

# catersource®

MAGAZINE, CONFERENCE & TRADESHOW

# 2014 media PLANNER

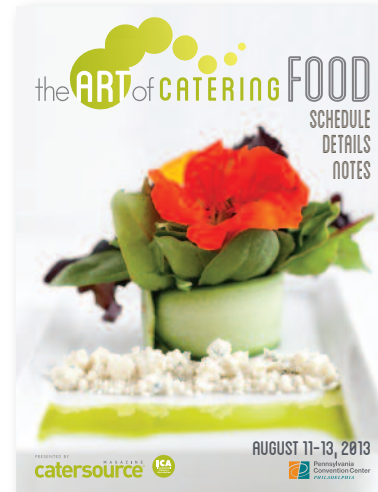
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## What Is Catersource?

Catersource is America's number one media and events brand for the 14-billion-dollar professional catering industry. It's a community of caterers who wants to connect with others in their industry, and the suppliers who help keep them at the top of their game. Most importantly, Catersource is an unparalleled resource for news, ideas, products, supplies and stories for all involved in the catering and events industry.

## Welcome To Our Community.

We connect to our audience through:

- > **MAGAZINES**
- > **EMAIL**
- > **WEB**
- > **SOCIAL MEDIA**
- > **LIVE EVENTS**
- > **and MORE!**



**award winning  
MAGAZINE**  
7x per year • 25,000 readers

**12**   
**MONTHLY**  
newsletters



**catersource.com**



**[ AOCF ]  
Summer  
Culinary  
Conference**



*Consulting*  
**UNIT**



**15 published  
BOOKS  
& DVDs**



**13 Social Media  
OUTLETS**  
(Facebook+Twitter+YouTube+LinkedIn+  
Pinterest+Blog) x2 + (Instagram)

## ONLINE RETAIL PRoDUCT LINE

Conference & Tradeshow in  
**Las Vegas**



**TWO  
MOBILE  
CONFERENCE  
APPS**

**6 digital  
products**



**LEADING CATERERS  
of America**  
Membership Program

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## Who Is Our Reader?

In addition to reaching buyers who represent multimillion-dollar catering companies from coast to coast, Catersource also reaches colleges/universities, hotels, casinos, convention centers, sports arenas, event venues, restaurants, noncommercial food service operators, healthcare, grocers and delis, theme parks, and cruise lines. Your message will also be seen by buyers for the Army, Navy, Air Force, Marines and Coast Guard.

**Catersource gets around ...** 86% of our readers share their copy with one or more people and 30% share with three or more people on their staff, increasing our readership to 98,000!

**89%**

**of readers have made a purchase based on an ad they saw in *Catersource* magazine. That means, 22,500 caterers are actively BUYING from *Catersource* magazine advertisers!**

### They are buyers

- 45% Owners/CEOs/Presidents/General Managers/Executive Chefs
- 39% Executives/VPs/Directors/Managers
- 38% Chefs/Culinary Professionals
- 16% Planners/Producers/Consultants

- 93% Make purchases or influence the decision makers
- 86% Write the check!

### Catering is their primary business

- 63% Own one or more venues
- 76% Cater to off-site locations

### They are resourceful and loyal

- 94% Trust advertisers in *Catersource* and find them a credible and reliable source.
- 95% Actively refer to *Catersource* when looking for resources, recipes, trends and ideas for their events.
- 56% Keep *Catersource* magazines as a resource indefinitely.

### Our readers are established catering professionals who purchase in large volume.

This highly qualified audience is buying food and beverage, spirits, wine and beer, kitchen equipment, outdoor cooking equipment, buffet and tabletop items, décor, floral, small wares, apparel, software, technology, marketing and business services, furniture, linens, trucks, vehicles and transport equipment and so much more.

- 30% Report annual revenue over \$5 million
- 69% In business for more than 10 years
- 22% Employ a staff of 100+



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# Catersource magazine

Catersource magazine is the nation's leading B2B catering-specific trade publication, distributing 25,000 BPA-audited copies seven times a year, free of charge to qualified on-premise, off-premise and noncommercial catering and foodservice professionals.

