



**WORLD'S LARGEST B2B TRADE SHOW  
FOR THE KOSHER INDUSTRY**  
SPONSORSHIPS



# SPONSORSHIPS



## Badge Buddy

Put your company's logo, message and booth number on a card that slips into attendees' badge holders and peeks out above their badges. Attendees can't get into the show without a badge – so they will see your company information right when they receive their badge and all across the show floor.

**Cost: \$2,600 | Availability: 2 | Exclusive Sponsor: \$4,500**

## Lanyards

Place your company on the most requested item by attendees! Lanyards will be distributed in the registration area.

**Cost: \$3,000 | Availability: Exclusive**

*\*Sponsor produces own lanyards, supply minimum of 6,000 lanyards*

## Registration Giveaway

Provide attendees with a non-food item such as pens, writing pads, magnets, etc. with your company's name and logo to be distributed at registration and in the Press Room.

**Cost: \$2,000 | Availability: Exclusive**

*\*Sponsor produces own item*

## Show Bags

Imagine your logo printed on bags that are flooding the aisles. Includes 1 imprint color and the production of 2500 13" x 16" shopping bags.

**Cost: \$2,500 | Availability: Exclusive**

## Key Buyer Lounge

Put your company in front of the industry's high volume buyers attending the show. The Key Buyer Lounge is where these top buyers do business and take a break from the show floor. This opportunity includes onsite signage with your company's logo and pre-show promotions to registered Key Buyers and prospects.

**Cost: \$1,500 | Availability: Exclusive**

## Kosher Kitchen Demo

Feature your chef and your products on stage in the Kosher Kitchen. Some product parameters may apply.

**Cost: \$1,000 | Availability: 4**

## Kosher Kitchen

Your company can be the exclusive sponsor of the Kosher Kitchen! This is where kosher culinary demonstrations will take place. The sponsorship will include onsite signage with your company's logo and pre-show promotions to buyers.

**Cost: \$3,000 | Availability: Exclusive**

## Door Stickers

Your logo can be the first brand buyers see as they enter the building. You provide the logo; we print and place your sticker on 2 of the 8 entrance doors.

**Cost: \$500 | Availability: 4 | Exclusive Sponsor: \$2,000**

## Show Registration Confirmation Email

Attendees will see your company's banner ad at the top of their registration confirmation email. This email is delivered to all attendees right after they complete their registration.

**Cost: \$2,000 | Availability: Exclusive**

## Exterior Entrance Banner

Place your company logo right where attendees will enter the building!

**Cost: \$2,000 | Availability: 4 | Exclusive Sponsor: \$5,000**

## Exhibit Hall Entrance Banner

Place your logo on the Kosherfest Welcome Sign hung above the interior entrance to the show floor.

**Cost: \$500 | Availability: 4 | Exclusive Sponsor: \$2,000**

For more information contact:  
sales@kosherfest.com | Phone: +1 207-842-5530  
[www.kosherfest.com](http://www.kosherfest.com)



# ONLINE ADVERTISING

[www.kosherfest.com](http://www.kosherfest.com)

Web site advertising is a cost-effective medium to reach potential buyers across North America. All web advertisers receive run-of-site, non-exclusive, opportunities and will be prominently displayed.

## Specifications & Rates:

Position	Size (pixels)	Rate
Pop-up	640w x 480h	\$1600
Leaderboard	728w x 90h	\$1150
Medium Rectangle	300w x 250h	\$950
Horizontal Rectangle	300w x 100h	\$600

Please allow 5 business days from receipt of artwork for ad to begin running. All ads will be displayed for 6 months from start date. Preferred file types: jpg, gif, png. Animations: 10 sec. max

## Sponsored Emails

Make buyers aware of your product and presence before they even arrive at the show! Your sponsored email will be sent to all pre-registered attendees. Opportunity is limitless—either provide your own custom HTML artwork, put your message on a blank template, or choose from one of our campaign designs.

Price: \$1500/deployment



728x90

Official Housing Partner ONPE/K

### Hotel & Travel Discounts

We've negotiated travel discounts and secured a limited number of reduced-rate hotel rooms to make your trip to Secaucus, NJ affordable. Through the travel experts at onPeak, rooms at the group rate are limited and available on a first come, first-served basis. **Book early for best selection and price »**

**Best Rate Pledge**  
We comparison shop to ensure our rates remain the lowest.

**Pay Delay**  
Ease your commitment – book now, pay later.

**No Fees**  
Escape from booking, change and cancellation fees.

**Support The Show**  
Commissions normally paid to travel sites go to the association, lowering overall costs.

**Flexibility**  
Plans change. Housing lets you make adjustments without penalty.

**Deep Discounts**  
Buy-in-bulk hotel rates, with savings passed on to you.

[Book Your Hotel Here »](#)

Be sure to add your hotel rewards number when booking to receive points for your loyalty program.

