

**Foodservice Conference and Exposition**  
Monterey, California USA  
July 21-22, 2021  
As of 4/20/21

**Benefits for all sponsorships**

- Listing on the Foodservice Conference website
- Listing in the Foodservice Conference Directory (as of 06/9/21)
- Company logo, with PMA/Center for Growing Talent branding, displayed as a sponsor of this event, to be located in a prominent area (as of 06/9/21)

**PMA Advertising**

**Foodservice Conference and Expo**

**Mobile Event App**

July 21-22, 2021

Two of five (5) opportunities: \$3,500 (US\$) each

Benefits include:

- Your logo will rotate on the main page of the App Subject to PMA approval
- Will be rotate once every 30 seconds
- Your logo linked to a URL landing page of your choice
  - Subject to PMA approval
- The opportunity to submit one (1) alert that will be sent to all the app. users.
  - Subject to PMA approval

**PMA Advertising**

**Foodservice Conference and Expo**

**Mobile Event App Alert**

July 21-22, 2021

Eleven (11) opportunities: \$600 (US\$) each

Benefits include:

- The opportunity to submit one (1) alert that will be sent to all the app. users
- Subject to PMA approval

**PMA**

**Foodservice Conference and Expo**

**Grab and Go Snack Sponsor**

July 22, 2021

Limited Co-sponsorships: **\$2,500** (US\$) each

Benefits include:

- Company name and/or logo, with PMA/Center for Growing Talent branding, featured on signage in the networking area
- Opportunity to provide a grab and go item for the networking area (subject to approval by PMA and health guidelines)

**PMA**

**Foodservice Conference and Expo**

## **Room Drop**

July 21-22, 2021

Limited Co-sponsorships: **\$3,000** (US\$) each plus product

Benefits include:

- Opportunity to provide giveaway which will be dropped off in attendee hotel rooms

## **PMA**

### **Foodservice Conference and Expo**

#### **Exhibitor Gift Drop**

July 21-22, 2021

Limited Co-Sponsorships: **\$3,000** (US\$) each

Benefits include:

- Recognition of company logo to be featured on an item distributed to the booths of 25 exhibitors of your choice
  - May not contain advertising message or call to action
  - Item to be decided on by sponsor and PMA staff; examples: Expo Survival Kit, First Aid Kit, Energy Kit, Mocktail Kit, etc.

## **Center for Growing Talent**

### **Foodservice Conference and Expo**

#### **Happy Hour and A Half Reception Sponsor**

July 21, 2021

Two of Four (4) Co-sponsorships: \$4,000 (US\$) each

(tax-deductible amount = \$4,000)

Benefits include:

- Recognition of company logo to be displayed on the CGT by PMA website
- Recognition of company logos in CGT communications to event attendees
- Company name and/or logo, with PMA/Center for Growing Talent branding at the reception
- Opportunity to provide a standard pop-up banner
- Opportunity to set up a Tabletop with grab and go item/or promotional items at reception
  - (subject to approval by PMA and health guidelines)

## **Center for Growing Talent**

### **Foodservice Conference and Expo**

#### **Walking Challenge Premier Sponsor**

July 20, 2021 – July 22, 2021

Two of Three (3) Co-sponsorships: \$3,500 (US\$) each

(tax-deductible amount = \$3,500)

Benefits include:

- Recognition of company logo to be featured on event page
- Recognition of company logo on AtlasGo mobile app
- Custom branded filter for “sweaty selfies” in AtlasGo mobile app photo stream
- Recognition of company name to be displayed on all promotional emails
- Recognition on CGT social media channels

## **Center for Growing Talent**

### **Foodservice Conference and Expo**

#### **Walking Challenge Virtual Bib Sponsor**

July 20, 2021 – July 22, 2021

Two (2) Co-sponsorships: \$2,000 (US\$) each

(tax-deductible amount = \$2,000)

Benefits include:

- Recognition of company logo to be featured on virtual bib “Certificate of Completion” to participants

**Center for Growing Talent**

**Foodservice Conference and Expo**

**Walking Challenge Support Sponsor**

July 20, 2021 – July 22, 2021

Limited Co-sponsorships: \$1,500 (US\$) each

(tax-deductible amount = \$1,500)

Benefits include:

- Recognition of company logo to be featured on the event page