



**SEPTEMBER 11-12, 2024**

JAVITS CENTER • NEW YORK CITY

# MEDIA KIT

The Global Plant-Based Gathering for  
Retail & Foodservice



# Sponsorship Opportunities

**You may be returning for another successful show with us, in which case, we'd like to say welcome back! If this is your first time, we are excited to have you at the world's only B2B trade show event that is entirely plant based! Let's grow together!**

It's an opportunity to present your products to influential retail and foodservice buyers, as well as investors, media and other industry players.

We know budgets are different which is why we offer a wide variety of sponsorships and enhanced marketing opportunities. Let's work together to make this your most successful trade show experience yet.

**For Questions and Custom Proposals contact:**

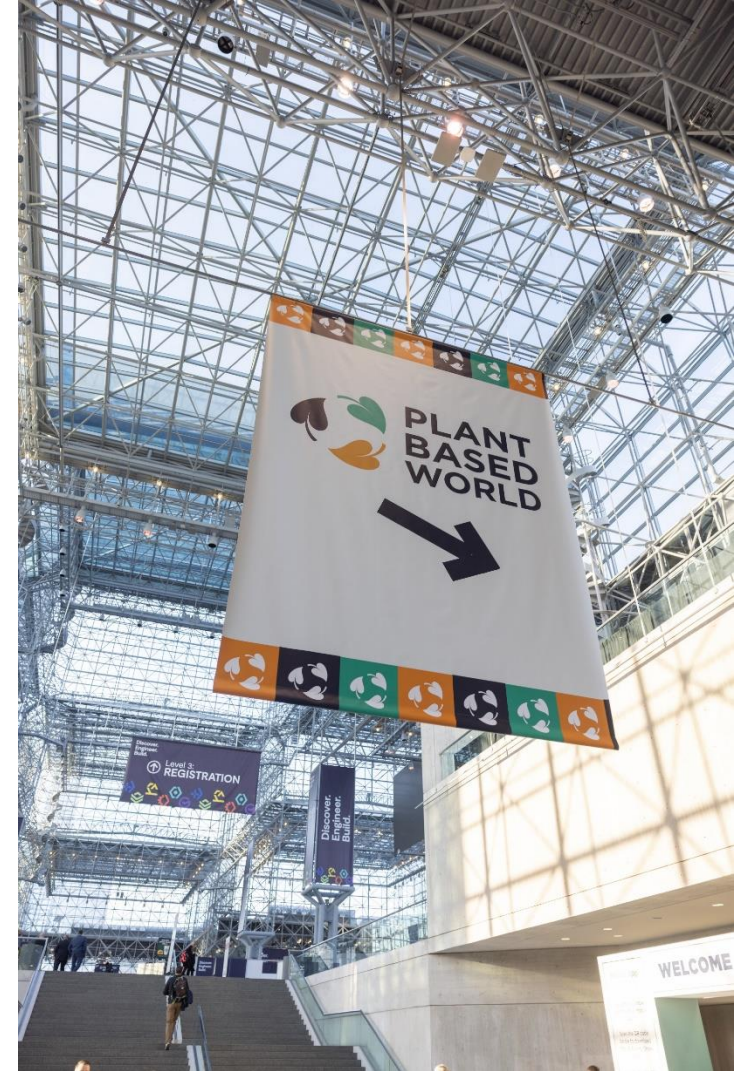
**United States & Canada**

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# Sponsorship Packages

## Platinum Sponsorship Branding \$ 12,500

*3 Total Available*

- Logo on website sponsor pages and applicable marketing materials.
- Logo and booth number featured in the Event map given to every attendee.
- Logo with Exhibitor Listing on website and mobile website.
- Logo featured on Sponsorship Banners at event.
- Logo in rotation on PBW website home page.
- Logo on PBW Main Entrance Unit visible to all attendees.
- One Social Media Takeover week.
- 1 Banner ad placement. in PBW's email show daily.
- 25 passes for the event for your customers.
- One time pre-show custom email to opt-in attendees.
- 3'x6' Banner with company logo in prominent location on Expo Floor.



