

# catersource®

The Show for Catering & Event Professionals

FEBRUARY 24-27, 2019 | NEW ORLEANS

The Catersource 2019 tradeshow, taking place February 26 & 27 at the E. Morial Convention Center in New Orleans, is the premier show in the United States for the catering and event industries.

## HERE ARE THREE GREAT REASONS WHY YOU SHOULD EXHIBIT AT THIS SHOW:

- 1** The tradeshow will offer face-to-face interaction, networking, and relationship-building with over 5,400 culinary and event professionals.
- 2** The award-winning tradeshow floor is filled with culinary and design competitions, world-class education, and delicious tastings.
- 3** Catering sales in the United States is a \$67.8 billion industry! The professionals attending Catersource 2019 will be serious buyers looking for goods and services that will help grow their businesses.

### ATTENDANCE



**5,400**

### EXHIBITOR REBOOK

**56%**

of the 2019 show floor has been sold

### AVERAGE LEADS PER EXHIBITOR

**148**

Over 24,000 total leads generated!

### MOBILE APP ENGAGEMENT

**86%**

of users were fully engaged onsite!

5,532 likes  
1,104 updates  
11,512 bookmarks

## BUYER BREAKDOWN!

Catersource is the show for the catering, foodservice, and event industry. With independent catering companies, hotel, casino, restaurant and banquet operations, college/university, and contract catering and quick serve buyers, Catersource is the only event reaching the highest growth sector in foodservice as well as volume buyers in diverse market segments.



**76%**

OF ATTENDEES HAD PURCHASING POWER

## \$67.8 BILLION CATERING INDUSTRY SALES ACROSS INDUSTRY SEGMENTS



**66%**

SOURCED PRODUCTS & MADE PURCHASES

Independent Catering Companies - Off Premise

\$7.2 Billion

Independent Catering Venues - On Premise

\$2.3 Billion

Restaurant Private Dining

\$15.8 Billion

Hotel & Casino Banquet Operations

\$13.8 Billion

Sports, Entertainment, Cultural Venues

\$4.5 Billion

Contract Foodservice

\$6.2 Billion

College/University Foodservice

\$1 Billion

Quick Serve Retail/Gourmet/Supermarket/Food Trucks

\$15.4 Billion

Military Foodservice

\$1.6 Billion



**\$500K**

AVERAGE PRODUCT & SERVICE ANNUAL SPEND

**81%**

OF EXHIBITORS FEEL CATERSOURCE IS A GOOD INVESTMENT

# YOUR CATERSOURCE 2019 EXHIBITOR EXPERIENCE INCLUDES:

## EXHIBITOR BOOTH PACKAGE

10' x 10': **\$2,725**

ADD A CORNER: **\$300**

EACH ADDITIONAL

10' X 10' SPACE: **\$1,600**

## YOUR INVESTMENT INCLUDES:

- Full Conference badge (\$800 value). Attend education sessions, live cooking and design demos, and network with industry leaders.
- Company listing in the 2019 Show Guide, mobile app, and Catersource.com.
- 10 exhibitor badges for your booth staff and unlimited exhibit floor passes for customers.
- Pre-show promotions and advertising opportunities.
- PR opportunities: Highlight your new products in a multi-exhibitor press release, display your promotional materials in the press room, and meet with editors and reporters.
- Invitations to Networking Reception
- Access to Invite A Customer program

## SPONSORSHIP OPPORTUNITIES

Receive high visibility through powerful branding and a high-traffic booth location. Take advantage of exclusive opportunities with event participation, education, and product launches.

## MEDIA OPPORTUNITIES

Expand your reach and influence with annual exposure to 60,000 buyers through all media channels, including print, digital, online, and social.



FOR MORE  
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