

catersource®

2019 MEDIA PLANNER

Multi-platform marketing solutions
that cater to your needs

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Cover Photo courtesy Rory Daniel and the caterer, Orange Clove Catering, Singapore

GREETINGS!

It has been said that one of the most basic tools in a company's arsenal is the humble media planner. But truly, there's nothing humble—or basic—about what you will find inside this media planner. Inside are our plans for the future of our company, explaining how what we do can impact what you do in a very meaningful way. Inside, you will read about how you can be a part of our:

- Cogent digital products that whisk your message into inboxes, or capture attention on our website, catersource.com
- Media opportunities related to our exceptionally well-received conferences (Catersource; Art of Catering Food) that bolster the livelihood of caterers and event planners across the US and beyond
- Catersource magazine, now a quarterly issue, offers a way to promote forward-thinking future possibilities and celebrate the industry
- New rich media opportunities and lead generation programs

Join us as we deliver to you a wide range of creative and truly innovative media channels, all intended to propel your business toward heightened fiscal performance. I suppose it really is that simple—and that basic. Your success means our success.

Let's partner together and make this a year for the record books.

Scott Dominguez
Brand Director
Catersource



About Catersource

WHAT IS CATERSOURCE?

Catersource is the nation's leading events and media resource dedicated to catering and event professionals. The Catersource portfolio of products delivers fresh ideas and business strategies, and reveals established techniques used by successful industry professionals, worldwide.

Align your brand, promote your products and services, and increase leads and sales with top industry buyers who represent this thriving B2B community.

WEBSITE & NEWSLETTERS

Catersource.com is more than just a resource—it is an invitation to deepen professional connections and inspire solutions within the catering and events industries. Our diverse community of readers and information-seekers look to catersource.com for inspirational articles and blog posts, event profiles, unique ideas, and ways to enhance and grow their businesses.

Our targeted and content-rich eNewsletter products cover emerging trends, sales and marketing techniques, new products and technology, menu creation, recipes, and other innovative ways of approaching issues such as staff hiring and retention, increased dietary requirements, and employee satisfaction.

MAGAZINE

The Catersource magazine, now published and distributed quarterly, offers in-depth content for catering and event professionals.

CATERSOURCE

The Catersource Conference & Tradeshow, held in Q1 each year, brings together industry professionals from around the globe via excellent seminars and a lively tradeshow floor. Our highly-engaged attendees are ideal buyers because they purchase in large volume and seek new, diverse products. Our buyers have a hand in a wide variety of hospitality services, including corporate events, foodservice management contracts, and special events.

Come see the action for yourself March 9-12, 2020 in Las Vegas, NV!

24,000+
**AVERAGE UNIQUE
MONTHLY
WEBSITE VISITORS**

54,000+
**WEBSITE
SUBSCRIBERS**

960,000+
**ANNUAL WEBSITE
PAGE VIEWS**

6:00
**AVERAGE TIME
ON WEBSITE**

8,500+
**REGISTERED
CONFERENCE
& TRADESHOW
ATTENDEES**

500+
**TRADESHOW
EXHIBITORS**

Industry Outlook

Catering remains one of the highest growth sectors in foodservice. Through frequent, volume purchases, increased consumer and business spending, and market segment diversity, catering revenues are at an all time high.

\$7.2 B

Independent Catering
Companies—Off Premise

**\$67.8
BILLION**

Catering Industry

\$2.3 B

Independent Catering
Venues—On Premise

\$15.8 B

Restaurant
Private Dining

\$13.8 B

Hotel & Casino
Banquet Operations

\$1.6 B

Military Foodservice
Catering

\$1 B

Mobile Caterers—
Food Trucks

\$14.4 B

Quick Serve Retail/
Gourmet/Supermarket

\$4.5 B

Sports, Entertainment,
Cultural Venues

\$1 B

College/University
Foodservice Catering
(Self Operated)

