



# SPONSOR PROSPECTUS



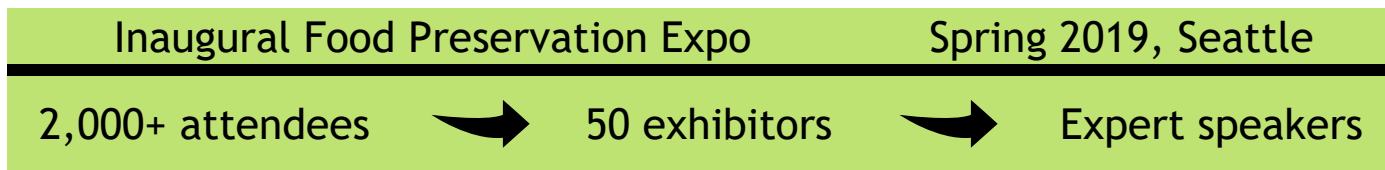
## What is the FOOD PRESERVATION EXPO?

Food Preservation Expo is the FIRST OF ITS KIND consumer show. It’s an event to showcase the traditional practices of “putting food by” along with modern methods and tools, seasonal local foods, and sustainable food systems. The Expo seeks to inform and educate anyone interested in these timely topics.

Home food preservation methods go well beyond canning and freezing. Cultures around the world have used fermenting, salting, and drying for centuries. The Expo seeks to re-introduce age-old practices, along with the latest techniques and equipment.

## Who will attend FOOD PRESERVATION EXPO?

The EXPO appeals to many people: **Consumers** who like to eat local, seasonal foods. **Home gardeners** wanting to preserve their harvest. **Hunters and fishers** needing a way to preserve their catch. **Survivalists** building emergency supplies. **“Foodies”** interested in the latest technology. **Farmers** aspiring to offer value-add products. **Chefs** looking for ideas to expand their menu.



## Why FOOD PRESERVATION EXPO matters to you

Food Preservation Expo is a unique opportunity for sponsors to share information about their products or mission and to educate consumers about the ease and value of preserving foods at home.

Attendees will be enlightened and informed, whether they are looking to take advantage of seasonal produce or wild-caught foods, build emergency or survival supplies, have an interest in sustainable food systems, or enjoy learning about the science or history of “putting food by”.

## Sponsorship Opportunities

**The EXPO** is a platform for food preservation equipment, methods, and education. It is also a showcase for products such as dried fruits, pickled vegetables, cured meats, cheeses, and any other preserved foods.

**The MARKETPLACE** is the place for exhibitors to feature tools and equipment for all food preservation methods: canning, curing, drying, fermenting (salting), freezing, pickling (acidifying), smoking, and sealing.

**The EDUCATION** program is where authors and industry experts can present formal talks to attendees who are interested in food preservation methods, tools, equipment, science, or history. Sponsors are invited to send an expert who can speak about food preservation. See the **SPEAKER PROSPECTUS** for suggested topics.

For a list of sponsorship benefits, see the table on the next page.

## Sponsorship Benefits

Number available:	1	1	1	3	5	5
	Presenting EXPO	Featured MARKETPLACE	Featured EDUCATION	Gold	Silver	Bronze
Benefits:	\$60,000	\$30,000	\$15,000	\$5,000	\$2,500	\$1,000
<b>WEBSITE</b>						
Home page banner	●					
Sponsor page link	●	●	●			
Sponsor page logo	Title	Featured	Featured	●	●	●
Prior year event page	Title	Featured	Featured	●	●	●
<b>PRESS RELEASE</b>						
EXPO press release	Lead	Featured	Featured	●	●	●
<b>EVENT SIGNAGE</b>						
EXPO title banner	●					
MARKETPLACE banner	●	●				
EDUCATION banner	●		●			
EDUCATION interstitial	●		●			
Standing banner logo	Title	Featured	Featured	●	●	●
Volunteer T-SHIRT	Title	Featured	Featured	●	●	●
<b>PRINT PROGRAM recognition</b>						
Program Cover	●					
Marketplace front	●	●				
Marketplace back	●	●		●	●	●
Education page	●		●			
<b>VIP SWAG BAG</b>						
Add Swag bag marketing collateral	●	●	●			
Add Swag bag value products	●	●	●	●	●	●
VIP SWAG bag logo	●	●	●	●	●	●
<b>MARKETPLACE and EDUCATION</b>						
Premium exhibit booth	2					
Outside aisle booth		2	1			
Internal aisle booth				2	1	1
Complimentary admission tickets	10	8	6	4	2	1
Sponsor badges for booth staff	●	●	●	●	●	●
Employee volunteer opportunities	●	●	●	●	●	●
Priority as EDUCATION speaker	●	●	●	●	●	●
<b>SOCIAL MEDIA</b>						
Facebook dedicated post	●					
Facebook mentions, pre-show	●	●	●	●	●	●
Facebook mentions, during show	●	●	●	●		
Twitter mentions, pre-show	●	●	●	●	●	●
Twitter mentions, during show	●	●	●	●		

## Who is behind FOOD PRESERVATION EXPO?

Food Preservation Expo is the brain-child of Carole Cancler, author of The Home Preserving Bible (ISBN-13: 978-1615641925). Carole holds a Food Science and Nutrition degree from the University of Washington. She has traveled extensively to more than 20 countries on four continents, often to explore food markets, taste local cuisines, and study at culinary schools, including Le Cordon Bleu in Paris.

Her lifelong love affair with food began at an early age. Her mother and Slovenian grandmother instilled in her a love of cooking. While she enjoyed a varied career in the food and technology industries, Carole has been an avid home canner for over 50 years and has enjoyed a lifetime of home meal preparation and entertaining.

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Contact: [sponsor@foodpreservationexpo.com](mailto:sponsor@foodpreservationexpo.com)