! It includes all of the features that a Deluxe Supporter will receive PLUS the added online feature of 2 video display panels. To further enhance your online listing, a special ICON will appear next your company name in search results along with the benefit of a “corner peel” graphic highlighting your booth on the interactive floor plan!

Same Price for Members and Non-Members: \$3,300

Deluxe Supporter

Enhance your visibility on the PROCESS EXPO Interactive Floor Plan! You’ll receive 2.5x-3x more leads! You’ll have the chance to add 2 additional image/text panels. You will also receive priority listing on the featured exhibitor search and you will stand out with a special image icon in the search results. You’ll have the ability to change your sales message whenever you want.

Same Price for Members and Non-Members: \$1,500