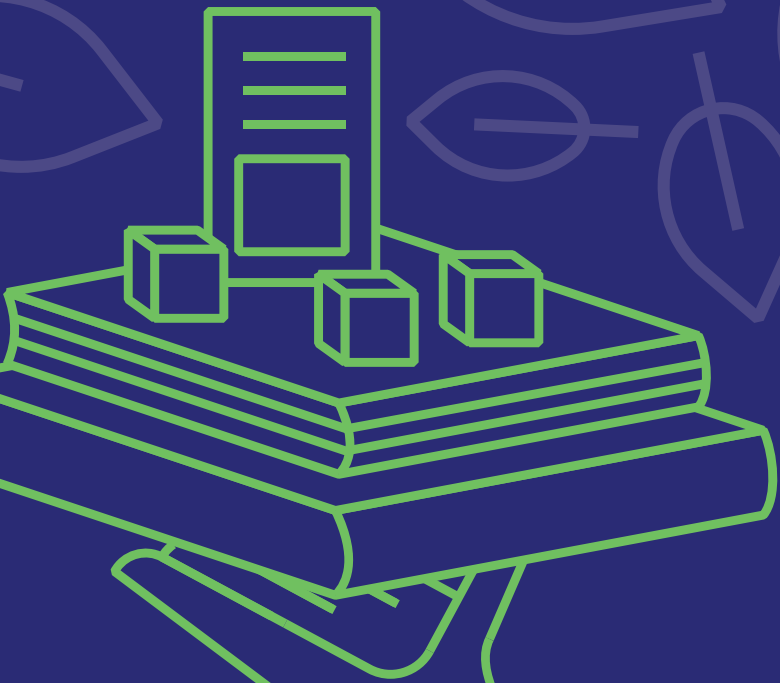


**IDDBA**

**17**



**SHOW AND SELL**  
**SPONSORSHIP**

**JUNE 4-6, 2017 | ANAHEIM, CA**

# What is Show and Sell?

It is a 10,000 sq. ft. model store in the heart of IDDBA 17. Our merchandising team uses your products to create world-class displays and selling ideas presented adjacent to workshop stage and Cake Decorating Challenge; all drawing traffic and interest from buyers.

New this year: Show and Sell Express, bringing fresh concepts from dairy, deli, and bakery to the c-store.

## Why should your brand be in Show and Sell?

- Increases brand exposure
- Over 90% of retailers visit Show and Sell and see your brand
- Over 80% buy products displayed in Show and Sell

## How will your products benefit?

- Presents your products in creative displays
- Uses your products in actionable ideas
- 3 out of 4 retailers use merchandising ideas from Show and Sell



### HERE'S WHAT COMPANIES SAY ABOUT SPONSORING...

*"It's like having a second booth on the show floor!"*

*"It's the best we've ever seen our product merchandised."*

*"...thank you and your team for presenting us in such a great light in the Show & Sell Center. My product looked awesome."*

## Three easy steps to get your product featured in Show and Sell:

**1.** Choose your products

**2.** Choose your sponsorship level

**3.** Send contract and check to IDDBA

# Sponsorship Levels

	Co-Sponsor	Platinum Plus	Platinum	Gold	Silver	Bronze	Contributor
Sponsorship Fees	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Number of items*	35	22	15	11	7	3	1
Corporate ad in show directory	Full Page	Full Page	Full Page	Full Page	1/2 Page	1/4 Page	NA

\*Each UPC = 1 product

## All sponsorship levels include:

- Highlighted company listing in show directory
- Logo featured in Show and Sell signs
- Invitation to exclusive reception in Show and Sell
- Sponsor recognition for booth
- Badge identification as Show and Sell sponsor for booth staff
- Company identification as Show and Sell sponsor in IDDBA press releases
- Increased trade press attention
- Hands-on retailer merchandising of your products



# 2017 Show and Sell

## 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)     
  **Gold:** \$7,500 (11 products)     
  **Bronze:** \$2,500 (3 products)\*  
 **Platinum Plus:** \$15,000 (22 products)     
  **Silver:** \$5,000 (7 products)     
  **Contributor:** \$1,000 (1 product)\*  
 **Platinum:** \$10,000 (15 products)

\_\_\_\_\_  
 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

We will contact you for additional info such as product details, sell sheets, samples, logos, and details for the printed and online directory.

Name of Product	Item Number/ UPC	Product Description	Units/Case	Unit Size
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

The retail merchandisers begin case layouts in January. The earlier your application is received, the easier it is to incorporate your product into the menus and displays. Show and Sell sponsorship is only open to IDDBA 17 exhibitors. There are no "exclusive" categories. All exhibit and sponsor fees must be paid before sponsorship will be approved. Each UPC = 1 product. For questions or more information, contact Jeremy at [jjohnson@iddba.org](mailto:jjohnson@iddba.org), 608-310-5000.

Send check with application to: IDDBA, 636 Science Drive, Madison, WI 53711

\*Packaging companies may sign up for Bronze or Contributor level.