Your Catersource ad purchase includes:

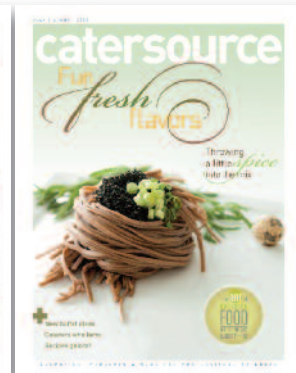
- Free, corresponding Digital Edition Ad
- Two free links (from your ad to your website; from your Ad Index listing to your ad)
- The confidence of guaranteed delivery to a targeted national audience with BPA audited circulation

## Inserts

Catersource magazine also offers a wide array of ridealong, cover tips, bind-in and tip-in insert options. Contact your Account Executive to learn more.

## Special Focus Sections

Receive free editorial and photo in a Catersource magazine Special Focus Section relevant to your product or service with an ad purchase. Special Focus Sections are also a permanent online resource at Catersource.com. Reference the Magazine Editorial Calendar on page 5 for a list of 2014 Special Focus Section topics.



special focus • APPETIZERS & DESSERTS

### Start and End Right

Ideas for hors d'oeuvre and desserts that will delight your guests.

**The Sauces that Make it Great**  
Dipping sauces and condiments make appetizers fun. Frenchville Foodservice has a variety of sauces and condiments. From California chili pepper barbecue sauce to fresh herb barbecue and dipping sauces to Frank's RedHot® and Sweet Chili.

**FRENCHVILLE FOODSERVICE**  
800.442.4733  
www.Frenchville.com

### Tangy, Creamy Cheese

Fresh, creamy cheese sauce is a classic in traditional. Made in small batches from whole cow's milk, it has a pleasant tanginess and creamy texture that increases with age.

**SELDONCO**  
877.863.2123  
www.seldonco.com

### Silky, Rich Italian Flavor

To add authentic Italian flavor to holiday desserts, rely on macaroon from Lactalis. It's everything from chocolate to vanilla.

**LACTALIS**  
877.LACTALIS (877.533.854)  
www.lactalis.com

### New Flavors for Mini Burgers

Mini burgers are still big and appetizing. LCA has three new flavors: a tangy tomato burger, a spicy chili burger, a red pepper, mushroom and cream cheese, a beef burger with jalapeno, and a green curry burger with jerk cheese.

**APPETIZERS USA**  
888.471.2503  
www.appetizersusa.com

### Great Desserts without the Work

Offer your customers individual, special desserts without extra labor costs, kitchen space or frustration. Turn to Tempting Desserts for a line of perfect desserts for customers and their guests.

**TEMPTING DESSERTS**  
704.504.1818  
www.TemptingDesserts.com



Catersource magazine is a brand you can trust to deliver your message. Catersource is independently audited by BPA, making it the only catering-specific magazine guaranteed to mail to 25,000+ subscribers 7x a year. Invest your media dollars with complete confidence you are reaching your target market and getting the most from your advertising investment. Catersource's circulation reaches more catering-specific buyers than any other industry publication.