# Sponsorship Packages

## **Gold Sponsorship Branding**      **\$7,500**

*5 Available*

- Logo on website sponsor pages and applicable marketing materials.
- Logo with Exhibitor Listing on website and mobile website.
- Logo in rotation on PBW website home page.
- Logo on onsite Sponsorship Banners.
- Two months of advertising on PBW website.
- 20 Complimentary Passes for customers.
- Featured in special Gold Sponsor Edition of Product Spotlight email. This email is sent to all attendees and all PBW event newsletter subscribers.



# Sponsorship Packages
























## Silver Sponsorship Branding \$4,500

*15 available*

- Logo on website sponsor pages and applicable marketing materials.
- Enhanced Exhibitor Listing on website.  
10 Complimentary passes for customers.
- One month of advertising on PBW website.
- Inclusion in one product spotlight email.

## Bronze Sponsorship Branding \$2,500

- Logo on website sponsor pages and applicable marketing materials.
- Enhanced with Exhibitor Listing on website.
- 5 complimentary passes for customers.

Silver							
 Booth: 625	 Booth: 219	 Booth: 137	 Booth: 501	 Booth: 510	 Booth: 601	 Booth: 601	
Bronze							
 Booth: 648	 Booth: 831	 Booth: 231	 Booth: 349	 Booth: 624	 Booth: 306	 Booth: 635	 Booth: 635
 Booth: 636	 Booth: 324	 Booth: 418	 Booth: 749	 Booth: 434	 Booth: 738	 Booth: 234	 Booth: 519



# ROI Bundle

**\$1,500**

This is the essential marketing starter kit that we recommend maximizing your return on investment with us. Having your brand in the eyes and minds of buyers before, during and after the show is crucial in building relationships and fostering success.

Bundle includes:

- Product spotlight Listing
- Website Display Ad (one month)
- Enhanced exhibitor listing
- Enhanced Listing on Plant Based World Pulse (1 year)



# Branding Opportunities at PBW

## Registration Sponsor **\$5,000**

- *Exclusive* - Be the First Impression!
- Two 3'x6' signs in registration to promote your company as a sponsor.
- Display Ad on attendee registration page.
- Logo on registration confirmation email.
- Logo and 25 word description on every attendee reminder email before the event.
- Bronze Sponsor Branding.



## Badge Sponsor **\$7,500 - SOLD**

- The ultimate way to build brand awareness!
- Feature your corporate logo on the PBW attendee badge.
- Badges must be worn at all times when at PBW.
- Bronze Sponsor Branding.



# Branding Opportunities at PBW

## Lanyard Sponsor \$3,500

- Your corporate logo and branding worn by all attendees and exhibitors at the event.
- Lanyards will be distributed to all attendees and exhibitors at registration upon receiving their badge.
- Lanyards provided by sponsor and must meet PBW's requirements.



## Attendee Bag Sponsor \$3,500

**(\$5,000 to be the exclusive bag sponsor)**

- Everyone wants a bag! PBW will distribute tote bags to attendees as they enter the show.
- Bag provided by sponsor.



# Branding Opportunities at PBW

## Aisle Sign Sponsor **\$8,000**

### *Exclusive*

- All eyes will be on your corporate logo!
- Appear on the aisle signs in every aisle of the exhibit hall.
- All aisle signs will be branded with your logo.
- Silver Sponsorship Branding.

## Floor Sticker Sponsor **\$3,000**

### *Limited!*

- Direct buyers to your booth with a series of graphics on the Show floor.
- Your company will provide graphics for up to 10 floor stickers in/around the exhibit hall.
- Size up to 24" x 36" depending on image (show management determines).
- Location on exhibit floor will be determined by show management.



