



eats

formerly ProcessExpo

equipment
automation
technology
show

for food & beverage

Sponsorship & Advertising Opportunities

FPSA
FOOD PRODUCTION SOLUTIONS ASSOCIATION



messe frankfurt

WELCOME TO **eäts**

THE EQUIPMENT, AUTOMATION, AND TECHNOLOGY SHOW FOR FOOD & BEVERAGE!

Formerly known as Process Expo, EATS introduces a bold new identity with a modern vision, designed to showcase the innovations transforming the food and beverage industry. More than a rebrand, this evolution sets the stage for an immersive experience, offering unparalleled opportunities to connect with industry leaders, cutting-edge machinery, and the latest in technology. We invite you to explore a range of sponsorship opportunities that will elevate your brand, ensuring your presence stands out in this dynamic environment. Let's embark on this journey together – we've created a space just for you.



WHY BECOME A SPONSOR?

FUEL INNOVATION, BUILD PARTNERSHIPS, STAND OUT

ATTENDEES COME TO EATS TO EXPLORE THE LATEST TRENDS, CONNECT WITH NEW SUPPLIERS, AND ASSESS COMPETITORS—BECOME A SPONSOR TO POSITION YOUR BRAND WHERE DECISIONS ARE MADE.



43%

OF ATTENDEES
ARE SEEKING
THE LATEST
INNOVATIONS



42%

ARE IN SEARCH OF
NEW SUPPLIERS



30%

WANT TO
EVALUATE
AND COMPARE
COMPETITORS

CAPTURE THE ATTENTION OF **EATS** ATTENDEES!

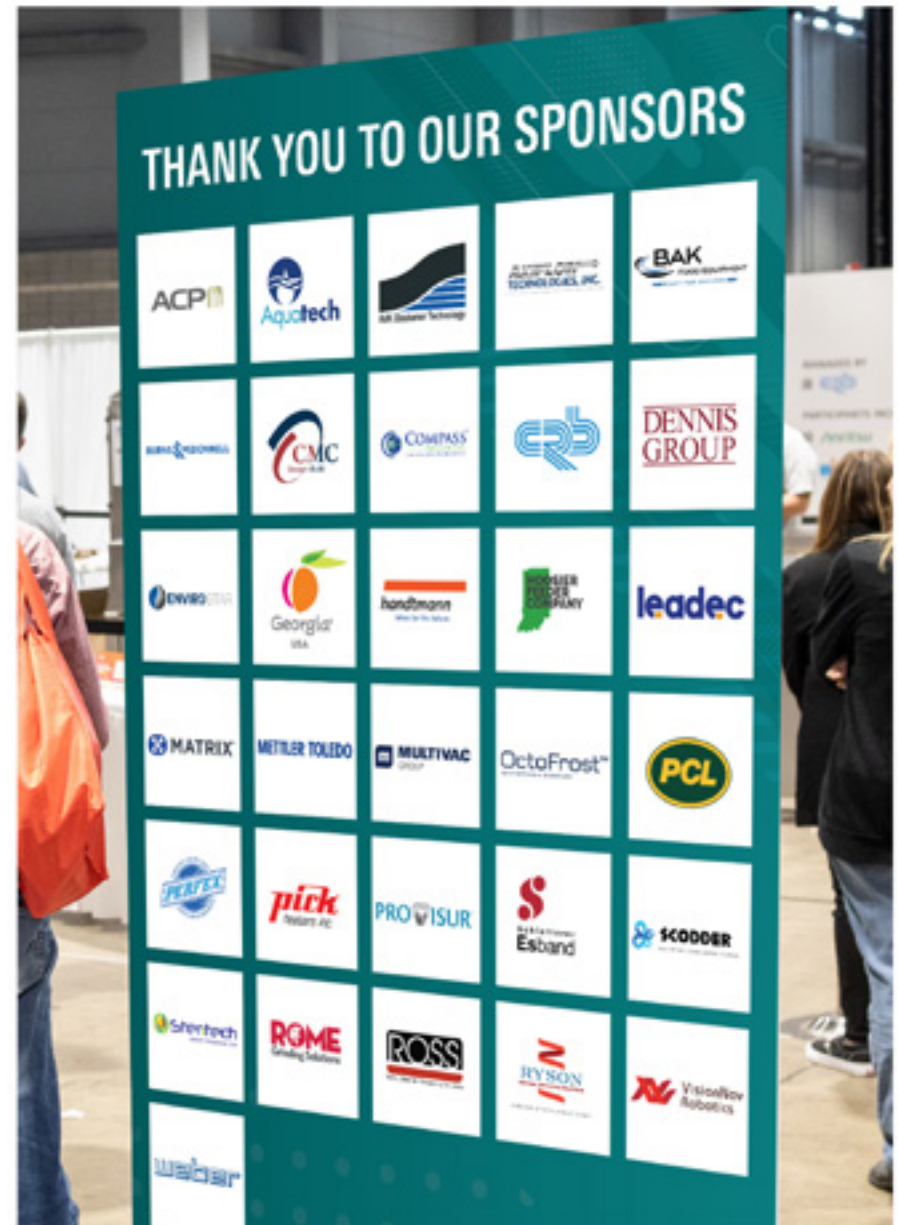
ACHIEVE YOUR GOALS WHILE MEETING THEIR NEEDS WITH STANDOUT SPONSORSHIPS!