Download our current BPA statement

# Magazine Editorial Calendar

ISSUE DATE THEME	CATERING SEGMENT	RECIPE IDEAS	FOOD	BEVERAGE	SERVICE STYLE	EQUIPMENT	STYLE WITH MERYL	STEAL THIS	SPECIAL FOCUS SECTIONS	SPACE CLOSE
January <b>2014 Catering Trends</b>	Sports, Stadiums and Luxury Suites	Creative Dishes for Dietary Restrictions	Spectacular Side Dishes	Beer	Food Trucks and Mobile	Tech and Software for Caterers	Buffets as Conversation Pieces	Lunches and Drop Off	Dietary Needs and Special Requests ..... Designing Stations and Buffets	TUESDAY 12/10
February/March <b>The Show Issue</b>	Non-Commercial Food Service	New Ideas for Lunches and Midday Trends	Snacks and Foods for On-the-Go	Bottled Beverages	Drop-off Delivery	Kitchen Tools	Décor	Vases and Vessels	Desserts and Baked Goods: Products, Ingredients and Supplies ..... \$500 Product Showcase	THURSDAY 1/16
April /May <b>Guide to Off-Site Catering: Outdoor Events, Picnics, BBQ's, Drop-Off and Box Lunches</b>	Colleges & Universities	Smoking, Grilling & Barbecue	Outdoor Events & Festivals	Mocktails and Refreshers	Grilling Techniques	Outdoor Equipment	Tabletop Trends	Style at the Table	Catering Conveniences: Plastics and Disposables ..... In the Kitchen and On The Road: Cooking and Transport Equipment	TUESDAY 4/8
June <b>Weddings: Annual Taste, Style and Design Resource</b>	Hotels, Resorts and Clubs	Menus for Weddings	Creative Proteins	Wine Sparkling	Plated Service	Furniture, Tables and Chairs	Florals, Succulents and Greens	Small Bites: Appetizers	Perfect Pairings: Proteins and Sides ..... Style and Fashion: Linens, Décor, Uniforms and More	THURSDAY 5/15
July/August <b>Art of Catering Food – Culinary Issue and Chef's Annual Preview</b>	Off-Premise	Sauces and Spices: Accents to the Dish	Dessert Innovations	Coffee, Water and Tea	Traditional Buffet	Portable Cooking	Food Design	Creative Signage	Bite Size Service: Miniware, Small Plates, Picks and Skewers ..... Event Equipment: Software and Technology	THURSDAY 6/26
September/October <b>Holidays! Catering Celebrations Resource</b>	On-Premise	Center of the Plate	Artful Presentations	Cocktails Mixology	Passed Trays and Family Style	Vehicles and Transport	Centerpieces	Glamour, Glitter and Elegance for Year-End	Savory Starters and Sweet Endings: Appetizers and Desserts ..... Setting the Mood: Tabletops and Buffets	THURSDAY 8/21
November/December <b>Guide to On-Site Catering: Corporate and Social Events, All-Occasion Spaces and Venues</b>	Restaurants	Breakfast and Brunch	Worldwide Flavors	Theme Beverages	Education, Action Stations and Interactive Presentations	Special Method Cooking	Tablescapes	Bountiful Buffets	Sensational Sips: Beverage Service ..... Top New Products and Innovations of 2014	THURSDAY 10/16

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# Advertising Specifications

Follow these guidelines\* when submitting your materials for print.

## Preferred format:

- **PDF (high resolution)**

- > Fractional ads should be supplied at the exact size of the ad. Full page and spreads supplied with bleed.
- > 300dpi, CMYK (no spot of Pantone colors)
- > All fonts embedded or outlined

## Optional format:

- **Quark, Illustrator, Photoshop or InDesign files.**

- > All images must be 300dpi placed at 100 percent. Provide all fonts and all colors must be CMYK.

\*Ads submitted incorrectly, including incorrect size, may incur production charges. Ads received after materials due date are subject to a \$150 late fee. Catersource is not responsible for accuracy in ads submitted without a proof. Standard web offset printing variations apply.

## Design & Production Services

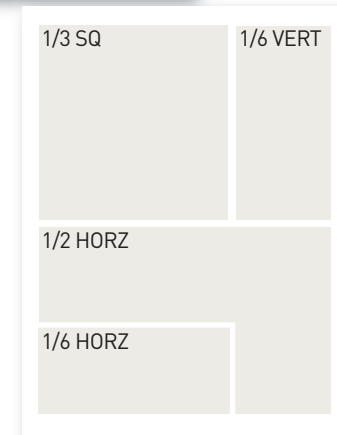
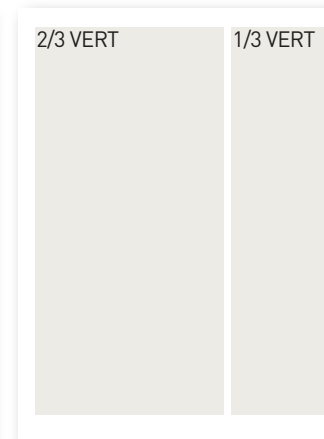
Design and production charges are in addition to space rate and are non-commissionable, billed at \$95/hr with a minimum of \$25.

All materials for ads requiring production or design must be received on or before materials due date. (see rates & dates on the previous page)

## dimensions

SIZE	WIDTH	x	HEIGHT
Spread*	create as 2 full page ads		
Full Page Bleed*	8.625"	x	11.125"
Full Page -Trim Size	8.375"	x	10.875"
Full Page - Live Area	7.125"	x	10"
2/3 Page Vertical	4.625"	x	10"
1/2 Page Horizontal	7.125"	x	4.875"
1/3 Page Square	4.625"	x	4.875"
1/3 Page Vertical	2.25"	x	10"
1/6 Page Horizontal	4.625"	x	2.3125"
1/6 Page Vertical	2.25"	x	4.875"

*\*Submit spreads as 2 full page ads, including bleed. Bleeds available on full page and spreads only.*



## email

[www.catersource.com/upload](http://www.catersource.com/upload)



Log into our website using  
Email Address: Advertiser

Password: 54321

Email Address:  Password:

Fill out the online form and submit your files. Please be sure to enter as much information on this form as possible, including the issue date for your submission and your account executive's name.

