



plate night

SUNDAY, MAY 20, 2018 • 8PM–11PM



Be a part of the most exciting night of the NRA Show

PlateNight puts your company and products in front of more than 1,200 restaurateurs, chefs and industry influencers. This year's event theme ties into Plate's May/June issue theme: The Mexican Issue and offers some of the most exciting recipe and drink and event staging options for your culinary and marketing teams.

This is a unique opportunity for your company and products to shine.

IT'S ALL ABOUT THE ENGAGEMENT

At Plate Night enthusiastic attendees will taste, touch and experience your product, whether it's a signature recipe featuring your product as the star OR a demonstration showcasing your product's uniqueness, interaction is key.

Plate's event team provides ideas, creative solutions, execution support and more. Our event specialists are in touch and accessible, whether it's ordering equipment for your space or putting you in touch with local culinary support or talent—they'll help get your creative juices flowing and make the best showing to the industry.

Sponsors are encouraged to create interesting, interactive spaces that fit their brand and best showcase their products within the event theme.

Your sponsorship is one of the most distinctive ways to stand out from the crowd

Pre-Event Branding

- Plate's event team designs and deploys invitation e-blasts to a curated group of Plate's chef audience, CIA Alumni and notable chef contacts and VIPs.
- Personalized e-blasts can be sent from Plate to the VIP list that you provide.
- A PDF invitation is custom created for you to forward to your customers.
- We'll provide regular RSVP updates leading up to the event so you know which customers and

prospects to look for and target that evening. leading up to the event, so you know who to look for at the event!



At-Event Branding/Social Media

- Your logo will be included in all welcome and event signage and all directional and go-bo (go-between) signage.
- Your pavilion can accommodate supplied branded signage, pull-up banners and hanging banners. Plate's A/V staff is available if signage hanging is required.
- Plate creates menu cards/table tents for you in the theme of the event.
- Images from the photo booth are projected onto the main screen at the event and posted on social media.

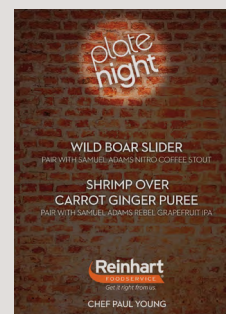


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Marketing Collateral and Introductions/Post-Event

- Access to Plate's event photographer as he captures highlights throughout the night.
- High resolution images will be provided to you after the event for your promotional use.
- A final attendee list with contact information after the event.
- Plate's team will help make introductions at the event.

Logistics

- Sponsor pavilion size: 20 X 20 to 40 X 40 feet.
- 6' tables (at least 2) will be provided.
- Additional electrical for heating lamps, warmers, etc. can be provided for a slight charge, providing it is logistically feasible.
- Event, culinary and service teams will be available to support you throughout the evening.

Dedicated Professional Event Manager

You will have a dedicated event manager who is a premier food stylist and event professional. They will:

- Work with you to customize your interactive event experience so as to meet your marketing objectives, as well as create and execute your personalized action plan.
- Provide an activation schedule after contract is signed.
- Provide shipping instructions to the venue for your products and materials.
- Oversee setup and teardown of your space the day of the event.

Full Culinary Support

- Execution of 2 recipes led by an experienced caterer/chef. A dedicated chef or server for an execution for an additional charge.
- Procurement of additional ingredients for recipe execution.
- Scaling of recipe for event consumption.
- Access to fully furnished kitchen, equipment and cookware (additional cooking/refrigeration may incur additional charges).
- Servers provided in pavilion or passed samples.
- Delivery and replenishment of food from kitchen to your pavilion provided.
- Portering and cleaning of your pavilion.

Serving Equipment/Utensils and Tabletop/Other Support

- Serving vessels and utensils on site for your use.
- Disposables and flatware provided for the event.
- Glassware and linens provided.
- Access to on-site A/V technicians.



Supporting PR

- Inclusion in post-event spread in Plate magazine (July/Aug issue) with your logo featured prominently along with pictures from the event.
- Press release to local news media.



plate
Take food further.

Contact your Plate representative about sponsorship opportunities and to reserve your spot today.

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