\$6.2 B

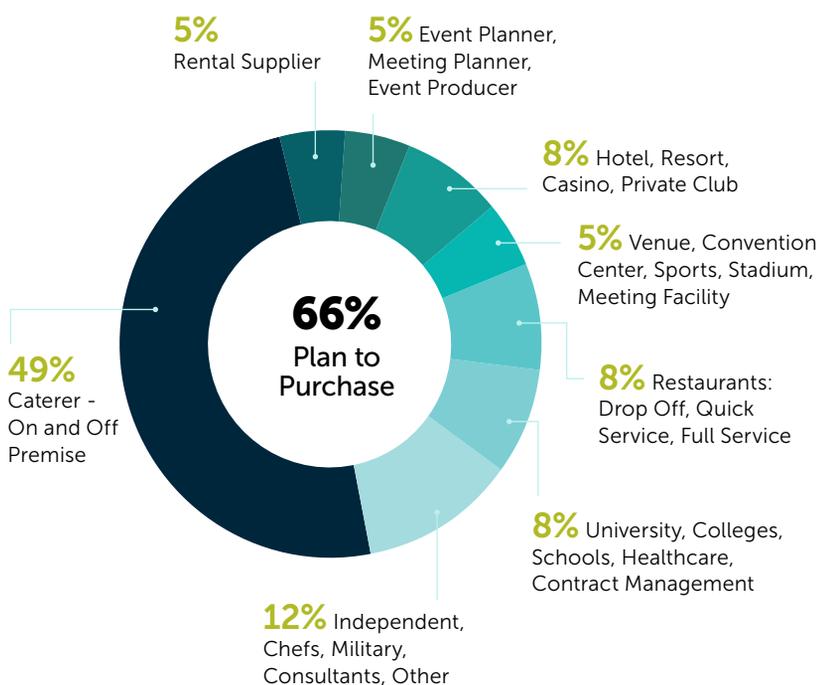
Contract Food
Service Catering



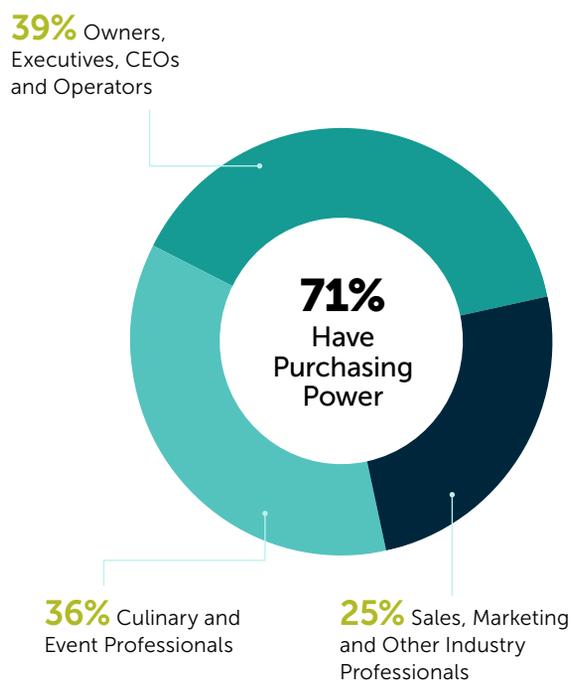
Our Audience

With market segments that include members of national and international associations such as NACE, ICA, ILEA, plus colleges, universities, restaurants, convention centers, banquet facilities, arenas, casinos, event venues, healthcare, and more—your product will reach a targeted audience passionately engaged in hospitality services.

ATTENDEES BY JOB INDUSTRY



ATTENDEES BY JOB FUNCTION



NEW BUYERS FROM ACROSS THE COUNTRY

6 out of 10

ATTENDEES SAY THAT THIS WAS THEIR FIRST TIME ON THE CATERSOURCE SHOW FLOOR

Purchasing Power

ATTENDING COMPANIES PLAN AND PURCHASE

25% of Catersource attendees spend over \$1 million annually on products and services

32% of Catersource attendees produce more than 500 events annually

18% of Catersource attendees have a budget of \$30k per event

Media Channels

Catersource delivers a wide range of creative and innovative ideas to help catering and event professionals propel their businesses toward heightened fiscal performance. Catering and event professionals turn to Catersource for solutions. When you advertise your products and services, you are building relationships with targeted industry buyers who are actively seeking new ways to stand out from their competitors by using your products as their solutions.

E-ADVERTISING

Our advertising solutions offer delivery of your message to our database through specialized marketing campaigns.

- Exclusive Emails
- Enewsletter: Get Fresh with On the Market Now (OTMN)
- Sponsored Content
- Retargeting Advertising

See pages 7-10 for more information.

ONLINE

Viewers migrate to the content rich catersource.com for up-to-the-minute information on catering topics relevant to their businesses. Promote your products and services to thousands of caterers 24/7 on America's number one website for catering and event industry professionals! See pages 11-12 for more information.

MAGAZINE

Catersource magazine, now quarterly, features robust state of the industry content and exciting show-related topics for catering and event professionals. It's the perfect way to reach our audience throughout the year. See pages 13-16 for more information.

EVENT-SPECIFIC MEDIA

Catersource produces two exciting events annually—Catersource (the show for catering and event professionals), co-located with the Art of Catering Food (a culinary-driven boutique event). These events offer specific opportunities targeted to our highly engaged attendees that include digital, print advertising and social media. See pages 19-21 for more information.



**OUR NUMBERS
ARE GROWING!**

108k+

**PRINT, DIGITAL, AND
ONLINE SUBSCRIBERS**



Photo Credit: Harley Bonham Photography

Exclusive Emails

Our audience can be yours when you leverage the power of Exclusive Emails. Catersource offers exclusive delivery of your message to our accurate list of 20,000 opt in subscribers. The result is highly targeted and exclusive advertising that will assist you in acquiring new customers for your business via effective database marketing. Promote new product announcements, special offers, video demos, recipes, idea flipbooks, surveys, contests, and more!



Targeting	Reach*	Rate
National	20,000+	\$2500
Northeast/Mid-Atlantic (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT)	4800+	\$1895
South (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, WV)	5300+	\$1895
Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, WI, SD)	4000+	\$1895
West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	5900+	\$1895

All prices are net.

*Reach subject to change

BEST PRACTICES

Below is a set of best practices to optimize deliverability and in box placement. Informa recommends following these best practices for optimal results.

