

# plate night



SUNDAY, MAY 22, 2016 • 9PM-MIDNIGHT

## Rise above the noise during the National Restaurant Show and let your company shine at PlateNight, the week's best industry event.

PlateNight offers your company new ways to build brand awareness, showcase your product's versatility and highlight your creativity in front of more than 700 foodservice operators and industry influencers. This year's event theme ties into our May/June issue: Reinventing Diners and Diner Food, offering an array of creative ideas for your culinary and marketing teams.

Our team works around the clock so you can spend your time interacting with attendees, building and strengthening new, lasting relationships. You'll benefit from an engaged audience and have the opportunity to make your chefs, products and recipes the heroes of the evening.

### The Power of a Live Interactive Event

At PlateNight, you'll do more than just talk about your products. Guests can taste, explore and imagine the possibilities. Plate's event team will work with you to customize the type of unique presentation that will best showcase your products and capabilities. They can pair you with a rising local chef from Chicago's burgeoning restaurant scene or work with you and your own chefs to create a one-of-a-kind experience.

Each sponsor will be able to create a custom interactive space to start the culinary conversation with attending chefs. Your PlateNight sponsorship is one of the most distinctive ways to show the industry how you are taking food further.

### The Details

- PlateNight is held from 9 pm until midnight on Sunday, May 22, 2016.
- CIA Alumni / VIP pre-reception from 8-9 pm.
- You'll have an opportunity for one-on-one time with some of the most celebrated chefs in the country.
- Prior to the event, your logo will be prominently displayed on all event promotion including house ads in Plate magazine and e-vites.
- During the event, your logo will be prominently displayed on:
  - Audio/visual throughout the event
  - Signage
  - Menu cards
  - Cocktail cards/napkins
- Event, culinary and service teams will be available to support you throughout the evening.
- A professional photographer will capture the fun and excitement, providing those photos to you for your use, post-event.
- A full attendee list will be provided to you for your use, post-event.

PlateNight: highlighting culinary innovation, encouraging personal interaction and generating a new level of excitement within the foodservice community.



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

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