# Branding Opportunities at PBW

## **Banner in the Expo Hall:** \$1,500

Place your brand in a high-visibility area. Located in **prime, unmissable locations**, boasting thousands of views per day. Locations are available around the show floor, show management determines banner location. 3'x6' banner can have your corporate logo or custom artwork.

## **Entrance Zone:** \$5,000 each or \$7,500 for both

Get noticed and make an impact right at the entrance of the show!

Sponsor one or both of the 8'x10' floor graphics at the interior entrance of the show floor. Showcase your product and direct attendees to your booth at the same time.



# Mobile Website Advertising

*The mobile website will be available to all attendees.  
This is the tool everyone will be using to plan their PBW experience!*

## **Mobile Website Title Sponsor - \$3,500 – Exclusive!**

- Logo with mobile website promotion on PBW website, Event Map and signage at the show.
- Welcome message for new visitors to the mobile website with logo. Message is limited to 30 Characters.
- Bronze Sponsor Branding.
- 1 Banner for ROS advertising on Mobile Website (728x90)

## **Mobile Website Sponsorships - \$500 – 10 Opportunities**

- ROS advertising on Mobile App/Mobile Website (728x90)



# Learning Garden Theater Sponsor

**\$8,500**

Promoted as the official sponsor of the Learning Garden Theater in the Expo hall.

- 3'x6' sign with company logo in theater.
- Logo on daily schedule sign.
- Logo on Learning Garden page of PBW website.
- Logo listed with Learning Garden schedule in Event Guide Map.
- Two 30-minute presentations in the Learning Garden. These presentations are open to 100% of all attendees at PBW. Show management must approve final topic.
- Silver Sponsor Branding.



# Learning Garden Presentation

**\$2,500**

*Are you a leader in the Plant Based Industry?*

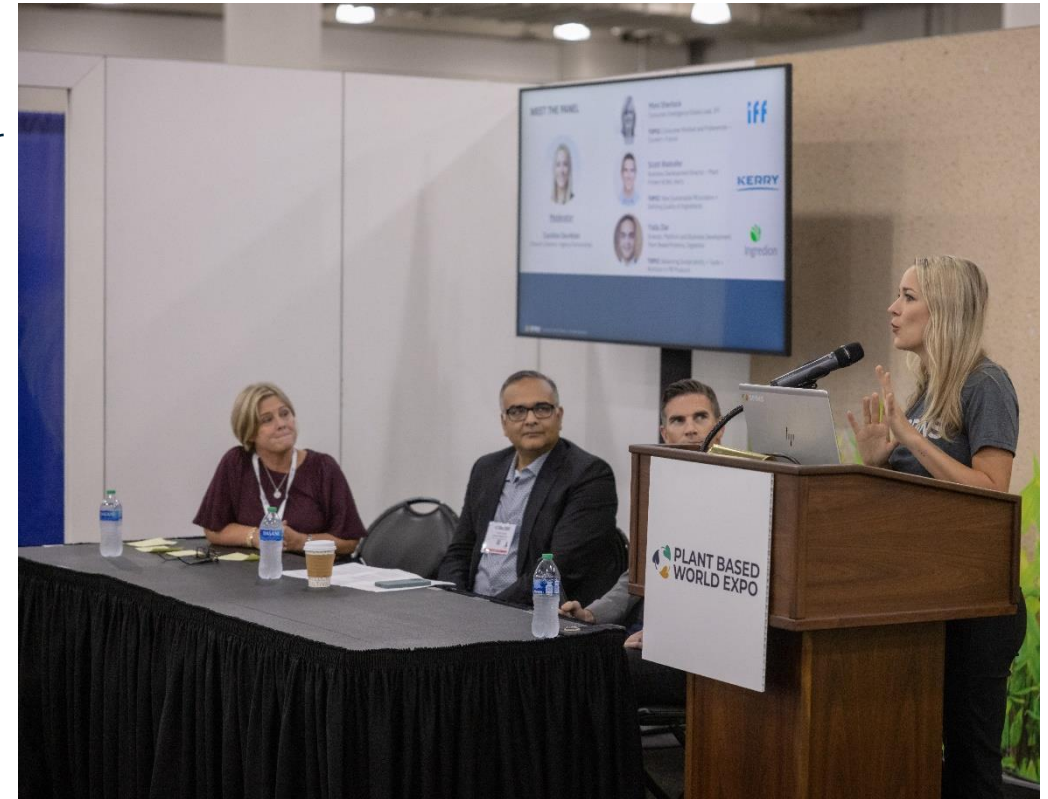
In the Learning Garden your company will take the stage in our busy expo floor theater. Share research, give insights, share product launches or educate on latest innovations.

