

# IDDBA'S SHOW & SELL CENTER



## IDDDBA Exhibitor-Only Sponsorship Opportunity

Dairy-Deli-Bake 2012  
New Orleans, LA  
June 10-12



# IDDBA's Show & Sell Center

The Show & Sell Center is a 10,000 sq. ft. model store in the heart of IDDBA's Dairy-Deli-Bake expo. Our merchandising team uses your products to create world-class displays and selling ideas that draw buyers to the center.



showcase your company

## SPONSORSHIP:

- Increases product exposure
- Drives buyers to your booth
- Presents your products in creative displays
- Uses your products in actionable ideas
- Increases press coverage
- Provides after-market exposure through the Resource Book and Photo CD

## IDDBA'S SHOW & SELL CENTER ATTRACTS TOP RETAILERS

Retail attendees represent over 23,000 chain supermarkets and over 29,000 independents, QSRs and C-stores.

**91%** Visit the Show & Sell Center.

**82%** Buy the products displayed in the Show & Sell Center.

**73%** Use the merchandising ideas from the Show & Sell Center.

**64%** Use the resource book all year.





For more photos  
and application

## A marketing opportunity exclusively for IDDBA exhibitors

### WE MARKET YOU!

1. Featured displays highlight your products.
2. Buyers and merchandisers can visualize how your product will look in their stores.
3. Buyers and merchandisers target the companies they want to visit on the show floor.
4. The Resource Book and Photo CD are year-round marketing tools with merchandising ideas and contact info.
5. The bottom line is, that after seeing your products, the buyers come to you.

### product positioning



reach the buyers

## created by retailers for retailers



### IMAGE & POSITIONING

- Featured product placement
- Real-life merchandising
- Prequalified buyers
- Exclusive advertising
- Buying & merchandising magnet

# Pick Your Sponsorship Level

	Co-Sponsor \$20,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	Contributor \$1,000
<b>Branded Identity</b>						
Your products featured in innovative case sets and menus custom-created by retail chefs and merchandisers	25-35 Products	15 Products	11 Products	7 Products	3 Products	1 Product
Branded identity with featured logo placement	✓	✓	✓	✓	✓	✓
Signage with sponsor identification in service cases	✓	✓	✓	✓	✓	✓
Premium Co-Sponsor identification	✓					

## Advertising Exposure in Show & Sell Resource Book\*

	Full Page	Full Page	Full Page	1/2 Page	1/4 Page	N/A
Your corporate ad included	Full Page	Full Page	Full Page	1/2 Page	1/4 Page	N/A
Title page identification	✓					
Premium ad placement	✓	✓				
Resource Book highlighting your sponsored products	✓	✓	✓	✓	✓	✓
Sponsor Index with booth number and listing page.	✓	✓	✓	✓	✓	✓
Company contact information and corporate logo in Resource Book	✓	✓	✓	✓	✓	✓

\*Distributed to all attendees

## Bonus Marketing

Sponsor Certificate to display in booth	✓	✓	✓	✓	✓	✓
Badge identification as Show & Sell sponsor for booth staff	✓	✓	✓	✓	✓	✓
Company identification as Show & Sell sponsor in IDDBA's Dairy-Deli-Bake Program & Directory	✓	✓	✓	✓	✓	✓
Company identification as a featured sponsor at Show & Sell entrance	✓	✓	✓	✓	✓	✓
Company identification as Show & Sell sponsor in IDDBA press releases	✓	✓	✓	✓	✓	✓
Photo CD sent to attending retailers	✓	✓	✓	✓	✓	✓
Increased trade press attention	✓	✓	✓	✓	✓	✓
Hands-on retailer merchandising of your products	✓	✓	✓	✓	✓	✓

EQUIPMENT: Above prices are for food-related products only. Please call for equipment prices.

PACKAGING: Categories may be limited.

# IDDBA's 2012 Show & Sell Center

## Sponsorship Application

**YES!** We want to take advantage of this sponsorship opportunity exclusive to IDDBA exhibitors.

\$ \_\_\_\_\_ is enclosed for the following sponsor level:

- Co-Sponsor:** \$20,000 (25-35 products)
  **Platinum:** \$10,000 (15 products)
  **Gold:** \$7,500 (11 products)
  **Silver:** \$5,000 (7 products)
  **Bronze:** \$2,500 (3 products)
  **Contributor:** \$1,000 (1 product)

\_\_\_\_\_  
company name (as it appears on your membership and booth application)

\_\_\_\_\_  
contact person (please print)

\_\_\_\_\_  
title

\_\_\_\_\_  
company address/city/state/zip/country

\_\_\_\_\_  
work phone

\_\_\_\_\_  
cell phone

\_\_\_\_\_  
fax

\_\_\_\_\_  
e-mail

Authorization: Yes, our company agrees to abide by the rules and regulations. We understand the privileges of sponsorship are as outlined in this prospectus. Signature below also indicates permission to fax and/or e-mail me/my company.

\_\_\_\_\_  
authorizing signature

\_\_\_\_\_  
date

	Product to be Featured	Item Number	Product Description
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

The retail merchandisers will begin case layouts on January 28. Applications received before that date allow retailers the time to incorporate your products into their menus and displays. Later applications are accepted. Show & Sell Center Merchandising Pavilion sponsorship is only open to IDDBA exhibitors. There are no "exclusive" categories. All exhibit and sponsor fees must be paid before sponsorship will be approved. Send check with application to IDDBA.

**Shipping Address:** 636 Science Dr, Madison, WI 53711-1073      **Post Office Box:** P.O. Box 5528, Madison, WI 53705-0528

For questions or more information, contact Jeremy at [jjohnson@iddba.org](mailto:jjohnson@iddba.org), 608-310-5000 or fax to 608-238-6330.