



POWERED BY:

Pizza Today™

GET NOTICED

Exhibitor Sponsorship Kit

Welcome to the premier network for pizzeria industry professionals

MARCH 25-27, 2025

LAS VEGAS CONVENTION CENTER

PIZZA EXPO.COM



WHAT WILL SPONSORSHIP DO FOR YOU?

For more than 40 years, our pizzeria network has brought together regional and international audiences, uniting the best and brightest in the food industry. Whether you are looking to promote your company, launch a new product, connect with existing customers or find new buyers, this powerful specialty network offers something for every type of pizzeria and restaurant owner and operator and the brands that power them.

As the premier industry event, 79% of exhibiting partners say International Pizza Expo is a "fairly or very important event for their business." Pizzeria operators attend International Pizza Expo to learn about the industry and discover new products and services. If you market to these businesses, you cannot miss out on this chance to put your brand in front of thousands of serious buyers.

Sponsors generate an incredible

82%

MORE LEADS

than exhibitors who don't sponsor





QUICK LINKS



Digital



Registration & Education



Branding



Special Events



Signage & Banners



Contact



Sponsorship Opportunities

DIGITAL

INTERNATIONAL
PIZZA EXPO
& CONFERENCE

Official Mobile App Title Sponsor



Make a strong and bold statement as the exclusive Mobile App Title Sponsor, keeping your company in the spotlight as attendees use the app to navigate the show floor, access the schedule, find exhibitors and more.

SOLD

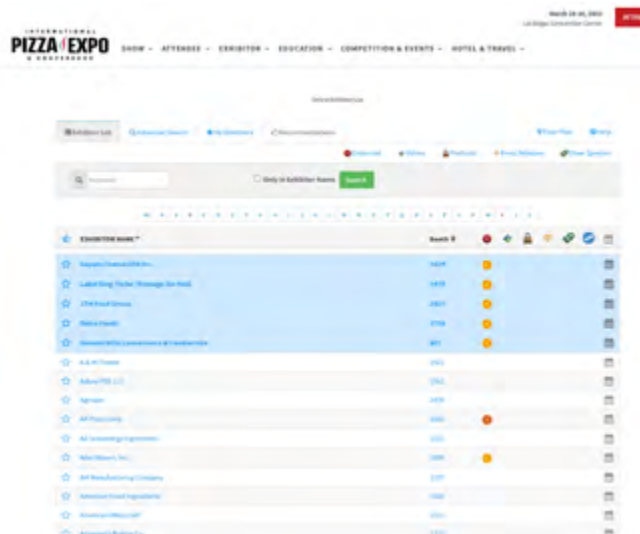
Quantity: 1 Cost: **\$7,000**

Mobile App Banner Ads

Banner ads can link to a webpage or the sponsor's eBooth profile from the official show app. Limited to eight companies.

Quantity: 8 Cost: **\$1,050**

Exclusive Online Exhibitor List Sponsorship



Be seen first every time an attendee uses our online exhibitor listing area. Your brand will be displayed at the top of the Exhibitor List and Search Results, with a rotating banner ad you supply on online exhibitor list.

SOLD

Quantity: 1 Cost: **\$3,300**

GET A DISCOUNT

\$2,650 when you purchase with your booth

Floor Plan Booth Logo

Add your logo directly to the online floorplan to make it easy for attendees to find you.

Quantity: Unlimited Cost: **\$3,300**

GET A DISCOUNT

\$750 when you purchase with your booth

Exclusive Online Floor Plan Sponsorship



Be seen first every time an attendee uses our online floorplan. Your logo will appear at the top of the floorplan along with a rotating banner ad you supply for the online floorplan.

SOLD

Quantity: 1 Cost: **\$3,250**

Floor Plan Banner Ad

Place a banner ad on the top of our online floorplan for all attendees to see.

Quantity: 1 Cost: **\$650**

SOLD

GET A DISCOUNT

\$525 when you purchase with your booth

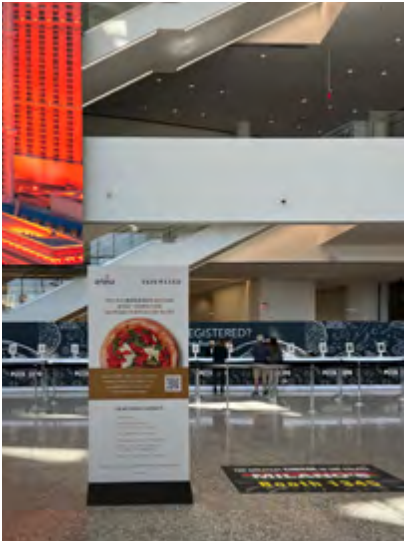


Sponsorship Opportunities

REGISTRATION & EDUCATION PROGRAM

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Registration Graphics + Lobby Area Package



Make a big impression in the lobby registration areas. Take advantage of the exposure this opportunity offers by putting your marketing message directly in front of every attendee as they enter the Las Vegas Convention Center and walk up to the registration counters. Opportunity includes production of six 4' x 6' floor decals at the registration counters and one in the lobby.

