



FRESNO
FOOD
OD
EXPO

COME *sit*
AT OUR
TABLE

July 26 & 27, 2017
Fresno Convention & Entertainment Center

Our History



The Fresno Food Expo began in 2011 by Mayor Ashley Swearengin as an economic development initiative to help increase business opportunities for food and beverage related companies in the San Joaquin Valley. After five increasingly successful years, the Swearengin Administration launched the Fresno Food Expo in 2016 as its own stand-alone, 501c-6 non-profit with a Board of Directors that represents the broad nature and diversity of food production within our region.



Board of Directors



Ashley Swearingin, Chairwoman
CEO, Central Valley Community Foundation

Denver Schutz, Treasurer
Technical Serv. Mgr, Gerawan Farming

Lee Brand
Mayor, City of Fresno

Helen Chavez-Hansen
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President, Nichols Pistachio

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Vincent Ricchiuti, Secretary
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Senior Vice President, US Cold Storage

Justin Parnagian
Sales Director, Fowler Packing

Fred Ruiz
Co-Founder, Chairman Emeritus, Ruiz Foods

Bill Smittcamp
President & CEO, Wawona Frozen Foods



Who We Are



Our Mission

The Fresno Food Expo provides a platform that increases the commerce and connectivity of Central California food and beverage related companies, while creating a regional identity centered around the celebration of food production and the experience food inspires.



[Click to watch video](#)

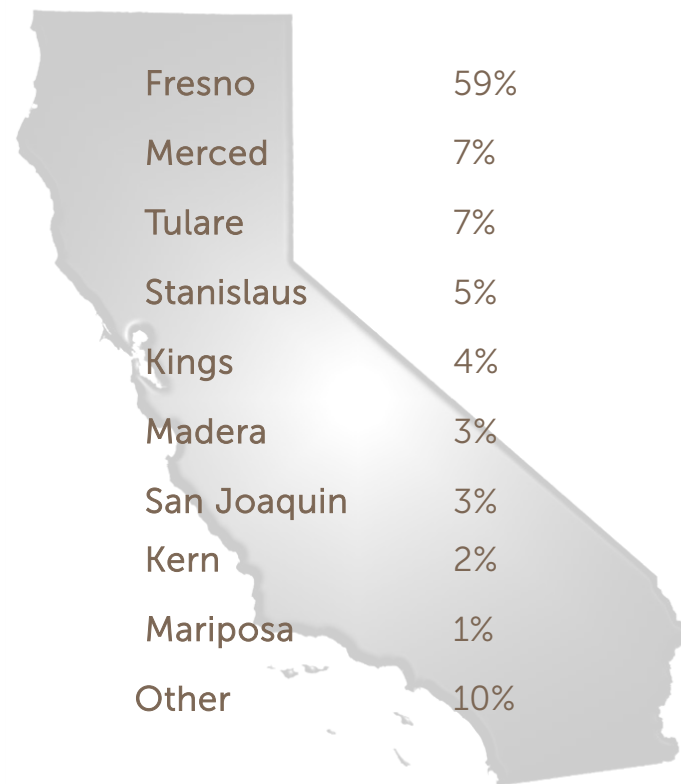


Our Inspiration

We're more than just a trade show... We are developing a strong and vibrant food community in our region by connecting the foods, people and companies who thrive here. We are creating a space for our food community to innovate, connect and be inspired. We value integrity, honesty and the foods we grow. The Fresno Food Expo is our story, our showcase and our celebration.

2016 EXHIBITOR HIGHLIGHTS & FEEDBACK

- 132 Exhibitors; 34 new to the 2016 Expo; Participation has doubled since inaugural year with 65 exhibitors.
- 20 Exhibitors have exhibited all 6 years.
- Top Exhibitor Categories:
 - Produce & Vegetables – 26%
 - Dried Fruit, Nuts and Added Value items – 25%
 - Sauces & Seasonings – 13%
- Over 65% of exhibitors who have participated in the Expo for 2 or more years have seen their annual sales increase, with one-third of those seeing an increase of over 30%.
- Two-thirds of first-time exhibitors found the Expo to be extremely valuable to their business.