- Avoid using short URL hyperlinks (eg: bit.ly), as they increase the likelihood of email going to spam.
- Custom Messages Group strongly recommends against an image heavy style (images are greater than text in email), as it increases the likelihood of email going to spam.
- SpamAssassin recommends a minimum of 60% text and a maximum of 40% image coverage, with at least 400 characters of text.
- Avoid 'spammy' words like 'free' or excessive use of capital letters
- Avoid background images layered behind text as layered images are not displayed in many email clients
- Use responsive coding to improve user experience.
- Use web-safe standard fonts like Arial, Arial Black, Arial Narrow, Comic Sans, Courier New, Georgia, Impact, Tahoma, Times New Roman, and Verdana

ADVERTISING INFORMATION

- Exclusive emails are filled on a first come, first served basis.
- Custom subject line
- 2 tests before sending
- Materials are due one week before deployment

PLEASE NOTE ADDITIONAL FEES IF APPLICABLE

- \$100 each additional test proof (after 2)
- \$250 cancellation fee within 5 days of scheduled delivery
- \$500 cancellation fee after testing has begun

SPECS

- Max 800 pixels wide, 300 dpi
- Finalized HTML creative; may have multiple URL links
- 60 character subject line (spaces count)
- Advertiser must host images

Enewsletters

GET FRESH

Get Fresh is distributed 2x monthly to the inboxes of 20,000 opt-in subscribers who are actively searching for catering products, services, and industry information. Along with our valuable content, your message will be delivered to buyers across the country and will feature *On The Market Now*, sponsored content and offer follow up visitor opportunities via retargeting.

A perennial favorite with our readership, *Get Fresh* has been expanded to now deploy with targeted content reaching the audience you hope to cultivate. Our first Wednesday of the month deploy will concentrate primarily on FOH tips, trends, and industry issues, while our third Wednesday deploy will focus primarily on BOH content. Choose your audience and fire away!

ADVERTISING INFORMATION

- Top, below CTA button, 600x74: **\$1400 net**
- Second position, under editorial, 600x74: **\$1000 net**
- Third, fourth & fifth positions, 170x170: **\$500 net**

SPECS

- JPG or GIF
- Max file size is 40 kb
- One URL link per ad

All prices are net.

On The Market Now: \$500 net

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

SPECS

- 25-character headline (spaces count)
- 50 words of copy
- One phone number
- One URL link
- photo 72 dpi, at least 3"x5" (170x170 pixels)



	2019 Calendar											
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
FOH												
Deployment Date	1/2	2/6	3/6	4/3	5/1	6/5	7/3	8/7	9/4	10/2	11/6	12/4
Materials Due	12/26	1/30	2/27	3/27	4/24	5/29	6/26	7/31	8/28	9/25	10/30	11/27
BOH												
Deployment Date	1/16	2/20	3/20	4/17	5/15	6/19	7/17	8/21	9/18	10/16	11/20	12/18
Materials Due	1/9	2/13	3/13	4/10	5/8	6/12	7/10	8/14	9/11	10/9	11/13	12/11

Sponsored Content

Push your content out through Catersource's robust online editorial channels!

Caterers and event planners, along with restaurant owners and operators, QSRs, and industry executives turn to catersource.com for the information they need to excel in their businesses. Do you have a new product you'd like to educate our readers about? A great positioning piece that speaks to why your products and/or services are of the highest quality? Are you an expert in your field with applicable trends to share? Place your native content next to our trusted editorial via our website, eNewsletters, video feeds, and social media surges.

BUNDLED PACKAGE: \$4000 net (A \$9900 VALUE)

Package includes publishing your high-quality editorial labeled as "sponsored content" on the following Catersource channels:

- [Catersource.com](http://catersource.com): Your supplied content*—video or article with photos and logo provided, comments section enabled. Also includes leaderboard and rectangle on the homepage in a premium position for 1 month next to regular editorial
- eNewsletter: Placement in Get Fresh (deploy first or third Wednesday of the month) in the "More Content You'll Enjoy*" section

**Catersource reserves the right to ensure that content is not defamatory toward a like-competitor*

STAND ALONE CONTENT PACKAGE: \$1500 net (A \$3,000 VALUE)

Focus your marketing efforts with targeted content. This web-specific option allows you to highlight a new product launch, stay top of mind, position yourself as a thought leader and effectively reach new buyers with your brand-specific messaging.

BEST PRACTICES:

Attention spans are fleeting. Although Catersource enjoys some of the highest rates for average time spent on its website, we suggest the following.

- Supplied content should not exceed 500 words of copy.
- Three photos are preferred—one as a lead, one for the center of the copy, and one to finish the piece.
- Each photo should be at least 650x900 pixels for best online resolution.



Retargeting Advertising

WHAT IS RETARGETING?

Simply put, retargeting is the process of tracking everyone who visits our website and showing ads to them as they visit other sites after they've left ours.



WHY IS RETARGETING SO EFFECTIVE?



RIGHT PEOPLE



RIGHT ADS



RIGHT PLACES

It keeps your brand front and center. We have the right people visiting our site, but we only have them for so long. Using retargeting, you can interact with those users while they're on our website AND when they leave to browse the rest of the internet.

It really is as easy as 1,2,3

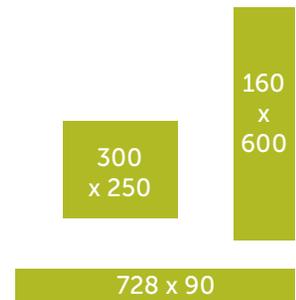
1. Let us know which package is right for you.
2. We'll place your ads on a host of relevant websites.
3. We'll share analytics with you each month.

NEW PACKAGES. LIMITED OPPORTUNITY.