Your company receives one 30-minute presentation opportunity on the Learning Garden Theater in the exhibition hall. These presentations are open to 100% of all attendees at PBW.

## **Brand Recognition**

- Your corporate logo appears in PBW marketing materials where the presentations are promoted
- Logo on the daily schedule board located at the Learning Garden Theater.

*Show management must approve final subject matter.*



# Culinary Theater Sponsor

**\$7,500**

- Promoted as the official sponsor of the Culinary Theater in the Expo hall.
- 3'x6' sign with company logo in theater.
- Logo on daily schedule sign.
- Logo on Culinary Theater page of PBW website.
- Logo listed with Culinary Theater schedule in Event Guide Map.
- Two 30-minute presentations in the Culinary Theater. These presentations are open to 100% of all attendees at PBW. Show management must approve final topic.
- Silver Sponsor Branding.



# Culinary Theater Demonstration

**\$2,500**

Take the stage at PBW and show attendees how to cook with your product(s)! Each 30-minute session gives you exclusive use of the stage during your designated timeslot. Culinary Demos will be promoted on the PBW website, onsite signage, mobile app and in the Event Guide. Samples for the audience are encouraged!

Presentation includes:

- Demo promoted on the website event schedule, onsite signage, mobile app.
- 30-minute demo.
- Access to prep area 45 minutes before demo time.
- Standard Kitchen set-up.

*Sponsor is responsible for providing food supplies, sampling supplies and any specialty utensils or equipment.*

*Show management must approve final subject matter.*



# Conference Program Sponsorship

Reach your target audience by aligning your brand with PBW's world class educational programming.

**\$5,000 – Can be co-sponsored by up to three companies.**

- One 3' x 6' sign with your company logo in PBW session room.
- Logo on daily conference room schedule signage.
- Logo on session schedule page on PBW website.
- Opportunity to provide literature for seat drop during one session per day.
- Opportunity to provide literature for distribution on a table in back of conference room.

These educational sessions are open to all attendees and will feature panels with buyers and industry leaders.



# Networking Reception Sponsor

**\$2,500** – Four Opportunities to Sponsor!

**Mingle with attendees and sponsor the PBW's networking reception, Wednesday, September 11, 2024, 4:00 – 5:00 PM on the Expo Floor.**

- Logo on special events page of website.
- Logo on 22x28 invite signage.
- Logo on 3'x6' sign thanking reception sponsors near all bars.
- Opportunity to provide promotional materials and/or branded napkins.
- Logo on email inviting attendees to the networking reception (pre-show).



# Hydration Sponsor

**\$4,000 - Exclusive**

Our branded water refilling stations provide water for thirsty attendees.

10 units will be placed in key areas of the show - entrances, the Lounge, and around the show floor, attendees will see your brand as they fill their reusable water bottles time and time again throughout the duration of the show.



# Attendee Distribution Item

\$2,000

**Attendees Love Swag! Reusable Straws, Pens, notepads & tripods – the sky is the limit!**

- Promotional item, provided by sponsor, distributed to attendees.
- Promotional item must be approved by show management.
- Method of distribution to be determined by show management.
- 22x28 sign with logo near distribution area.

Note: Recommend sponsor provides minimum of 1,000 items.