2017 FRESNO FOOD EXPO AGENDA & GOALS

Wednesday, July 26, 2017

- Buyer Site Tours
- Keynote Speaker
- Pairings - Our Opening Reception

Thursday, July 27, 2017

- Buyer's Breakfast & Educational Sessions
- Business to Business Tradeshow
- Expolicious – Consumer Event
- Flambé – After Party



Increased Attendance:

- 150 Exhibitors
- 950 Buyers
- 1,100 Expolicious Attendees



SPONSORSHIP
opportunities

2017

NON-FOOD PRODUCER | EXHIBITING SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits	Co-Presenting	Sommelier	Epicure
Integration in all Tradeshow related marketing materials	As Co-Presenting		
Opportunity to host FFE board meeting	1		
Logo inclusion on tradeshow take-away bags	✓		
Advertisement in FFE Email Newsletter	1 Large		
Opportunity to gift a 10x10 display space to a Food Producer*	2	1	
Opportunity to host FFE Exhibitor Training & Provide Speaker/Content	✓	✓	
Display space with complimentary carpet & electricity	20x20	10x20	10x10
Lead retrieval software license	2	1	1
Logo inclusion on event map at tradeshow	✓	✓	✓
Advertisement on website, mobile site & event app	✓	✓	✓
Inclusion in promotional radio about Tradeshow	✓	✓	✓
Social media postings about Sponsor	3	3	2
Option to include marketing materials at Exhibitor Trainings	✓	✓	✓
Logo inclusion in FFE Email Newsletters	✓	✓	✓
Logo & link on website homepage	✓	✓	✓
Logo inclusion on exhibitor training outreach materials	✓	✓	✓
Inclusion on Tradeshow event signage	✓	✓	✓
Logo listing in event app where all participant profiles are included	✓	✓	✓
Inclusion in special sponsor section of app	✓	✓	✓
Promotional item in attendee bag	✓	✓	✓
Logo & link on sponsor page	✓	✓	✓
Keynote Speaker & Buyer Educational Series tickets	TBD	TBD	TBD
Tradeshow badges/registrations for employees & guests	16	10	10
Pairings "invitations" for registered Tradeshow attendees	12	6	6
Sponsor Lot/Exhibitor Lot parking passes	3/2	2/2	2/2
Tickets to Expolicious	12	8	8
Sponsorship Investment	\$40,000 & Up	\$20,000	\$12,500

*Option to gift only to companies that have never previously attended the Expo.

NON-FOOD PRODUCER | 2017 NON-EXHIBITING SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits	Sommelier	Epicure	Gourmet	Foodie
Opportunity to gift a 10x10 display space to a Food Producer*	1			
Opportunity to host FFE Exhibitor Training & provide speaker/content	✓			
Advertisement on website, mobile site & event app	✓	✓		
Inclusion in promotional radio about Tradeshow	✓	✓		
Social media postings	3	2		
Option to include marketing materials at Exhibitor Trainings	✓	✓		
Logo inclusion in FFE e-mail newsletters	✓	✓		
Logo & link on website homepage	✓	✓		
Special Event recognition. <i>(See supplementary sheets - Excludes hospitality)</i>	Presenting Sponsor 1 Special Event	Supporting Sponsor 1 Special Event	Sponsor of 1 Unique Program	
Advertisement in FFE e-mail newsletter	Large	Large	Small	Small
Logo inclusion on Exhibitor Training outreach collateral materials	✓	✓	✓	✓
Inclusion on Tradeshow event signage	✓	✓	✓	✓
Logo listing in event app where all exhibitor profiles are included	✓	✓	✓	✓
Inclusion in special sponsor section of app	✓	✓	✓	✓
Promotional item in attendee bag	✓	✓	✓	✓
Logo & link on sponsor page	✓	✓	✓	✓
Keynote speaker & buyer educational series tickets	TBD	TBD	0	0
Tradeshow badges/registrations	10	6	4	2
Pairings "invitations" for registered Tradeshow attendees	8	6	4	2
Sponsor lot parking passes	4	2	1	1
Tickets to Expolicious	10	8	4	2
Sponsorship Investment	\$20,000	\$12,500	\$6,250 & Up	\$3,125

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Special Event **SPONSORSHIP OPPORTUNITIES**



Each of the special events associated with the Fresno Food Expo offer recognition and connectivity to different targets. From buyers to exhibitors, consumers to industry experts, let the Fresno Food Expo be your marketing platform to make meaningful connections for your company!

Each Special Event package can be sponsored independently or added-on to any of the levels above.

Spring Kick-Off

Exhibitor Training Series

Keynote Speaker

Pairings

Breakfast & Educational Seminars

Exhibitor Happy Hour

Expolicious

Flambé



The Fresno Food Expo is seeking sponsors and strategic partners to help develop and continue the success of this show.

For more information, or to discuss how we can build a custom package to suit your marketing objectives, please contact us today!

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