NEW PACKAGES	BUYER IMPRESSIONS	CPM (cost per 1000)	TOTAL COST
Targeted Industry Package <i>(Limit 10)</i>	50,000	\$50	\$2,500
Premium Package! <i>(Limit 3)</i> Buyer Impressions 2 Week Catersource.com Interstitial 2 Monthly Leaderboard Ad Catersource.com	100,000	\$50	\$9,500 <i>(after 10% discount)</i>

All prices are net.

Ad Sizes and Specs:



PACKAGES ARE LIMITED SO ACTIVATE YOUR PARTNERSHIP TODAY!

Catersource.com Advertising

Visitors come to catersource.com for educational and B2B-focused information on catering and event topics relevant to their businesses.

Valuable resources for catering and event professionals include our extensive online library, recipes, industry news, event solutions, conference and tradeshow information, and digital magazine issues.

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

A VARIETY OF ONLINE ADVERTISING OPPORTUNITIES

- Standardized banners are located on the top, bottom, or right side as a rectangle
- Welcome Ads are high frequency ads that displays the first time a visitor opens the Catersource homepage and appears once per domain/per day/per unique visitor
- Place clickable Bookends on either side of web content
- A Homepage Roadblock will run ads in all spaces for a 24-hour time period and includes 2 leaderboards, 2 rectangles, and a set of bookends
- Topic Sponsorships can give your business a boost by placing your ad directly on our content pages. Take over the topic category of your choice focusing on particular areas of interest to your company: Business & Operations, Trends & Style, Food & Beverage, Event Solutions, and Venues
- **NEW!** In-Article Videos puts your video messaging in front of our audience in a high-impact, user-friendly way.

Please submit your ad in both desktop and mobile sizes listed below. Both placements are included with one ad buy.

SPECS

- JPG or GIF
- Third party tags (DFS, Pointroll, Atlas, etc) are also accepted
- Flash files (SWF) are not accepted for mobile ads
- 100k max size
- Includes web link

Note: ad sizes are shown in estimated size

**OUR CONTENT
KEEPS THEM
INTERESTED!**

6:00

**AVERAGE TIME
ON SITE**

**OUR NUMBERS
ARE GROWING!**

968k

**ANNUAL PAGE VIEW
AVERAGE, A 24%
INCREASE YOY**



Photo Credit: Harley Bonham Photography

DISPLAY AD UNITS	SPECIFICATIONS	RATE
Leaderboard Ad - Top	728x90 (300x50 for mobile)	\$100 / CPM
Leaderboard Ad - Bottom	728x90 (300x50 for mobile)	\$50 / CPM
Right Rectangle Ad	300x250	\$100 / CPM
Welcome Ad*	640x480 (300x250 for mobile)	\$1500 / week
Bookends**	1280x925	\$200 / CPM
Homepage Roadblock	includes 2 leaderboards, 2 rectangles and bookends	\$1800 / day

* Available March through August only

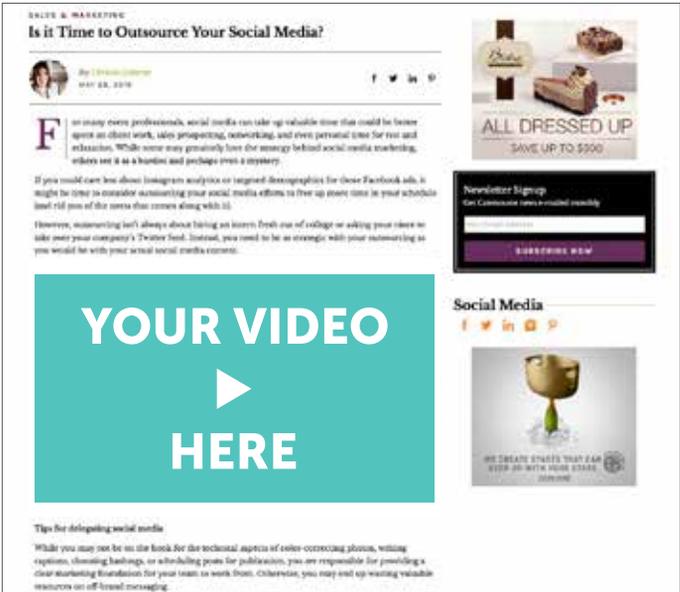
** Visible on desktop only

For additional information regarding submitted files, please go to <http://oas.ubm.com/spec/connect/>



**NEW AD UNIT!
IN-ARTICLE VIDEO AD**

- Premium environment for your up to video message directly within the editorial content.
- Puts your video messaging in front of our audience in a high impact and user-friendly way
- Video auto-expands in the body of an article when the area is in view
- Video auto-plays when video is more than 50% is in view
- Sound plays upon interaction with the ad



VIDEO AD UNITS	SPECIFICATIONS	RATE
In-Article Video Ad	<p>Ratio: 16:9 (4:3 not supported) Dimensions: 1920x1080 (max); 640x360 (min) Length: 15-60 seconds Formats: FLV, MP4, MOV, VAST, VPAID*, Youtube video key HTML5: 3rd party tag, DoubleClick Studio creative, DCM tag."</p>	\$3000/month

* VPAID does not currently work on mobile

Catersource Magazine

CATERSOURCE MAGAZINE OFFERS EDITORIAL EXCELLENCE

Advertise in the Catersource magazine, where we focus on the future of the catering and events industries. Then consider advertising in our Show Guide distributed at Catersource and the Art of Catering Food.