# Plant Based World Networking Café

**\$5,000** – *Two Opportunities*

**Branding where attendees take a break, have meetings and network throughout the two-day show!**

- Two 3' x 6' signs in networking area with company logos or custom artwork placed in lunch area .
- Logo on 22'x28' welcome to lunch area sign.
- Logo on Event Map floorplan highlighting lunch area.
- Opportunity to provide promotional materials.
- Opportunity to create branded napkins for tables.
- Bronze Sponsorship Level Branding.



# Buyer Lounge Sponsorship

**\$5,000** – 2 Available!

Our buyer lounge provides a “home from home” for the key buyers who attend PBW. A place to rest, recharge and relax away from the show floor in-between busy appointments.

Sponsoring the lounge provides the perfect opportunity to put your brand directly in front of buyers who are sure to spend time with , who are sure to spend time in the buyer lounge during their time at the show.

- Promoted as sponsor of Buyers Lounge on invitation emails and PBW website.
- Logo and “sponsored” by on Lounge Signage.
- Ability to contribute items for Buyer Gift Bags.
- 3'x6' sign with company logo or artwork in Lounge.
- Logo on table top tent cards in room.



# Event Map Advertising

Feature your brand in the PBW Event Map. The Event Map will be the attendees' side kick for all the information about the show.

Make sure to maximize your exposure with any of the options listed below!

## **Cover Sponsor - \$2,500 EXCLUSIVE**

*Exhibitor product photo, tagline and booth location designed in conjunction with PBW's Event Guide branding.*

## **Ad Tile (interior near floorplan) - \$750 (four available)**

## **Floor Plan Sponsor - \$1,500 EXCLUSIVE**

*Company logo featured with booth number on the Event Map.*



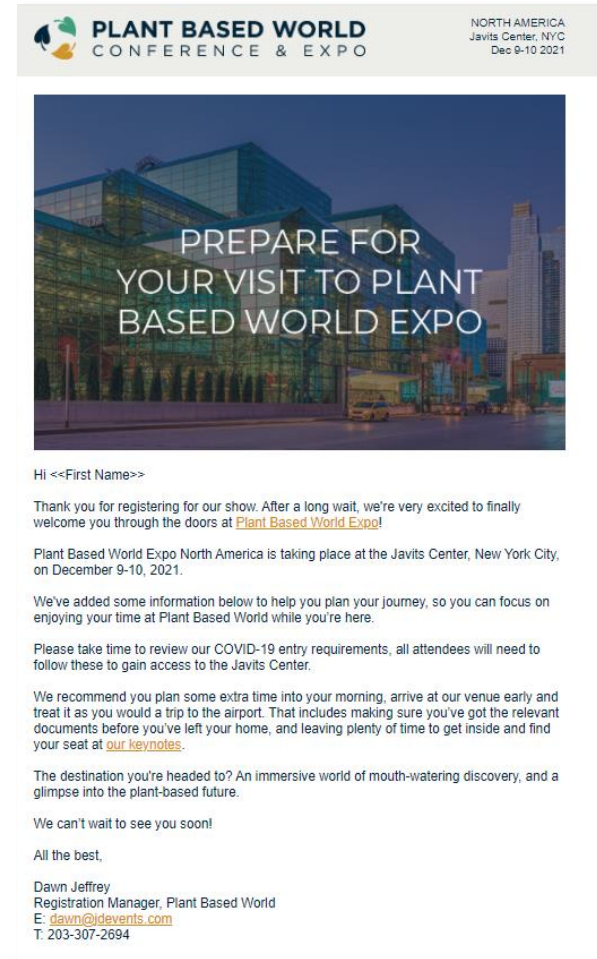
# Countdown to PBW Newsletter

## \$1,500 per email

Be featured in informative and important weekly emails sent to all pre-registered attendees. It's a fantastic opportunity to drive traffic to your booth.

4 email opportunities to have your message and brand in front of PBW's attendees.