## email

If your file is less than 10MB, you may email direct to our art department.

Include in email message: issue date, size of the ad and your account executive's name.

[artdirector@catersource.com](mailto:artdirector@catersource.com)



## mail

CD/DVD along with a color proof to:

Catersource magazine | Production  
2909 Hennepin Avenue South, Minneapolis, MN 55408



*Trends, food and events:  
it's the go to source for  
one stop shop information."*

J. Huff C.E.C, Executive Chef  
Up n' Flames Catering  
Phoenix, AZ

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# Digital Notifications

As part of the seven issues of *Catersource* magazine, we notify our subscribers when the digital edition is online and ready to be viewed.

Be part of this digital notification eblast with a custom display ad. This highly visible eblast is sent seven times a year, giving you targeted exposure at an affordable price.

## Bonus

Plus, as an extra bonus you also receive additional exposure with a blow-in ad that will appear directly on the front page of the Digital Edition.

Digital Notification dates are filled on a first come, first served basis.

Contact your Account Executive for more details and to submit materials.

### Digital Edition Distribution Calendar

Issue Date	Eblast Date	Materials Due
January	12/31	12/20
Feb/Mar	2/7	2/3
April/May	4/22	4/17
June	6/6	5/30
July/August	7/18	7/11
Sept/Oct	9/12	9/8
Nov/Dec	11/7	10/31



Digital Notification Eblast Display Ad

- 2.5" x 6.25"
- JPG or PDF, 300 dpi
- One URL link

BONUS Digital Edition Blow-In

- 2.5 x 6.25 / 2 sided
- PDF, 300 dpi
- One URL link



Click here to read the digital version of *Catersource* magazine now!

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# Enewsletter Get Fresh

The Catersource Enewsletter *Get Fresh* is distributed monthly to 40,000 subscribers. Along with catering tips and industry news, your message will be delivered to caterers across the country.

Your ad message and link will be directed to caterers who are looking to buy catering products and services.

*Get Fresh* is perfect for giveaways, recipes and calls to action.

Engage caterers with product visibility in *Get Fresh!*

## GET FRESH Editorial Calendar

Issue Date	Distributed	Theme	Materials Due
January	Jan 15	Small Bites for Winter	Jan 8
February	Feb 12	Spring Trends Preview	Feb 5
March	March 12	Catersource Conference & Tradeshow	March 5
April	April 16	Summertime Garden Parties	April 9
May	May 14	Weddings, Tabletops and Buffets	May 7
June	June 18	Cool Summer Menu Ideas	June 11
July	July 16	Summer Desserts and Presentations	July 9
August	August 13	Creating Fall Parties	August 6
September	Sept 17	Fall Menu Ideas	Sept 10
October	Oct 15	International Inspiration	Oct 8
November	Nov 12	Winter Décor	Nov 5
December	Dec 17	2015 Trend Preview	Dec 10

## specs

- JPG, Animated GIF or PDF files
  - One URL link
- 1 Header Banner** (one per issue)  
700 pixels x 184 pixels
  - 2 Display Ad** (one per issue)  
552 pixels x 254 pixels
  - 3 Skyscrapers** (two per issue)  
187 pixels x 309 pixels
  - 4 Footer Ad** (one per issue)  
700 pixels x 184 pixels

Submit materials to your Account Executive.  
Materials due one week prior to distribution

The screenshot shows the 'Get Fresh' newsletter layout. Callout 1 points to the top header banner area. Callout 2 points to a 'Sweet Surprises' display ad. Callout 3 points to a 'Stone-Mel' melamine collection skyscraper ad. Callout 4 points to the footer area containing 'WorldFood' and 'Kraft Works' ads.

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# Enewsletter Get Fresh

## Editorial Sponsorships

Select the content that best suits you.

- Feature Story
- Business
- Steal This

Your sponsorship includes your name featured in the article and banner ad within the online story (see sample far right). Your ad is also linked to your SourceBook page on Catersource.com.