Quantity: 1 Cost: **\$12,000**

Registration - Attendee & Exhibitor Badges



Make a huge impact as the exclusive sponsor of the Pizza Expo badge. Sponsor receives custom branding and booth number on top of the badge plus custom message on the back of the badge. Thousands of Pizza Expo attendees and exhibitors receive a badge — can you think of a better way to promote your brand?

SOLD

Quantity: 1 Cost: **\$6,000**

Registration Lanyards



Brand every attendee with a custom lanyard worn and seen throughout the entire show! Production costs not included. Lanyards must be double-clip.

SOLD

Quantity: 1 Cost: **\$6,000**

Registration Bag

Put your company and/or product in front of every attendee with this unique opportunity to provide registration bags.

SOLD

Quantity: 1 Cost: **\$6,050**



Online Registration Banner Ad

Be front and center in the Pizza Expo registration process and reach every attendee with this impactful digital sponsorship even before the show. Your supplied company logo/banner will appear on the registration website. This is an exclusive opportunity for one company to engage buyers prior to the show.

Quantity: 1 Cost: **\$2,750**

Digital Confirmation/Reminder Letter Display Ad

Your brand will be part of an integral step in the registration process with this impactful digital sponsorship. Build impressions with your company's banner ad that will appear on the attendee confirmation emails. This is an exclusive opportunity for one company to have the unique placement to reach every single registered attendee before the show even starts.

SOLD

Quantity: 1 Cost: **\$3,000**



REGISTRATION & EDUCATION PROGRAM

Exhibitor Presentation Segment

This is an exclusive opportunity to cross-promote your products. Each sponsor will be granted the use of a Pizza Expo show floor space for their exclusive use during selected time slots for a 45-minute presentation of your choice (subject to show management approval). Your demonstration and time will be promoted to attendees before and during the show.

Quantity: 3

Cost: **\$3,000**



Individual Seminar Presenter Sponsorship

Align your brand with an individual seminar with our Seminar Presenter sponsorship opportunity. This exclusive opportunity will get your brand front and center with a 5' x 2.5' seminar room entrance floor graphic and will be marketed to attendees.

Quantity: 2 (per session)

Cost: **\$2,000**



Registration Area Distribution

Put your marketing messaging directly into the hands of attendees. Sponsor's material or product will be made available to attendees for grab-and-go style pickup. Limited to 20 sponsors.

Quantity: 20

Cost: **\$1,925**



Sponsorship Opportunities

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Pizza Expo Preferred Products



Put your product in front of a crowd with a Preferred Product sponsorship of our International Pizza Challenge (IPC) and Demonstration areas. Be at the center of the action as your ingredients are available for use on Pizza Expo's live stage. Opportunity includes co-branded logo recognition in all IPC and Demonstration areas.

Quantity: Unlimited

Cost: \$3,000

1 SOLD

Pizza Expo Preferred Equipment

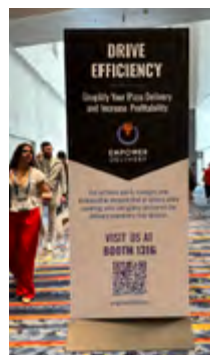


Your equipment will be seen and used by some of the top pizzaioli in the world who are competing in the International Pizza Challenge (IPC) and/or demonstrating the latest menu trends and techniques. Opportunity includes co-branded logo recognition in all IPC and Demonstration areas.

Quantity: Limited Quantity

Cost: \$3,300

4 SOLD



Pizza Expo Seminar Area and Exhibit Hall Sponsor of the Day

This package includes a minimum of two double-sided meterboard signs placed in high traffic areas of the show, a 4' x 8' hall entrance floor graphic, your logo on daily seminar schedule signage and the opportunity to distribute promotional products inside the show hall entrance and seminar rooms. Please note the Monday sponsorship includes the New Operators Reception.

