

FNCE[®] 2024

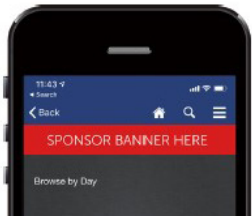
Food & Nutrition Conference & Expo[®]

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.

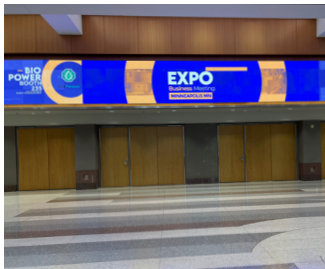
Exclusive to Three Exhibitors: \$10,000

Early Bird pricing*: \$5,000

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

Early Bird pricing*: \$4,500

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

Early Bird pricing*: \$8,000

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

*Early Bird pricing available until **8/20/2024.**

Please contact jodowd@eatright.org for information on Digital Takeover opportunity and detailed information on branding opportunities.

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 Early Bird pricing*: \$3,500
Scheduled from 6 am – 10 pm, Saturday – Tuesday, end of show.

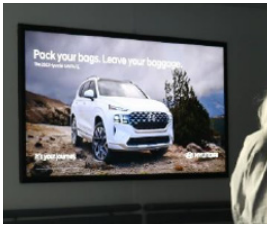
ESCALATOR CLINGS

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 Early Bird pricing*: \$10,000

NEW! MINNEAPOLIS SKYWAY BRANDING

Capture the attention of attendees as they use the popular Skyway access into the convention center.



Backlit Panels: Panels are fully illuminated and eye-catching. There are up to (10) panels available between the Convention Center and the Headquarter Hotels. This provides a great opportunity for QR codes & interactive graphics.

- Panels located between each path to/from Hilton and Hyatt headquarter hotels.

Backlit Panel Ad: \$1,000 each
5 available



Wayfinders: Maximize your presence by having your Company Name displayed on 16+ Wayfinders leading to the convention center.

- 5 second rotation

Wayfinder Ad: \$900 for ALL 16-20 displays



Large Floor Clings: Attendees can't miss your branding message as they enter and exit the convention center via the Minneapolis Skyway! These expansive floor graphics can be created in a variety of shapes and colors to make your message stand out!

- Large Rectangular Floor Cling (3' x 12.5'; 37.5 sq ft)

\$3,500 each
2 available; Price includes production and placement

NEW! BRANDED PENS/NOTEBOOKS

Prime opportunity to showcase your brand logo on 5,500 notebooks and pens distributed to attendees throughout the conference.

- Complimentary Standard placement in the FNCE® Digital Event Bag

Exclusive to One Exhibitor: \$15,000 (Pen sponsorship only: \$9,000)

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.

WHAT DOES DIGITAL ROTATION MEAN?

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

*Early Bird pricing
available until
8/20/2024.

Please contact
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for information on Digital
Takeover opportunity and
detailed information on
branding opportunities.