> Online ad specs: 700 x 184

### Recipe

Your recipe and photo will be highlighted in the newsletter and featured online with a banner ad. Online recipe includes a link to your SourceBook page on Catersource.com.

> Online ad specs: 700 x 184

### Giveaway

You provide an item to give away, a 25 word description and a photo of the item. We'll collect email addresses and provide them to you to select a winner. We'll announce the winner in Get Fresh.

Ads are filled on a first come, first served basis.

**85%**

of readers purchase direct from manufacturers as well as distributors

sample online story with banner ad

Visit our archives to view past issues of Get Fresh 

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# Exclusive Emails

Catersource offers exclusive delivery of your message to our database of 40,000 catering industry professionals. Great exposure and highly targeted subscribers make this advertising opportunity an exceptional value.

Exclusive Email dates are filled on a first come, first served basis.

## Email Includes:

- Custom subject line
- 3 tests before sending

## Specs

Max 800 pixels wide, 300dpi

Finalized HTML creative, may have multiple url links

Contact your Account Executive for more details and to submit your artwork.



*My phone hasn't stopped ringing and my inbox is full with orders."*

Zazen Event Design  
Denver, CO

## Distribution Calendar

MATERIALS ARE DUE AT LEAST ONE WEEK BEFORE SCHEDULED DISTRIBUTION DATE:

January	1/9	1/16	1/22	1/23	1/29	1/30	
February	2/5	2/6	2/13	2/19	2/20	2/26	2/27
March	3/5	3/6	3/10	3/13	3/18	3/20	3/27
April	4/3	4/10	4/14	4/22	4/24		
May	5/1	5/8	5/15	5/20	5/29		
June	6/5	6/10	6/12	6/19	6/24	6/26	
July	7/10	7/17	7/24	7/31			
August	8/7	8/14	8/19	8/21	8/26		
September	9/4	9/11	9/18	9/23	9/25		
October	10/2	10/9	10/16	10/21	10/23	10/30	
November	11/6	11/11	11/13	11/18			
December	12/4	12/9	12/11	12/16			



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# On the Market Now

*On the Market Now* is emailed each month to 40,000 opt-in catering industry professionals.

Take this opportunity to introduce, launch or test market your company's product to the catering audience. Special offers, recipes and give-aways will engage our audience and make your promotion stand out in *On the Market Now*.

Ad positions are filled on a first come, first served basis, with a maximum total of 12 ads per issue.

## Ad Includes:

- 25 character headline
- 50 words of copy
- One phone number
- One URL link
- One image: JPG format preferred  
290 pixels wide x 150 pixels high

*"This is the best response that we have gotten from any advertising we have done."*

Mandarin Orange Trading  
Lincolnwood, IL

SEPTEMBER 2013  
**on the market now**

Your inside look at CATERING products, services and resources.  
Brought to you by **catersource**

**Amazing Paint Cans**  
Featuring six sizes, we are your source for plastic paint cans. Perfect for favors, serving, and much more. Use your imagination to turn a lifeless presentation into a stackable, colorful event! We offer the same paint cans used during the 2013 Catersource Harmony Party! Find us online and start creating today.

888.589.2230 [www.catersupplydirect.com](http://www.catersupplydirect.com)

**Introducing Version 12.5!**  
Caterase is a progressive software for all event management operations from hotels to restaurants to independent caterers. Caterase allows you to quickly and easily book new events or edit existing ones, with many tools monitoring all possible conflicts. Despite its power, flexibility and sophistication, Caterase is extremely intuitive and easy to use.

800.853.1616 [www.caterase.com](http://www.caterase.com)

**A Treat for the Senses**  
Luker 1906 Single Origin Chocolates and Luker Cacao Couvertures, with their exquisite and particular flavor, are ideal for all chocolate desserts. Luker Maracas, Tropical Dragees are perfect for decorating desserts and cakes, topping ice cream, or adding that special touch to your recipes.

847.855.7400 [www.ifgourmet.com](http://www.ifgourmet.com)

**The Taste of Quality™**  
Fresh Origins produces the very best in MicroGreens, PetiteGreens, Edible Flowers, Herb Crystals® & Flower Crystals®. Year-round mild sunny weather is the perfect environment to produce strong, healthy, highly flavored, and long-lasting products. Daily planting throughout the year ensures consistent availability.