Banner Specs: 600 wide x 150 tall



# Sustainability Partner

## **\$2,500 – up to 4 co-sponsors**

- Recognized as a Sustainability Partner on PBW's sustainability landing page. Listing will include logo and 50-word blurb on partners green/sustainable initiative.
- Logo included on PBW's guide for how to attend the show in a more green/sustainable way.
- Logo included in 2 attendee verification emails that will mention PBW's focus on sustainability, tips and links to the sustainability landing page.
- Recognized as a *Sustainability Partner* in the PBW Event Guide.
- Partner/s will be given recognition on the limited # of signs promoting PBW's guide to attending the show in a more green and sustainable way.



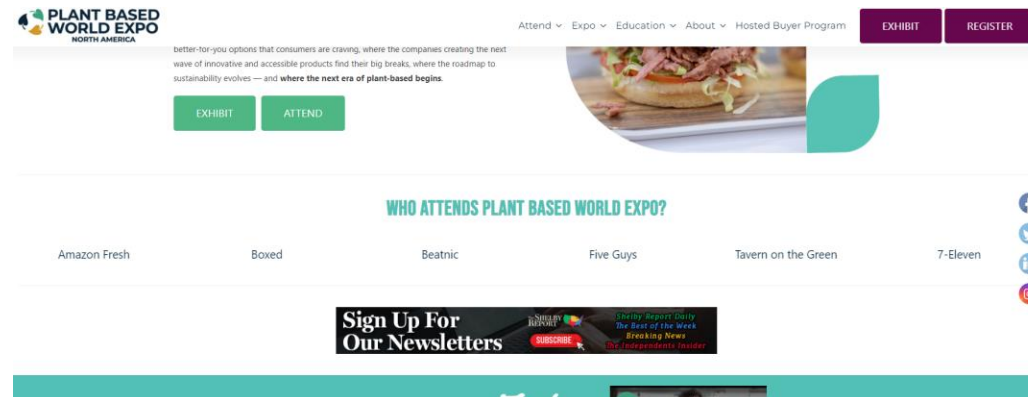
# PBW Website Display Ad

Run a high-impact ad on plantbasedworldexpo.com to raise the number of impressions and build brand awareness.

Ads run across the PBW website on frequently visited pages including the home page, conference pages, exhibitor list, event schedule, and why attend.

**\$750 per month**

Specifications: Size is 728x90 jpg, png, gif

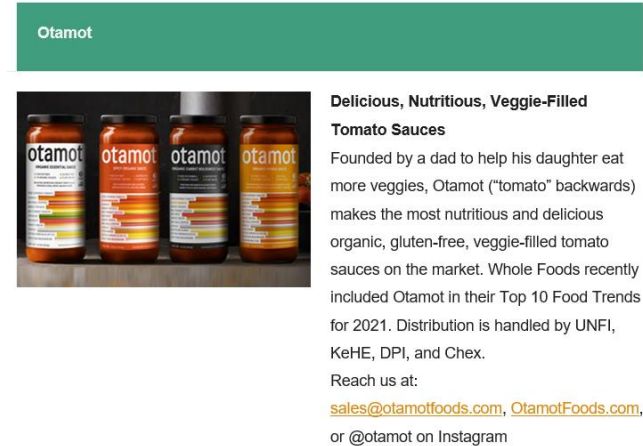


# Product Spotlight Emails

Feature your product or solution in a shared Product Spotlight email promotion. These email promotions showcase a limited number of innovative products and solutions to the Plant Based World community. PBW will also share your product spotlight information on our Facebook, Instagram and LinkedIn channels.

**\$750**

The product listing includes your product image, headline, target URL and description.



## Upcoming Issues:

November 16, 2023

December 15, 2023

January 27, 2024

February 23, 2024

March 22, 2024

April 25, 2024

May 23, 2024

June 20, 2024

July 25, 2024

August 22, 2024

September 26, 2024

October 24, 2024

November 14, 2024

December 12, 2024





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