



## 2010 SOUTHWEST FOODSERVICE EXPO PARTNERSHIP OPPORTUNITIES

<b>Major Expo Partner</b>	<b>Contact</b>	<b>One Available</b>
The Premier Package for companies wanting maximum exposure. Have the greatest possible impact on Expo buyers- web link, on-site signage, logo placement in print materials distributed to exhibitors, attendees and throughout the industry and other exclusive opportunities only offered to Major Expo Partners.		
<b>Exclusive Opening Party Partner</b>	<b>\$10,000</b>	<b>One of Three</b>
Affiliate your brand with the most anticipated network event of the foodservice industry- exhibitors meet and greet buyers while enjoying the very best of party fare.		
<b>Culinary Demonstrations</b>	<b>\$10,000</b>	<b>Exclusive Daily</b>
Celebrity Chef's will present their creative ideas and dishes, and share their secrets to success. Great brand recognition and VIP guest seating for you and your clients.		
<b>Culinary Showcase</b>	<b>\$ 5,000</b>	<b>One of Three</b>
Interactive culinary demonstrations presented by culinary rising stars from all over the southwest. Connect your brand to this exciting event featuring new food concepts inspired by up and coming chefs.		
<b>TRA Booth</b>	<b>\$ 3,500</b>	<b>Exclusive</b>
Align company name with one of the larger and most creative booths in the exhibit hall.		
<b>Aisle Signs</b>	<b>\$10,000</b>	<b>Exclusive</b>
Company logo at aisle intersections on a two-sided, two sectioned signs, to be seen all three days of the Expo as attendees move around the most dynamic show floor ever.		
<b>Badge Lanyards</b>	<b>\$10,000</b>	<b>Exclusive</b>
Your logo worn by thousands throughout three days of Expo! Excellent Exposure for your brand.		
<b>Badge Holder Inserts</b>	<b>\$10,000</b>	<b>Exclusive</b>
Drive attendees to your booth by highlighting your company name on every badge handed out at Expo.		
<b>Courtesy Bag</b>	<b>\$6,500</b>	<b>Exclusive</b>
Greet attendees with company designed bag including logo, message graphics.		
<b>Education Idea Center</b>	<b>\$ 6,500</b>	<b>One of Three</b>
Your company logo will be displayed on three stages featuring a variety of educational sessions throughout the day.		

**Contact Robert Hale TRA Corporate Relations Manager at  
1-800-395-2872 ext. 153 or [robert@tramail.org](mailto:robert@tramail.org) for additional information or to  
customize a marketing plan that will maximize your EXPOsure at the  
Southwest Foodservice Expo.**