800.263.0812 [www.freshorigins.com](http://www.freshorigins.com)

**Stop the Cuts Now!**  
Stop your cuts in the kitchen now! Cut resistant gloves made with Dyneema® "The World's Strongest Fiber®" from Double D Knitting and Glove Inc. Level 5 cut resistance, lightweight, form fitting, easy to clean, DoubleGuard® Lifetime Antimicrobial Protection and designed specifically for the restaurant/foodservice industries. HAACP colors available.

877.656.6573 [www.ddgloves.com](http://www.ddgloves.com)

**Marketing for Caterers**  
Build a meaningful relationship with clients through effective branding, strategy and promotion. nuphoriq is a marketing team that specializes in helping caterers grow their businesses, and we would love to see how we can help with yours.

847.709.2799 [www.nuphoriq.com](http://www.nuphoriq.com)

**Southern Pride MLR-150**  
Southern Pride, the industry leader in the commercial smoker world, introduces the MLR-150 gas fired, wood burning roisserie smoker, the first commercial kitchen/competition ready roisserie smoker in a compact model. The MLR-150 received the Kansas City Barbecue Society's Seal of Approval by offering an upgrade package to make it entirely competition ready.

**Rosedale Deep Bowls**  
Reduce chipping and breakage without compromising style with Europeaue's® Rosedale Collection of deep melamine bowls. Available in six different sizes with diameters ranging from 6" to 15". Dishwasher-safe, holds hot and cold foods, stain and chip-resistant.

## Distribution Calendar

2014	Date	Materials Due
January	1/6	12/31
February	2/3	1/28
March	3/3	2/25
April	4/7	4/1
May	5/5	4/29
June	6/2	5/24
July	7/7	7/1
August	8/4	7/29
September	9/8	9/2
October	10/6	9/30
November	11/3	10/28
December	12/1	11/25

Submit materials to your Account Executive  
Materials due the Tuesday prior to distribution

**Amazing Paint Cans**  
Featuring six sizes, we are your source for plastic paint cans. Perfect for favors, serving and much more. Use your imagination to turn a lifeless presentation into a stackable, colorful event! We offer the same paint cans used during the 2013 Catersource Harmony Party! Find us online and start creating today.

888.589.2230 [www.catersupplydirect.com](http://www.catersupplydirect.com)

# Catersource.com Advertising

Visitors come to Catersource.com for up-to-the-minute **information** on catering topics relevant to their business. The **Catersource Forum** is the largest online catering community where **caterers share**, discuss and solve problems together.

Other **valuable resources** for caterers include our **extensive online library**, **consulting services**, **Conference & Tradeshow information**, **current and past magazine issues**.

Promote your products and services to thousands of caterers 24/7 on America's number one website for catering industry professionals!

For more information and to submit materials contact your Account Executive.

**82%**

of Catersource magazine readers are website visitors. Catersource helps you build an ongoing relationship with these buyers.



## Top Level Advertising

- Home Page
- Resources
- Conference & Tradeshow
- Magazine

## specs

- 475 pixels wide x 83 pixels high
- Jpg or animated GIF
- No Flash files
- 100k max size
- Includes web link

## Home Page Advertising

- Top Right Postion**  
374 pixels wide x 146 pixels high
- Middle Left Postion**  
512 pixels wide x 96 pixels high
- Bottom Footer**  
512 pixels wide x 96 pixels high

## specs

- Jpg or animated GIF
- No Flash files
- 100k max size
- Includes web link

## stats

- **106,695 PAGE VIEWS**  
monthly average
- **9,903 UNIQUE VISITORS**  
monthly average
- **4:30 minutes on site**  
per visit

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# Show Guide Advertising

Hundreds of companies exhibit at the Catersource and Event Solutions Conference & Tradeshow year after year to showcase their products and services to the most targeted catering and event audience in the world. Our 2014 event will be held March 23-26 at the Paris Hotel and Las Vegas Convention Center.

Drive traffic to your booth with an ad in the Catersource & Event Solutions 2014 SHOW GUIDE!

Circulation of 18,000 copies includes on-site distribution at the Tradeshow and inside attendee tote bags at registration. Your ad purchase also includes an upgraded booth listing with your company name in bold and page number reference to your ad. Post event, attendees keep and use this guide as a valuable vendor resource throughout the year.