Comprehensive conference/tradeshows coverage: Catersource maximizes the attendee and exhibitor tradeshow experience, drawing readers in and reporting on the important happenings and trends throughout the year.

Hard-hitting features & departments: Award-winning editorial draws upon topics that readers value most: State of the Industry; food and beverage trends from the nation's top caterers; segment reports in high-growth sectors such as non-commercial foodservice and corporate catering.

Enhancement options (Winter/Spring issues only): Consider a variety of options to insert your own message into our print products via bind in, polybag, or blow in. Contact your sales representative for additional information.

Expanded event coverage: The Catersource magazine will be supplemented by the Special Events magazine, which offers high-quality, engaging content to event professionals worldwide who plan or manage special events in hotels, resorts, clubs, banquet facilities, conference and convention centers, and other event sites.

CATERSOURCE MAGAZINE – MORE ISSUES!

- 4x per year - Fall, Winter, Spring, Summer issues
- 38,000 subscribers across both print and digital editions
- Digital edition provides a direct link from your magazine ad to your preferred web address
- Eligible advertisers receive free editorial plus a full color product photo in the Special Focus section. See pages 15-16 for rates and specs



ISSUE	DISTRIBUTION	CONTENT CLOSE	AD CLOSE	MATERIALS DUE	FEATURED CONTENT	PRODUCT SPOTLIGHT
Fall 2019	Digital	7/26/19	8/16/19	8/23/19	Gatherings	Bite-Sized Service
Winter 2019	Print/Digital	10/31/19	11/21/19	12/2/19	State of the Industry	Best Products of 2019
Spring 2020	Print/Digital	12/3/19	1/9/20	1/16/20	The Show Issue	Show Stoppers



Magazine Rates & Specifications

- 38,000 subscribers across both print and digital editions
- Digital edition provides a direct link from your magazine ad to your preferred web address
- Eligible advertisers receive free editorial plus a full color product photo in the Special Focus section.

AD SIZE	WIDTH	HEIGHT	PRINT/DIGITAL EDITION (WINTER 2019, SPRING 2020)	DIGITAL EDITION (FALL 2019, SUMMER 2020)
Spread	Creates two full page ads		\$7520	\$5000
Full page bleed	8.625"	11.125"		
Full page - trim size	8.375"	10.875"	\$3760	\$2700
Full page - live size	7.125"	10"		
2/3 page vertical	4.625"	10"	\$2900	\$2000
1/2 page horizontal	7.125"	4.875"	\$2180	\$1800
1/2 page vertical	4.625"	7.125"	\$2180	\$1800
1/3 page square	4.625"	4.875"	\$1630	\$1500
1/3 page vertical	2.25"	10"	\$1630	\$1500
1/4 page square	3.435"	4.875"	\$1360	\$1300
1/6 page horizontal	4.625"	2.3125"	\$1090	\$900
1/6 page vertical	2.25"	4.875"	\$1090	\$900

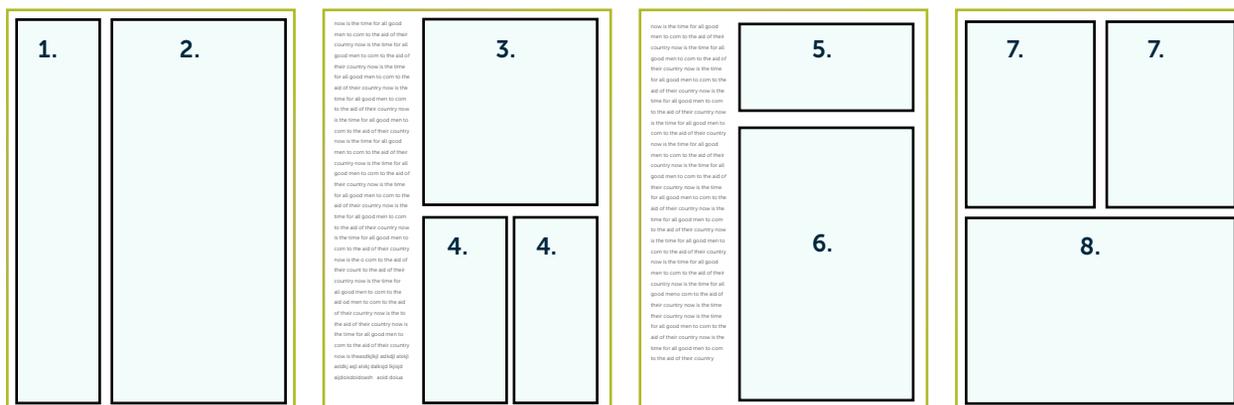
All rates are net

COVER RATES (follow specs for full page bleed):
CV2: \$4995 **CV3:** \$4695 **CV4:** \$5445

COVER TIP

8" width x 10" length at \$7000

1. 1/3 V
2. 2/3 V
3. 1/3 SQ
4. 1/6 V
5. 1/6 H
6. 1/2 V
7. 1/4 SQ
8. 1/2 H



Product Spotlight Special Section

The Product Spotlight advertising section will be featured in every issue of the Catersource magazine. This section is designed to let exhibitors showcase exciting products and services to Catersource magazine's entire readership - including thousands of catering and event professionals who will be attending Catersource 2020. For just \$500, this advertising opportunity is a great way to generate more sales activity throughout the year and extend your reach in the catering market.