Quantity: 4

Cost: **Monday - \$4,250**
Tuesday - \$7,250
Wednesday - \$6,000
Thursday - \$4,850



Sponsorship Opportunities

BRANDING

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360-Degree Registration Photo Booth



Attendees are excited to be at #PizzaExpo and want to take back a memory! Get your brand on a custom-designed photo wall background to stay in buyers' minds.

Quantity: 1 Cost: **\$13,000**

Registration Photo Opportunity



There is a lot of excitement at the International Pizza Expo, and attendees want to take a memory home with them! You'll stay in the minds of buyers with a custom-designed photo wall background.

Quantity: 1 Cost: **\$7,200**

Water Sponsor

Pizza makes attendees thirsty! Sponsor one of our highly visible water stations strategically located throughout the show floor with your logo.

Individual Water Station: **\$3,900**

Ask about a multi-water station discount. Only 7 stations available.



Bathroom Advertising (Exclusive Sponsorship)

Place your message where everyone will eventually visit. Promote products and service or simply let everyone know where they can find your booth, with branding placed inside restrooms.

Quantity: 1
Cost: **\$12,000**

(12 bathrooms, 6 men /
6 women on show floor)

Hand Sanitizer Stations (Exclusive Sponsorship)

Pizza Expo is all about making connections and sampling delicious food. Everyone will appreciate access to antibacterial hand sanitizer. Each sponsor will be recognized on floor decals surrounding the stations.

Quantity: 1 (8 stations)
Cost: **\$4,000**



Seminar Attendee Coffee Break

Provide an energy boost to our conference attendees. Sponsor one break or one on all three days. Coffee station placed in seminar area. Includes a half meter sign and table tent with your brand message.

Quantity: 3
Cost: **\$6,000**
per day



Sponsorship Opportunities

SPECIAL EVENTS

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\$10,000 MEGA Bucks Giveaway



Your booth will be an integral stop for eager buyers trying to win the \$10,000 MEGA Bucks Giveaway. Drive increased booth traffic and gain additional exposure as the giveaway is promoted to attendees before and during the event.

3 SOLD

Quantity: Unlimited Cost: \$1,700

World Pizza Games Gold



Align your brand with the exciting World Pizza Games! Sponsoring companies will be recognized in promotions of the World Pizza Games before the show and on-site in the WPG competition area. Sponsors will also receive recognition at the Block Party and World Pizza Games Finals, as well as the opportunity to host a special activity at the party.

Quantity: 6 Cost: \$3,000

World Pizza Games Silver

Attach your brand to the World Pizza Games. Sponsoring companies will be recognized in advertisement of the World Pizza Games before the show and on-site in the WPG competition area

Quantity: Unlimited Cost: \$600

2 SOLD

International Pizza Challenge and Demonstration Areas



Two of the most popular and exciting areas at the International Pizza Expo is our International Pizza Challenge and demonstration areas. Be the presenting sponsor of these areas and have your logo included in promotions to attendees, in competition areas and awards presented to winners of the Pizza Maker Competition.

Exclusive Opportunity

Quantity: 1

SOLD



Sponsorship Opportunities

SPECIAL EVENTS

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Keynote Address



Sponsoring companies will be recognized in pre-show and on-site promotions. Sponsor logo and/or single-screen advertisement (approved by show management) will be projected on the screens prior to the start of the address. Sponsorships also include the opportunity to distribute a sample, brochure or promotional item to the audience.

Quantity: 2

Cost: **Tuesday - \$3,750**
Wednesday - \$3,500

International Italian Sandwich Championship



This is an exclusive opportunity to align your brand and/or product(s) with the International Italian Sandwich Championship. The sponsoring company will be recognized in messaging before and during the show, as well as in promotion in Pizza Today magazine. Sponsor will also have the opportunity to provide product and/or equipment for possible use by competitors trying to win the coveted World Championship Title.

Quantity: 1

Cost: \$4,400

SOLD

Beer & Bull Idea Exchange



This is a unique opportunity to have your brand associated with the #1 networking event for the pizza industry. Sponsors will receive prominent exposure with meterboard signage and a 2' x 3' floor decal. Sponsor may display product or distribute promotional material at their own expense.

Quantity: 2

Cost: \$2,400

1 SOLD

Pizza Expo Block Party

Make your company an integral part of this highly anticipated event and ensure your brand reaches attendees as they come together at the annual Pizza Expo Block Party to celebrate the World Pizza Games Finals. Logo recognition on a 22" x 28" sign at the event.