## more

To learn more about the power of Catersource LIVE EVENTS, exhibiting and sponsorships, contact us today:

Dave PruKa  
612.253.2026  
dpruka@catersource.com

Kathryn Frankson  
612.253.2021  
kfrankson@catersource.com

## ad postions

**Full Page**

**1/2 Page**

**1/4 Page**

**Premium Positions**

First page of Tradeshow section  
Before/adjacent to floor map

After/adjacent to floormap  
Inside back cover

**Spread (2 page)**

## specs

SIZE	WIDTH	x	HEIGHT
<b>Spread* create as 2 full page ads</b>			
Full Page w/bleed	8.625"	x	11.125"
<b>Full Page Trim</b>	<b>8.375</b>	<b>x</b>	<b>10.875</b>
Full Page Live Area	7.125"	x	10"
<b>1/2 Page</b>	<b>7.125"</b>	<b>x</b>	<b>4.875"</b>
<b>1/4 Page</b>	<b>3.435"</b>	<b>x</b>	<b>4.875"</b>

\*Submit spreads as 2 full page ads, including bleed.  
Bleeds only available for full page and spreads.



## DEADLINES

**SPACE RESERVATION:** Tuesday February 18  
**MATERIALS DUE:** Thursday, February 20

## AD REQUIREMENTS

Please submit hi-resolution PDF files **supplied at 100% ad size**; 300dpi, all colors CMYK and all fonts embedded.

## SUBMITTING AD MATERIALS

**EMAIL** files under 10MB to artdirector@catersource.com. If materials are larger than 10mb, please contact your sales representative for alternate delivery method

**MAIL** CD/DVD along with a color proof to: Catersource Magazine, Conference & Tradeshow 2909 Hennepin Avenue South, Minneapolis, MN 55408

## IMPORTANT

When submitting ad materials be sure to clearly mark as CATERSOURCE SHOW GUIDE AD along with your COMPANY NAME.



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# Exclusive Show E-Blasts

## ADDITIONAL OPPORTUNITY

to reach engaged, registered Conference attendees!

Get in front of Conference attendees before the show with more reasons to come by your booth, see your demonstration and promote special offers. Or send a post-show follow up email to attendees to give additional information, remind or extend special offers. Limited dates available so reserve your date today.

### PRESHOW

- Tuesday, March 11
- Friday, March 14
- Monday, March 17
- Friday, March 21

### POST SHOW

- Monday, March 31
- Wednesday, April 2
- Tuesday, April 8

**catersource**  
**EVENT SOLUTIONS**  
 CONFERENCE & TRADESHOW  
 March 23-26, 2014 • Paris Hotel Las Vegas

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# On the Show Floor Now

Our bonus show edition of On The Show Floor Now is an interactive PDF issue delivered to the 4,000+ highly-engaged Conference attendees before the 2014 show (Wednesday March 19) and again after the show (Wednesday April 9). Take this opportunity to promote special offers, discounts and rates or booth promotions and giveaways to attendees who will be walking the show floor!

Ad positions are filled on a first come, first served basis.

### AD INCLUDES

- 30 character headline
- 50 words of copy
- One phone number
- One URL link
- One image: JPG format preferred  
290 pixels wide x 150 pixels high

Submit materials to your Account Executive, by Wednesday, March 5.

### PRESHOW

Wednesday, March 19  
 submit materials March 10

### POST SHOW

Wednesday, April 9  
 submit materials March 31

## on the show floor now

Your inside look at Catersource Conference & Tradeshow exhibitors



**Raise Your Glass with Style!**  
 With the new addition of drinkware to the Reflections™ line, WNA continues to offer the most complete line of disposables emulating silver and fine crystal. The 5 oz. champagne and 6 oz. wine glass offer style with the convenience of a disposable.

888.962.2877 [www.wna.biz](http://www.wna.biz)

VISIT BOOTH #1341



**Bring More to the Table**  
 Visit Booth #1549 at the show where American Metalcraft will showcase new catering and tabletop items that offer unique ideas for affordably updating presentations. Look for interesting pieces like Balti Dishes, Angled Fry Cups, Mini Cast Iron Fondue Sets, and much more!

800.333.9133 [www.amnow.com](http://www.amnow.com)

VISIT BOOTH #1549



**Show Special: VerTerra**  
 Get free tasting plates / bowls (300 pcs) with a \$250 purchase. Visit booth #1249 for details. Redefining what is possible in single-use dinnerware, VerTerra's stylish, sustainable and compostable Dinnerware From Fallen Leaves™ plates and bowls are now complete with {new} wooden utensils.