AD FEATURES

- Full color photo and logo; rectangular horizontal photos only
- (photo 300 dpi, tif or jpg; logo eps)
- 50 words (325 characters)
- Headline (30 characters)
- Contact information (phone, email, website, facebook, twitter)
- Booth number

SHOW STOPPERS
See these products LIVE on the CaterSource tradeshow floor, March 14 through 15 in New Orleans!

 <p>Tableware for the Present Moment WASARA is a gorgeous alternative to everyday paper tableware. This elegant, highly sustainable product is 100% compostable, made from natural plant fibers. WASARA will stand up to sauces and hot liquids and look great doing it. The WASARA sculptural shape is pleasing to hold and adds to its allure.</p> <p><small>ASEAN CORPORATION/STALKMARKET BRANDS 503.295.4977 linda@asean.com stalkmarketproducts.com</small></p> <p style="text-align: center;">* W A S A R *</p> <p style="text-align: center; background-color: #2c3e50; color: white; padding: 2px;">Booth 1145</p>	 <p>Chevron Riser System Four vertical riser heights and two stack sizes allow for endless configurations and are ready for storage and transport. Finished in a wood-grain lacquer, the built-in tier cover system is perfect for plated events and banquet service, or used for more beautiful merchandise displays.</p> <p><small>ENRICO PRODUCTS 214.251.4770 info@enricoproducts.com EnricoProducts.com</small></p> <p style="text-align: center;">Booth 1107</p>
 <p>Rat's Foodservice Sauces Rat's sauces are made in Italy using the finest, freshest all natural ingredients. No added sugar and gluten free. The simplicity of using Rat's will offer any chef time saving convenience while delivering a memorable taste experience.</p> <p><small>RAT'S FOODSERVICE 212.268.8233 info@rats.com rats.com Facebook: rats Twitter: @ratsfoodservice</small></p> <p style="text-align: center;">Booth 1003</p>	 <p>Rat's Corn Rat's Corn is a delicious, healthy, and easy-to-prepare side dish. It's made with all natural ingredients and is gluten free. The simplicity of using Rat's will offer any chef time saving convenience while delivering a memorable taste experience.</p> <p><small>RAT'S FOODSERVICE 212.268.8233 info@rats.com rats.com Facebook: rats Twitter: @ratsfoodservice</small></p> <p style="text-align: center;">Booth 1003</p>



Tableware for the Present Moment
 WASARA is a gorgeous alternative to everyday paper tableware. This elegant, highly sustainable product is 100% compostable, made from natural plant fibers. WASARA will stand up to sauces and hot liquids and look great doing it. The WASARA sculptural shape is pleasing to hold and adds to its allure.

ASEAN CORPORATION/STALKMARKET BRANDS
 503.295.4977
 linda@asean.com
 stalkmarketproducts.com

* W A S A R *

Booth 1145

Sample Page

\$500

SPECIAL RATE

Reserve your space today

Sample Ad



Lead Generation: Webinars

ELEVATE YOUR EXPERTS, GENERATE QUALIFIED LEADS AND MAXIMIZE ROI.

Position your brand as an industry expert and connect with prospects who are actively looking for education on a key topic, or solution to their challenge. Our webinars are a cost-effective way to create powerful, engaging content that generates a large number of leads and allows you to connect directly with prospects.

EDUCATIONAL WEBINAR SPONSORSHIP

Sponsor a webinar driven by our editorial team on topics that are relevant to catering and event professionals.

- Promotion for webinar includes sponsor logo on registration page, registration e-mails (up to 3), website ads, webinar platform and post-webinar email
- Registration leads including contact information and survey responses
- Event traffic metrics (delivered 24 hours post-webinar)
- Webinar archived for one year with link provided for on-demand viewing

Rate: \$5,000 (up to 3 sponsors)

CUSTOM WEBINAR SPONSORSHIP

Our editorial team will collaborate with sponsor to develop a topic, produce the webinar and market the program to our audience.

- Promotion for webinar includes sponsor logo on registration page, registration e-mails (up to 3), website ads, webinar platform and post-webinar email
- Registration leads including contact information and survey responses
- Event traffic metrics (delivered 24 hours post-webinar)
- Webinar archived for one year with link provided for on-demand viewing

Rate: Contact Us



Candid Conversations Podcast

GAIN ACCESS TO A LOYAL, CAPTIVATED AUDIENCE.

CANDID CONVERSATIONS BY CATERSOURCE

Inspired by the acclaimed Candid Conversation live sessions at Catersource, the Candid Conversations podcast series brings together industry leaders and innovators to discuss juicy food ideas, dazzling event designs, and other boots-on-the-ground tips to help caterers and event planners be more successful in their businesses. These special guests might even slide in some inside scoop!