**SHOW HOURS**

Tuesday, November 10, 2015: 10am - 5pm  
Wednesday, November 11, 2015: 10am - 4pm

KOSHERFEST IS A BUSINESS TO BUSINESS TRADE EVENT. ONLY KOSHER FOOD & BEVERAGE PROFESSIONALS ARE WELCOME TO ATTEND. VERIFICATION WILL BE CHECKED IN THE FORM OF BUSINESS CARDS AND PHOTO IDENTIFICATION.

300x250

300x100

*Kosherfest.com receives over 200,000 pageviews each year!*

To view this email as a web page, go [here](#).

November 10-11, 2015

Meadowlands Exposition Center | New Jersey

[www.kosherfest.com](http://www.kosherfest.com)

The World's Largest B2B Kosher Trade Show

Registration is open!

Join over 6,000 other kosher food & beverage professionals for 2 days of networking, education, and business. Show highlights include:

- Over 350 exhibiting companies
- New Product Showcase and Awards
- 8th Annual Culinary Competition
- [And more!](#)

Register Today

\*Register today to receive \$15 off the on-site price.

Interested in exhibiting? Kosherfest is the ultimate platform to reach kosher food & beverage buyers and distributors! [Learn more](#).

This email is being sent to Kosherfest industry contacts and customers. If you do not wish to receive these notices in the future, [unsubscribe here](#). You can also unsubscribe by mailing us at: Diversified Communications, PO Box 7437, Portland, ME 04112-7437.

*Use one of our campaign e-mail templates.*

November 10-11, 2015

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*Create and send your own HTML.*

# SHOW MAP & DIGITAL PROGRAM



Place your full color ad in the Show Map and Digital Program, distributed to all attendees at the show! This hand-held guide features the full show schedule, exhibitor list with booth numbers, new product winners list and a full color map.

All exhibitors who purchase an ad in the guide will receive a booth call-out on the exhibit hall map, and a bold company name and booth number in the exhibitor list.

**BONUS:** All ads will be also be included in the Digital Program, sent to over 30,000 attendees and exhibitor prospects before and after the show!

## SHOW MAP LISTING UPGRADE!

Add your website, email & phone number for **just \$295!**



## Ad Specifications & Rates:

Print ad size (4-color)	Rates*	Trim Size (Inches)	Bleed Size (Inches)
Cover banner	\$2,000	8.5 x 2.75	8.75 x 2.75
Inside Front Cover	\$2,000	8.5 x 11	8.75 x 11.25
Back Cover	\$3,000	8.5 x 11	8.75 x 11.25
Inside Back Cover	\$2,000	8.5 x 11	8.75 x 11.25
Full Page	\$1,600	8.5 x 11	8.75 x 11.25
Two - Full Page Spread	\$3,500	8.5 x 22	8.75 x 22.5
1/2 Page	\$1,000	8.5 x 5.5	-
1/4 Page	\$500	8.5 x 2.75	-
Upgraded Listing	\$295	-	-
New Product Competition Category Winner Special Rate	\$850	8.5 x 11	8.75 x 11.25

## Artwork Specifications

### Digital Files

We require high resolution PDF files with all fonts embedded. All images within the PDF document must be CMYK and a minimum of 300dpi. Use the 'Press Quality' setting in Acrobat and Acrobat Distiller when creating your PDF files.

### Original Files

Where a PDF file is unable to be provided we can also accept original files created using Indesign, Illustrator or Photoshop.

### File Preparation

Create the dimensions of the document page the same as the actual size of the advert. Keep all text boxes and graphics completely within 10mm of the trim boundaries of the page. Please ensure all double page and full page adverts contain at least 5mm bleed around each side of the advert. All black text needs to be set at a cmyk value of only 100% Black(K) as black text using all of these 4 colours is difficult to register. Large solid blocks/ areas of black need to be a CMYK value of 30% Cyan(C) and 100% Black(K) to produce an intense and rich black.