718.383.3333 [www.verterra.com](http://www.verterra.com)

VISIT BOOTH #1249



**Bugambilia Foodservice Display**  
 Differentiate your presentation with unique display ware made from resin-coated solid cast aluminum, available in 22 colors and a variety of shapes and sizes. Also, see our all natural line of Bamboo serving ware in 5 colors (melamine and plastic-free, biodegradable, dishwasher safe).

866.828.3338 [www.bugambilia.com](http://www.bugambilia.com)

VISIT BOOTH #1827

# Show Daily

Let them **READ ALL ABOUT IT** — in the daily news sent from Las Vegas to all Conference attendees and Catersource subscribers.

More than 30,000 catering and event professionals will receive news, updates, exciting activities to watch for, important information as well as some fun experiences by our attendees — all while we are live at the show. Share your news with everyone!

## Sponsorship includes:

- Your company mentioned in the feature story
- An interview by our editor, including headshot, your name, company name and contact information
- Advertising space: You can promote a special offer at your booth
- Company logo on daily Facebook album cover plus two photos within the album
- One dedicated Tweet for you by Catersource
- Your event or promotion can be added to the schedule Coming up @ Catersource.

## Exclusive! Only four editions!

- Sunday, March 23
- Monday, March 24
- Tuesday, March 25
- Wednesday, March 26

News, Updates  
Information  
Products, Ideas

# @The Show

MARCH 10-13, 2013  
*Mirage Hotel, Las Vegas*

**"Today I learned..."**  
*An attendee's perspective:*

"We love it. We've been to a lot of green sessions and really like the farm fresh feel for our company."  
**Angie Roach and Michelle Tinker**  
Cedar Lake Cellars, St. Louis, MO

**"The catering industry..."**  
On behalf of American Metalcraft, welcome to Catersource 2012. Join us in Booth #1549 to see the latest & greatest tabletop and catering supplies that were showcased at last night's Opening Night Party at PURE. We look forward to seeing you!  
**Rich Packer**  
VP Sales & COO  
American Metalcraft

**Going strong on Tuesday!**  
with our General Session and Tradeshow  
Yesterday was a full day, with education, luncheons and the gorgeous Monday night party at PURE. Today Catersource features our General Session, featuring Andrew Zimmern, and then transitions into the Tradeshow this afternoon. You'll see even more fantastic ideas at the Tradeshow, along with a recap of last night. What are we excited about today? [\[more online\]](#)

**Monday events were brimming with ideas**  
Three lunch events on Monday were filled with new ideas and beautiful setups and spectacles. There's still more to see at the Tradeshow today, but read more to see some of the places we've been at Catersource so far. [\[more online\]](#)

**Fresh Ideas**  
Dozens of new and exciting things happen at the show every day. Visit our daily Facebook album and get a peak!

**Hear more on Twitter!**

**Bring More To The Table**  
[www.amnow.com](http://www.amnow.com)  
 800-333-9133

**Coming up @ Catersource**

<p><b>TODAY</b></p> <p>10:30am General Session with Andrew Zimmern</p> <p>11:00am Tradeshow!</p> <p>7:00pm CATIE / Spotlight Awards!</p> <p>7:30pm BBQ Dinner Event*</p>	<p><b>TOMORROW</b></p> <p>8:00am Breakfast with Mike &amp; Meryl*</p> <p>9:00am Back to the Tradeshow</p> <p>Checkout AMC's mini pails from PURE! located at Booth #1549</p> <p><i>*Ticket purchase required, available at registration</i></p>
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**catersource**  
EVENT SOLUTIONS  
CONFERENCE & TRADESHOW  
March 23-26, 2014 • Paris Hotel Las Vegas

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*Catersource is the industry leader.*

P. Larson, Executive Chef  
Blue Plate Catering



# The Industry Leader

As America's number one media and events brand for the \$14-billion dollar professional catering industry, Catersource is reaching more caterers, event planners and industry experts than ever before. Contact us to create an effective advertising and marketing program today.

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*“Catersource is the best place to find out what's going on in our world - I can rely on finding the most up to date trends.”*

J. Alford, Director of Operations  
University Circle, Ogden, UT

## Ongoing Connections

Catersource partners with many professional organizations, building connections among caterers across the world.



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