

FNCE[®] 2024

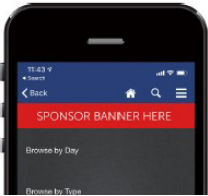
Food & Nutrition Conference & Expo[®]

Minneapolis, MN | October 5-8

NEW!

MAXIMIZE YOUR BRAND PRESENCE AT FNCE[®] 2024

FNCE[®] MOBILE APP EXPO BANNER AD



This is a limited opportunity to gain valuable exposure on the FNCE[®] mobile app! Your banner ad will rotate at the top of the Expo page. Advertise your booth location, Expo event and even hyperlink to a URL.

Exclusive to Three Exhibitors: \$10,000

2023 Analytics: Total Views: 134,320; Total Clicks: 14,147; Exhibitor Impressions: 10,509

EXPO HALL VIDEO WALL

The Expo Hall Video Walls are in high traffic areas located above the two Expo Hall entrances. These large, crystal-clear video screens deliver a lasting impression to FNCE[®] attendees and provide the perfect space for your message and graphics to be noticed.



- Expo Halls B&C, video walls are 50 ft. wide x 5 ft. high
- FNCE[®] information will be in the middle and rotated exhibitor image/logo with booth numbers on the left and right hand side at 640 x 360 pixels
- Two Expo Hall Entrance Walls

Digital Rotation Ad: \$9,000

5 available; Scheduled from 6 am – 10 pm, Saturday – Tuesday, end of show.

VISITOR INFORMATION CENTER

Be the center of attention on this immense curved video wall located in the main lobby above the Visitor Information Center desk. This screen offers the highest guest engagement and number of impressions to FNCE[®] attendees.



- Location: Minneapolis Convention Center, Level One
- 71 ft. wide x 5 ft. high; 13840 x 264 pixels

Digital Rotation Ad: \$12,000

4 available; Scheduled from 6 am – 10 pm, Saturday – Tuesday, end of show.

To learn more, contact
Jeanine O'Dowd at
jodowd@eatright.org.

KIOSK MONITORS

Kiosk Monitors offer a buy-out opportunity. Showcase your brand on two portrait screens offering ample space for graphics.



- Location: **Two** kiosk displays in highly visible location next to the escalators heading to the Lower and Mezzanine levels
- 24 in. wide x 53 in. high; Kiosk left: 1080 x 1920 design; Kiosk right: 1080 x 1930 design

Exclusive to Two Exhibitors: \$7,000

Scheduled from 6 am – 10 pm, Saturday – Tuesday, end of show.

WHAT DOES DIGITAL ROTATION MEAN?

5 Minute Digital Rotation =
10 second running time,
30 times per hour,
from 6 am – 10 pm.

ESCALATOR CLINGS

Impactful and highly recognizable signage opportunity on the first to second level escalators in Lobby B and C. Create custom artwork to grab the attention of FNCE® attendees in these high traffic areas.

Lobby B Escalator: \$7,500

Lobby C Escalator: \$7,500

Buyout of Both Escalators: \$14,000

FNCE® DIGITAL TAKEOVER PACKAGE

Elevate your brand with placements on each digital or advertising location. Reach attendees in a consistent manner as they walk through the convention center. Includes the following and more.

- Expo Hall Video Wall
- Visitor Information Center
- Kiosk Monitors
- One of two Escalator Clings

Exclusive to Two Exhibitors: \$25,000

Scheduled from 6 am – 10 pm, Saturday – Tuesday, end of show.

BRANDED WATER BOTTLE

Highly visible opportunity to put your brand logo on 7,500 FNCE® 2024 water bottles.



- Recognition signage at hydration stations
- Option to add a bubbler to your booth to refresh attendee water bottles
- Complimentary Standard placement in Digital Event Bag

Exclusive to One Exhibitor: \$15,000

HQ HOTEL KEY CARDS

High profile opportunity to put your advertisement logo into the hands of every attendee staying at the headquarter hotels.

Exclusive to One Exhibitor: \$10,000

Sponsor is responsible for production cost and any associated fees.

Please contact jodowd@eatright.org for more information.