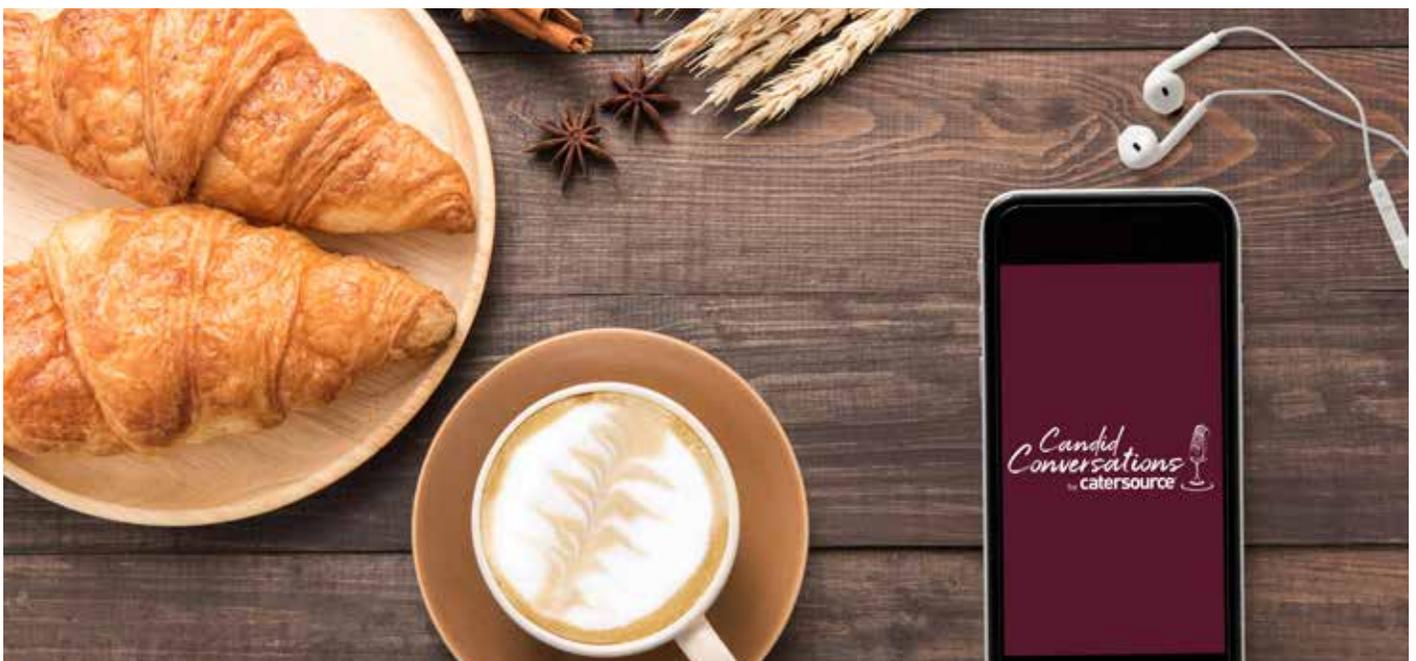
PODCAST SPONSORSHIP

Podcasts have exploded in popularity due to easy on-demand accessibility, portability, and targeted content threads. Our audience will actively listen to your brand message, wrapped into the opening and closing remarks of each episode. There's no better way to "speak" directly to our audience.

Sponsorship includes:

- Pre-roll Soundbyte (15 seconds)
 - Copy must be vetted and approved by Catersource
 - Copy read by Catersource podcast host
- Post-roll sponsor thank you mention
- Sponsor listed on podcast listing page on Catersource.com
- Multiple distribution points (Catersource.com, Apple iTunes, Google Play Music, Spotify, other relevant sources)
- Podcast can be featured/embedded on sponsor's digital outlets
- 2-4 podcasts per month

Rate: \$2,000 per month (exclusive)



Digital, Print & Retargeting Bundle Packages

BUNDLE YOUR INVESTMENT AND SAVE!

BUNDLE PACKAGE #1

- 1 Full Page Ad in magazine (print edition)
- 1 On the Market Now Ad in enewsletter
- 1 Leaderboard/Rectangle Ad on website (1 month)

Bundled Rate: \$3,760
Savings: \$1,000

BUNDLE PACKAGE #3

- 1 Full Page Ad in magazine (print edition)
- 1 Webinar sponsorship (non-exclusive)
- 1 Retargeting Ad Campaign (50k impressions)
- 1 Leaderboard/Rectangle Ad on website (1 month)

Bundled Rate: \$8,760
Savings: \$3,000

BUNDLE PACKAGE #2

- ½ Page Ad in magazine (print edition)
- 1 Exclusive Email campaign
- 1 Sponsored Content article
- 1 On the Market Now Ad in enewsletter

Bundled Rate: \$6,175
Savings: \$2,000

BUNDLE PACKAGE #4

- ½ Page Ad in magazine (print edition)
- 1 Webinar sponsorship (non-exclusive)
- 1 Podcast sponsorship (one month)
- 1 Retargeting Ad Campaign (50k impressions)
- 1 Exclusive Email campaign
- 1 Welcome Ad (one week)

Bundled Rate: \$11,675
Savings: \$4,000

**Best
Exposure
& Biggest
Savings**

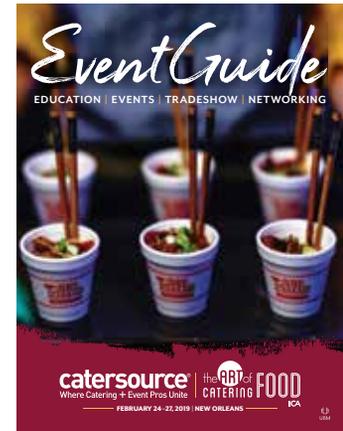
Note: Upgrades to bundle packages are available.



