



catersource®

CONFERENCE & TRADESHOW

March 12-13, 2013 • Las Vegas Convention Center

Co-located with

event solutions
IDEA FACTORY

THIS IS A BUYING SHOW!

More than 7,000 catering and event professionals will attend the largest catering tradeshow in the industry!

Partnered with



Make your plans NOW to exhibit at the largest industry event of its kind!



GET CONNECTED WITH THE BUYERS

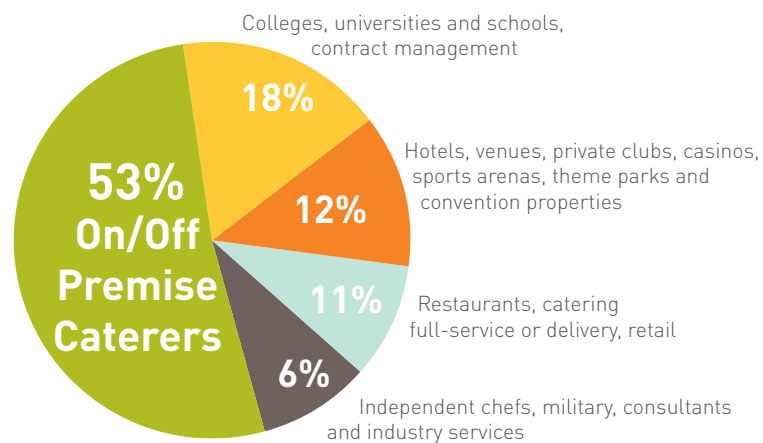
Exhibit at Catersource 2013 to gain exposure, generate qualified leads and make an immediate impact on your sales. Get ready to connect with caterers who are ready to buy. Catersource has been providing resources for caterers for more than 20 years and has a long-standing reputation and commitment of bringing buyers and sellers together.

CATERERS WITH AVERAGE \$2.9 MILLION ANNUAL SALES

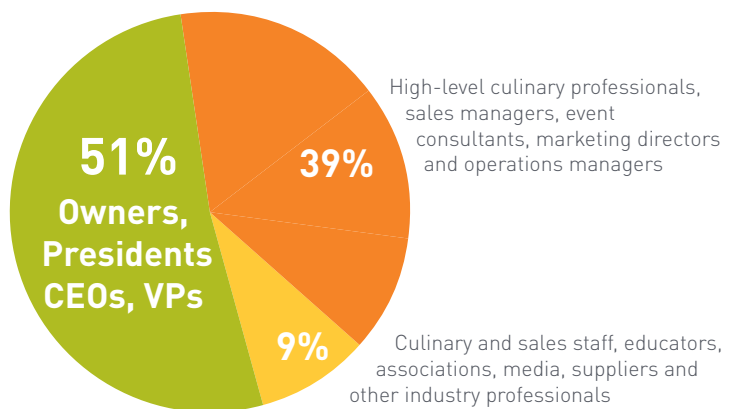
Attendees are established caterers who purchase in large volume; 33% report annual revenue over \$5 million. This highly qualified audience is buying food and beverage, spirits, wine and beer, indoor and outdoor cooking equipment, buffet and tabletop items, small wares, apparel, software, furniture, linens, vehicles and transport equipment and much more.

More than 7,100 catering and event professionals attended the 2012 Tradeshow

Catering is their primary business:



89% of our attendees make purchases for their companies:



Statistics based on 2012 Catersource post-conference survey. Additional information and more stats can be found at www.catersource.com.



Visit www.catersource.com



THE CATERING INDUSTRY

Catering is a \$14+ billion industry and is GROWING another 5.6% this year!

For the second year in a row, the catering industry is projected to have *the most rapid growth of all foodservice sectors* according to The 2012 Industry Forecast released by The National Restaurant Association.

Catersource vendors get results!

96% expect future sales and new customers from the show.

46% received more than 250 qualified leads.

71% of vendors secured \$10,000+ in business and 11% of vendors sold more than \$50,000!

Our exhibitors rave about the show:

"Very well attended show with real qualified leads as a result."
Hoffmaster Group

"Very busy from opening day til' the lights went out at closing."
Rao's Specialty Foods, Inc

"Found my target audience!"
ScentedTowel.com

"A very successful first show for us."
cateringplanet.com

"The Catersource show is a vital component in our sales and marketing plan."
Total Party Planner

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BOOTH PRICING

10x10: \$1,950

Each corner: +\$250

Each additional 10x10 space: +\$1,200

YOUR INVESTMENT INCLUDES:

Educational package

Your company will receive one badge for access to the complete educational Conference so you can learn and network with caterers (\$800 value).

Marketing package

- 25-word company description in the Conference attendee materials and Tradeshow Guide/Program.
- Opportunity to participate in pre-show promotions to attendees.
- 10 exhibit floor passes for your customers (\$590 value).

RESERVE YOUR SPACE TODAY!

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catersource.com for more information.

2012 SPONSORS

| | | | |
|---------------------------------|---|-----------------------------|--------------------------------------|
| <p>PLATINUM+ SPONSOR</p> | <p>PLATINUM SPONSORS</p> <p>Calling all business owners!</p> | | |
| <p>GOLD SPONSORS</p> | <p>SILVER SPONSORS</p> | <p>GREEN SPONSOR</p> | <p>ACF CHALLENGE SPONSORS</p> |
| <p>CRYSTAL SPONSORS</p> | <p>A LA CARTE SPONSORS</p> | | |



SPONSORS GET EVEN MORE BENEFITS

Receive high visibility through powerful branding and a high-traffic booth location. Take advantage of exclusive opportunities with event participation, education sponsorship, focus groups and product launches. Gain additional exposure through Tradeshow Guide advertising, bag inserts, attendee marketing and much more.

Get the results you're looking for!



EXTEND YOUR REACH

Connect with buyers all year through advertising opportunities in *Catersource* magazine, the online Catering SourceBook, *Get Fresh* e-newsletter, *On the Market Now* monthly product showcases, exclusive emails, catersource.com and more!

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