

The premier culinary celebration!

More than 25,000 culinary enthusiasts will gather to explore the latest cooking trends, learn techniques from world renowned chefs and shop for the holidays. They will taste, try and buy their way around the largest combined consumer/trade food and beverage event in the United States.

8th ANNUAL



Time Warner Cable®

**NOVEMBER
8-10, 2013**

I-X CENTER • CLEVELAND, OHIO



THE PERFECT PAIRING! International Beer Fest joins the Food Show in 2013

Reach customers, increase sales and strengthen your brand. Reserve your space today!
www.fabulousfoodshow.com or 216.265.COOK (2665)





beer, wine
& spirits seminars



cooking
demos



specialty foods
& supplies



LOCATION, LOCATION, LOCATION!

The Fabulous Food Show is located in the heart of one of America's preeminent culinary destinations - Cleveland, Ohio. This unparalleled experience is the culmination of Cleveland Culinary Celebration Week - featuring the consummate presentation of *Fine Food, Fine Wine, Fine Art, Craft Beer, Local Restaurants, and Retail*.

Spread out over 400,000 square feet of indoor space and punctuated with over 100 live presentations on six different stages by world renowned celebrity chefs and culinary professionals. The Fabulous Food Show, now featuring International Beer Fest, is the one event our food and beverage industry cannot overlook!

Contact us at **216.265.COOK** for more details.

DON'T MISS THIS OPPORTUNITY TO:

- **Generate revenue by reaching more than 25,000 culinary and craft beer enthusiasts in just three days**
- **Build brand image & awareness**
- **Establish a strong Midwest market presence**
- **Reinforce positioning of product & services**
- **Drive retail, restaurant and brewery traffic**
- **Introduce and test market new items**
- **Capture direct customer feedback**
- **Network with industry peers and partners**

CELEBRITY TALENT!

PREVIOUS APPEARANCES BY:

Ted Allen, Rick Bayless, Anne Burrell, Alton Brown, Cat Cora, Paula Deen, Giada DeLaurentiis, Mary Ann Esposito, Duff Goldman, Guy Fieri, Bobby Flay, Tyler Florence, Robert Irvine, Thomas Keller, Sandra Lee, Jeff Mauro, Sara Moulton, Jaques Pepin, Aaron Sanchez, Curtis Stone, Michael Symon **AND MANY MORE!**

THE I-X CENTER

Is the 9th largest convention center in the world. For decades this facility has successfully hosted hundreds of consumer and business-to-business trade shows. The I-X Center is conveniently located minutes from downtown Cleveland, adjacent to Cleveland Hopkins International Airport, at the crossroads of multiple major transportation systems.

To learn more visit www.ixcenter.com.



"We were delighted with the experience we had at the Fabulous Food Show. Along with serving up some of our signature dishes, we made our gift cards available which had a great response. Exhibiting at the show definitely generated increased traffic to our facility after the show!"

Pickwick & Frolic Restaurant & Club

"Our total sales have increased over 7% in this market over the past few years by participating in the Fabulous Food Show."

Brianna's Salad Dressings

"We could not be more pleased with the Fabulous Food Show. In our three years exhibiting we have consistently been able to make many positive impressions on foodies, and have tracked an increase in online sales as a direct result of those impressions. Just as importantly, the Fabulous Food Show staff organize and execute in a professional, hospitable manner. We look forward to a great fourth year."

Maple Leaf Farms

8th Annual Fabulous Food Show

The largest consumer food & beverage event in the United States

DATES: November 8-10, 2013

ATTENDANCE: 25,000+

VENUE: International Exposition Center (I-X Center)

LOCATION: Cleveland, Ohio

EXHIBITORS: 450+

SQUARE FEET OF SPACE: 400,000+

PARTNERSHIP

Fabulous Food Show Corporate Partners integrate their marketing objectives in a unique interactive environment of consumers and industry buyers. Benefits of a customized Corporate Partnership package may include:

- **Brand Awareness**
- **Activation & Engagement**
- **Cross Promotion**
- **Targeted Event Programming**
- **Product Placement**
- **VIP Experiences**
- **Advertising Exposure**
- **Extended Media Reach**

STRATEGIC EVENT MARKETING

A fully-integrated promotional and advertising campaign is customized each year including, but not limited to: television, radio, print, PR, dynamic website and e-marketing that **delivers millions of impressions to residents around Northern Ohio and beyond.**

*Impressions based on 2012 campaign.

SOCIAL MEDIA

- **2,144,221** reach for sponsored Facebook posts

ONLINE

Multiple digital newsletters successfully distributed to **36,000 Fabulous Food Show subscribers and 48,000+ I-X Center Subscribers. 188** additional online articles, advertisements, blogs, features, show listings and show mentions from August through November.

NETWORK

- NBC, FOX & ABC affiliates
- Household Gross Impression = **10,599,000**
Additional segments (features, interviews and footage) on FOX, NBC, ABC, & CBS

CABLE

- BRAVO, FOOD Network, HGTV, TLC, CNN, FOX NEWS, TRAVEL
- Household Gross Impressions = **2,092,779**
- The age 36-65 Impressions = **76,816,000**

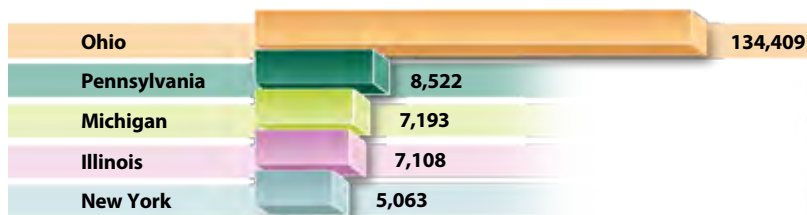
PRINT

- Cleveland Magazine November Program Insert Impressions = **300,000+**
- 19 additional print coverage features, event listings and show briefings with circulation reach of **2,610,927**
- **21** paid print & online news outlets

VISITOR PROFILES:

2012 IMPRESSIONS

Website: Top 5 States for traffic (minimum 5,000 unique visitors):



DEMOGRAPHICS

- **54.1%** Female ages 30-59
- **84.6%** are college educated
- **50%** of attendees have household income of \$75,000 or more
- **66.2%** of attendees spend \$50 or more at the Fabulous Food Show
- **71.3%** of attendees return to the Fabulous Food Show each year

JOIN OUR GROWING TEAM OF PARTNERS



Enhance your visibility at the show with a variety of **FREE** experiential opportunities:

- **"Best of Show" Display in Celebrity Green Room**
- **Website Presence:**
Exhibitor listing with direct link from event website.
- **Personalized Fabulous Food Show Logo**
Direct people to your Food Show booth number through your website or marketing materials
- **Share Your Story**
Provide a Press Release for our Fabulous Food Show email blasts or website.

IN 2012 FABULOUS FOOD SHOW WELCOMED GUESTS FROM:

24 Different U.S. States and Canada

REGIONAL PURCHASERS



The Fabulous Food Show is the ultimate public forum to reach customers, increase sales and strengthen your brand.

BECOME A PARTNER www.fabulousfoodshow.com or 216.265.COOK (2665)