Event-Specific Advertising: Show Guide

The Catersource audience comes together annually for some of the best industry-specific education money can buy. In 2020, Catersource, the world's premier educational resource and expansive network for the catering and events industry and The Special Event, the premier conference and tradeshow for event professionals, come together in a co-located experience for catering and event professionals. The combined event will bring over 8,500 professionals and 500 suppliers together to provide an unmatched opportunity to source, network and learn in one-sensory stimulating environment.

Harness the power of the audience you want to work with all year and capture them through your advertising efforts. Aligning yourself with these live events is the best way to put your company at the feet of our attendees. Gain access to attendees in a state of heightened creativity and exploration with targeted, event-specific advertising opportunities.



SHOW GUIDE ADVERTISING

Hundreds of companies exhibit at Catersource to showcase products and services to the most targeted catering and event audience in the world. With access to 8,500 buyers, our network creates the ability to interact with independent catering companies, event professionals, venue managers, chefs, caterers, restaurateurs, business owners, and more.

DRIVE TRAFFIC TO YOUR BOOTH OR SPONSORED PRODUCT WITH AN AD IN THE 2020 SHOW GUIDE!

Circulation includes onsite 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 reference this guide as a valuable vendor resource throughout the year.

2020 DEADLINES

- Space reservation: February 4, 2020
- Materials due: February 11, 2020

AD SPECIFICATIONS

See pages 14-15 for print material submission and spec guidelines.

Dates are subject to change; please contact your Account Executive with questions.

AD SIZE	RATE
Spread	\$2900
Inside back cover	\$2500
First page of Tradeshow section	\$2000
Before/adjacent to floor map	\$1700
After/adjacent to floor map	\$1700
Full page	\$1500
1/2 page	\$850
1/4 page	\$500
1/6 page	\$375

All rates are net



Event-Specific Advertising: Eblasts

EXCLUSIVE SHOW EBLASTS

\$2700 net

REACH ENGAGED CONFERENCE ATTENDEES

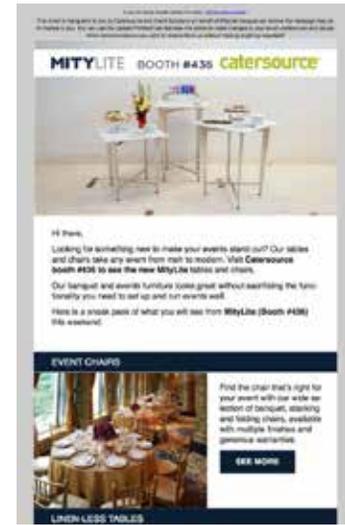
Build visibility prior to the Catersource Conference & Tradeshow, drive traffic to your booth or sponsored event, promote special offers, and maximize exposure for onsite demonstrations. Also, reach buyers post show to follow up, provide additional product information, extend special offers, and stay top of mind. Limited dates are available, so reserve your date today.

PRE-SHOW

- March 2, 2020
- March 4, 2020
- March 6, 2020
- March 8, 2020

POST-SHOW

- March 16, 2020
- March 18, 2020
- March 20, 2020



ON THE SHOW FLOOR EBLASTS

Our bonus editions of On the Show Floor are interactive PDF issues delivered to highly-engaged Conference attendees before and after the 2020 show. Take the opportunity to promote special offers, booth promotions and giveaways to attendees who will be walking the tradeshow floor!



ADVERTISING INFORMATION

On the Show Floor: \$700 net

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

RATE INCLUDES

- 25-character headline (spaces count)
- 50 words of copy
- One phone number
- Booth #
- One URL link
- One image: JPG format preferred. 200 pixels wide x 200 pixels high

PRE-SHOW DEPLOYMENTS

- February 27, 2020

POST-SHOW DEPLOYMENTS

- March 17, 2020

Event-Specific Advertising: Social Surge

Social Surge! One week, one advertiser, one message, reaching one engaged audience! Catersource social media channels are ideal to send a business-building message or announce the launch of a new product or service. Your weeklong, concentrated message will generate interest, drive traffic, and build brand awareness. Our community is highly engaged and actively shares original content and ideas. Catersource provides multiple points of connection, linking your brand to catering and events industry buyers.

SOCIAL SURGE: \$1000 NET

Catersource maintains an active and growing social media community. Gain the interest of busy caterers on their preferred social media network while they attend the annual Conference & Tradeshow.

Our social media channels are ideal to send a business-building message or announce the launch of a new product or service. Your concentrated message will generate interest, drive traffic to your booth and build brand awareness. Our community is highly engaged and actively shares original content and ideas.

DEPLOYMENT DATES:

- Monday Morning or Afternoon: March 9
- Tuesday Morning or Afternoon: March 10
- Wednesday Morning or Afternoon: March 11
- Thursday Morning or Afternoon: March 12

We will optimize your content for prime viewing—scheduling your posts to spark conversation when your target audience is at its highest engagement.

AVAILABLE SOCIAL MEDIA CHANNELS:



One post with direct link to your website



One custom tweet with hashtag



Three photos pinned on a featured board



One image with hashtag, caption and username

9,300+

**FACEBOOK
FOLLOWERS**

5,300+

**TWITTER
FOLLOWERS**

9,900+

**INSTAGRAM
FOLLOWERS**

2,800+

**PINTEREST
FOLLOWERS**

27,300+

**TOTAL FOLLOWERS
& GROWING**

CONTACT YOUR ACCOUNT EXECUTIVE:

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