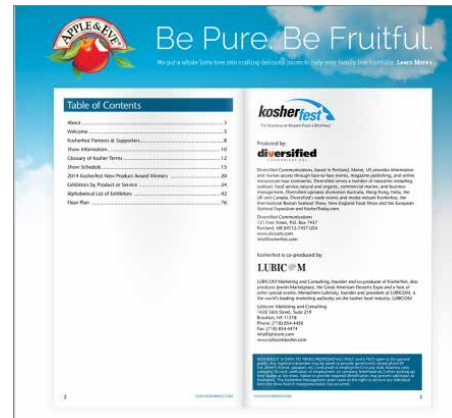
# DIGITAL PROGRAM (PREMIER SPONSOR)



The Digital Program is a critical resource for serious buyers looking to plan their visit before the show. It is sent to all visitor and exhibitor prospects (over 30,000). Take advantage of this exclusive opportunity and be on the buyers' minds before and after the show!

- Your custom graphics as the background of the digital program
- One full page ad (with hyperlink) in Digital Program
- Your web banner ad (leaderboard size, 728x90 pixels) on emails promoting the digital program (sent to over 30,000 kosher food & beverage professionals), one sent before and one sent after the show
- Two web banner ads (leaderboard and medium rectangle size, 728x90 and 300x250 pixels) of the download page of the digital program.

**Price: \$2000** (Exclusive Sponsorship)



Your clickable, custom graphics as the background.

November 10 & 11, 2015

ABOUT ATTEND **EXHIBIT** EXHIBITOR LIST HOTEL/TRAVEL NEWS REGISTER

## DOWNLOAD THE DIGITAL PROGRAM

728x90

First Name\*

Last Name\*

Job Title\*

Company\*

Country\*

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300x250

Your web banner ads on the download page.



# 2015 Sponsorship Opportunities Contract

November 10 & 11, 2015 | Meadowlands Exposition Center | Secaucus, NJ

Produced by: **diversified**



## Step 1: PLEASE PRINT CLEARLY

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Postal/ZIP Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

## Step 2:

### SPONSORSHIP OPPORTUNITIES

- Badge Buddy ..... \$2,600
- Badge Buddy (Exclusive)..... \$4,500
- Lanyards ..... \$3,000
- Registration Giveaway ..... \$2,000
- Show Bags..... \$2,500
- Exterior Entrance Banner..... \$2,000
- Exterior Entrance Banner (Exclusive) ..... \$5,000
- Kosher Kitchen Demo ..... \$1,000
- Kosher Kitchen..... \$3,000
- Door Stickers..... \$500
- Door Stickers (Exclusive)..... \$2,000
- Key Buyer Lounge..... \$1,500
- Registration Confirmation Email ..... \$2,000
- Exhibit Hall Entrance Banner..... \$500
- Exhibit Hall Entrance Banner (Exclusive) ..... \$2,000

### ONLINE ADVERTISING

- Pop-up..... \$1600
- Leaderboard..... \$1150
- Medium Rectangle..... \$950
- Horizontal Rectangle ..... \$600

### SHOW GUIDE & MAP

- Cover Banner ..... \$2,000
- Inside Front Cover ..... \$2,000
- Back Cover ..... \$3,000
- Inside Back Cover..... \$2,000
- Full Page..... \$1,600
- Full Two Page Spread ..... \$3,500
- 1/2 Page..... \$1,000
- 1/4 page..... \$500

- New Product Competition Category Winner  
Special Rate ..... \$850
- Upgraded Listing ..... \$295

### DIGITAL PROGRAM

- Digital Program (Exclusive) ..... \$2000

<b>TOTAL ITEMS</b> _____	<b>TOTAL COST \$</b> _____
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To reserve your sponsorship, complete this form and return it with check or money order in U.S. funds or fax this form as soon as possible to the Kosherfest Sales Department at (207)842-5509 and follow with payment in the mail. Make check payable to Kosherfest. Please be sure to reference the invoice number or show code (i.e. KF). The sponsoring company agrees to supply this form along with payment upon receipt.

#### PLEASE NOTE:

Signature of the sponsoring company confirms agreement to the terms of the sponsorship detailed in the sponsorship brochure. Signature of both parties constitutes a contract. The Application for Sponsorship serves as an addendum to the Application for Exhibit Space. All rules, requirements, and other information required of exhibitors also apply to the Application for Sponsorship and to sponsors. This is inclusive. Any additional requirements will be the responsibility of the sponsoring company.

Authorized signature: \_\_\_\_\_ Date \_\_\_\_\_

## Step 3: Please email your completed form to: [hpalmeter@divcom.com](mailto:hpalmeter@divcom.com)