Quantity: 3

Cost: \$1,000

1 SOLD

Scott's Las Vegas Pizza Tour

This is an exclusive opportunity to have your brand associated with Scott's Pizza Tour, which takes opted-in attendees to three top Las Vegas pizzerias. Your promotional item or brochure will be part of the swag bag of pizza-related goodies that will be given to each participant. Opportunity also includes your logo incorporated into messaging to attendees.

Quantity: 1

Cost: \$1,800



Sponsorship Opportunities

SPECIAL EVENTS

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World Champion Pizza Maker of the Year



Make your product the centerpiece of the World Champion Pizza Maker of the Year competition as the designated “secret ingredient.” Finalists will compete using the sponsor’s designated product as a key ingredient in a final showdown to determine the Pizza Maker of the Year. Opportunity also secures a spot for sponsor’s logo on messaging to attendees.

SOLD

Quantity: 1

Cost: **\$3,900**

Exclusive Sponsor of the International Pizza Challenge “Big Checks”



Attach your unique branding to the “Big Checks” being presented to the winners of the International Pizza Challenge, Pizza Maker of the Year and the “Best of the Best” competitions. This is an exclusive opportunity to have your company associated with the best pizza makers in the world. Sponsoring company will also have the opportunity to distribute a brochure, product, promotional or wearable item to each competitor.

SOLD

Quantity: 1

World Pizza Games Step & Repeat



Sponsor logo inclusion on one 8’ x 10’ step-and-repeat located in the WPG competition space on the show floor on show day 1 & 2 and at the WPG finals / Block Party. Step-and-repeat will include WPG and Pizza Expo logos. Pizza Expo will produce and install the step-and-repeat. Used for photo opportunities for attendees, competitors, finalists and winners.

SOLD

Quantity: 1

Cost: **\$6,000**



BANNERS AND SIGNAGE

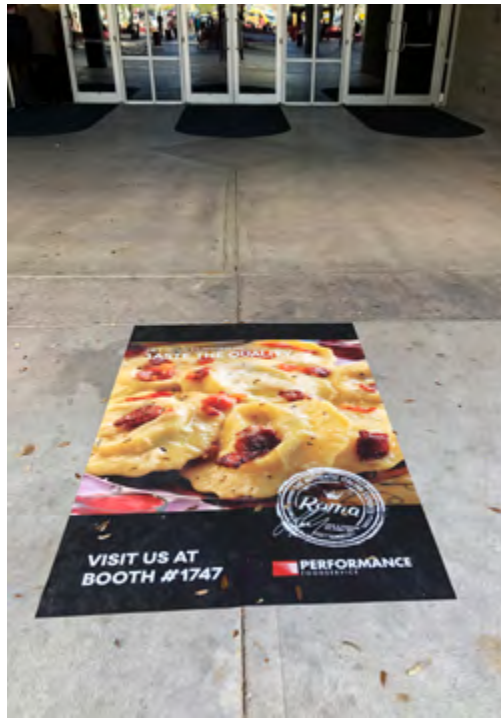
Aisle Signs



Attach your unique branding to Pizza Expo's aisle signs for high-impact visibility across half of the aisles of the show floor.

Quantity: 2 Cost: **\$18,000**

Sidewalk Decal



Be one of the first brands to get in front of attendees with this exclusive opportunity to place six 4' x 6' concrete decals outside the entrances to the convention center.

Sponsoring company will receive prominent exposure in high-traffic areas and entrances used by attendees to enter the convention center.

SOLD

Quantity: 1 Cost: **\$6,000**

Aisle Decals



Direct buyers to your booth with these Floor Decals located at both ends of your booth's aisle (or closest cross aisle) and one in front of your booth space. 36" high-impact carpet decals included. (or closest cross aisle).

*Only 1 sponsor per aisle.

Cost: **\$1,800**

Lobby Decal

Floor decals are a great way to make a BIG first impression and inform attendees where your booth is located and what you're promoting before they hit the show floor with a 4' x 6' lobby floor decal. You'll receive great exposure in the lobby that is used by virtually every attendee multiple times each day.



Quantity: 2 Cost: **\$1,800**



Sponsorship Opportunities

BANNERS AND SIGNAGE

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Large Digital Screen- Registration Area Lobby



Have your brand message seen by every attendee entering the registration area on this spectacular digital screen above registration as well as on the high-impact digital pylons in the main lobby of the West Hall.

