

# **Sponsorship Opportunities**

**Iowa's Premier Wine and Food Expo • Hy-Vee Hall**  
**November 11-12, 2011 • Des Moines, Iowa**

Don't miss the opportunity to gain visibility and target thousands of key attendees by becoming an event sponsor. This is a great way to put your company in the Spotlight! Sponsorships are available on a first come, first served basis.

## **PRESENTING SPONSOR**

**SOLD**

Benefits include: title recognition on all show material, event signage, media exposure, program ad, premier booth location, cross promotion opportunities, event tickets, VIP reception, and meet and greet opportunities.

## **CELEBRITY KITCHEN THEATRE**

**SOLD**

This opportunity allows you naming rights to the theatre as well as association with some of the great celebrity food chefs of the world. Benefits include: stage and event signage, media exposure, program ad, booth space, cross promotion opportunities, event tickets, VIP reception, and meet and greet opportunities.

## **CELEBRITY MEET & GREET ZONE**

**SOLD**

This opportunity allows you naming rights to the Zone as well as association with some of the great celebrity food chefs of the world. Benefits include: Zone signage, back drop for celebrities, program ad, booth space, cross promotion opportunities, event tickets, VIP reception, and meet and greet opportunities.

## **LOCAL STAGE**

**\$8,000**

This opportunity allows you stage naming rights and association with Iowa's finest chefs as well as daily wine tasting/pairing seminars. Benefits include: stage and event signage, media exposure, booth space, cross promotion opportunities, event tickets, VIP reception, and meet and greet opportunities.

## **THE EMPORIUM**

**\$7,000**

This opportunity allows you naming rights to The Emporium and association with the place people can taste, try, and buy their way through 100\* exhibitors highlighting Iowa's finest retail and cuisine. As well as featuring over 300 varieties of wine and beer to sample and purchase. Benefits include: Emporium signage, media exposure, premier booth location, program ad, cross promotion opportunities, event tickets, and VIP reception.

## **B.L.T (BUY IT, LEAVE IT, TAKE IT HOME)**

**\$3,000**

This opportunity allows you naming rights to the B.L.T. area. A secure area guests can drop their purchases freeing up hands to help make the event more enjoyable. Benefits include: B.L.T. signage, booth space, program ad, cross promotion opportunities, event tickets, and VIP reception.

## **DEMONSTRATION KITCHENS & APPLIANCES**

**TRADE**

This opportunity allows you to set the stages for this event with your products. Benefits include: stage signage, booth space, cross promotion opportunities, event tickets, and VIP reception.

## **OTHER SPONSORSHIP OPPORTUNITIES**

Multiple sponsorship opportunities are available upon request to fulfill your specific needs – your ideas are welcome! Other sponsorships opportunities include: Program Ads, Event Bags, Lounge Areas, Tasting Glasses, Education, Competition Sponsorships, and much more!

**Call Laurie Kemmit @ 515.564.8019 or email [lkemmit@iowaeventscenter.com](mailto:lkemmit@iowaeventscenter.com) to discuss.**