Your 8 second static or video ad will run all 3 days of the show with other sponsored and show content. Don't miss out on this amazing brand messaging opportunity. Limited to only 15 total available spots for all of Pizza Expo.

Quantity: 15

Cost: \$7,800

3 SOLD

- Includes an 8 second spot that will loop ALL 3 days.
- 15 total available for Pizza Expo
- Must use the same video for all 3 days, we will not have the ability to run different video content

On-Site Signage Meter Board



Drive traffic and extend your branding beyond your booth with a 38" x 96" double-sided meterboard placed in the lobby or equivalent high-traffic area of the show floor. These large, visually stunning signs are both informative and impactful.

Quantity: 2

Cost: Investment starts at \$1,800
Premium Lobby Locations \$2,400



Sponsorship Opportunities

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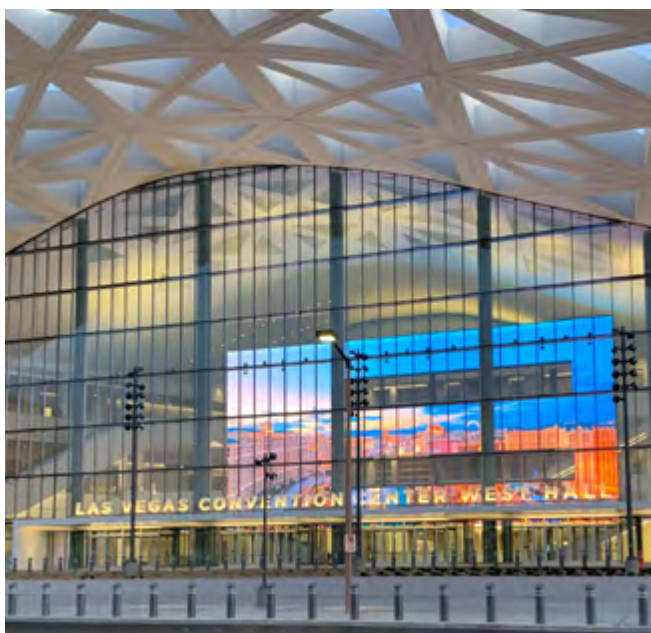
Convention Center Front Entrance Door Clings

Make an impact on each attendee, as they walk in the door! Sponsor can have their graphic on up to eight doors leading into the convention center grand lobby.

Quantity: 2 Locations - with up to 8 door clings available.

Cost: **\$2,100per door**
(includes door cling and labor to install)

*** Ask your Account Exec. about a multi-door price incentive.**



West Hall Side Entrance Door Clings (Tesla Loop Station)

Quantity: 2 Locations - with up to 6 door clings per location. (12 total doors available)

Cost: **\$1,800 per door**
(includes door cling and labor to install)

*** Ask your Account Exec. about a multi-door price incentive.**



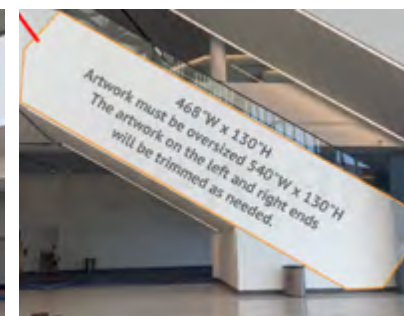
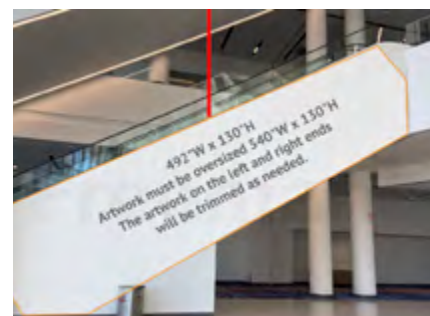
Column Wraps



Have your brand message seen by every attendee entering the registration area on this spectacular digital screen above registration as well as on the high-impact digital pylons in the main lobby of the West Hall.

Quantity: 1 Cost: **\$4,750**

Exclusive! Escalator Area



Cost: **\$25,000**

*** All banners shown are maximum size, smaller banner options available for all locations.**



Sponsorship Opportunities

BANNERS AND SIGNAGE

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There are so many additional visibility options throughout the West Hall for your brand message. Please contact your Account Executive for availability and pricing.

* All banners shown are maximum size, smaller banner options available for all locations.





Sponsorship Opportunities

CONTACT US

INTERNATIONAL
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To find out about exhibiting or sponsorship opportunities, contact your Account Executive.



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