EATS provides a range of sponsorship opportunities designed to meet your specific objectives:

- Boost Brand Awareness
- Become an Experiential Leader
- Drive Product Promotion
- Maximize Lead Generation

All sponsors gain exposure through:

- Featured placements on our website
- Visibility in our mobile app
- Acknowledgment through onsite signage



VISITOR BROCHURE PRINT ADVERTISING

REACH OVER 13,000 FOOD & BEVERAGE PROFESSIONALS!

Advertise in the EATS Visitor Brochure and make a lasting impression before the show even begins. This piece is both mailed and available digitally, helping drive registrations and giving visitors a sneak peek at the educational sessions, exhibitors, and special features of EATS 2025.

- ① Full Page | \$5,000
- ② Half Page | \$3,000
- Center Spread | \$8,500



WEBSITE BANNERS

1 Website Banner

Feature your brand on the EATS website as visitors start planning their experience.

3:1 | \$5,000

4:1 | \$3,500

6:1 | \$3,000

2 Online Registration Sponsor

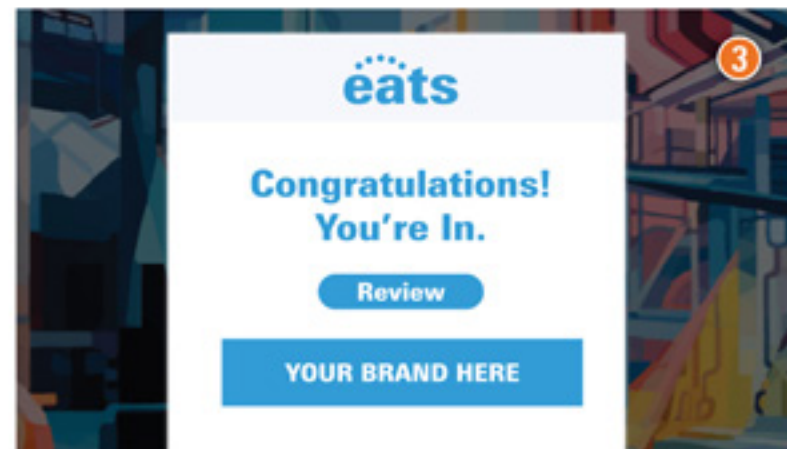
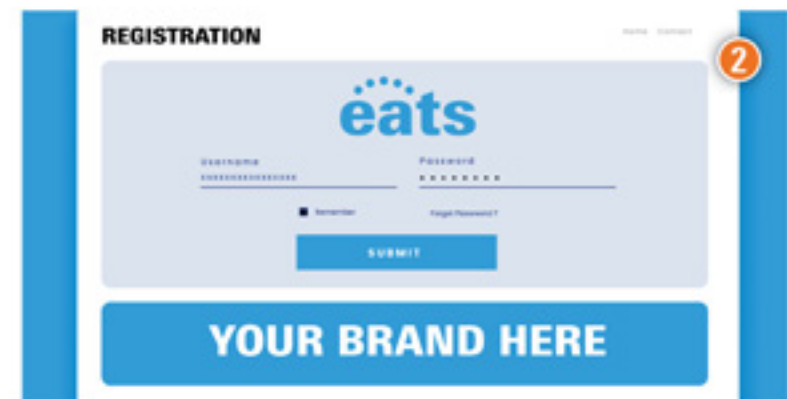
Feature your banner as attendees go through the registration process, putting your brand front and center at key moments.

\$15,000

3 Registration Confirmation Banner

Keep your brand top of mind! Your digital banner will be included in confirmation emails and re-sent before the show. Visitors will search for it when they pick up their badges onsite.

\$10,000



eNEWSLETTERS

eNewsletter Feature

Highlight your company with a 150-word feature, logo, and link to your website in the visitor newsletter leading up to the show.

\$2,000

Show Day eNewsletter Feature

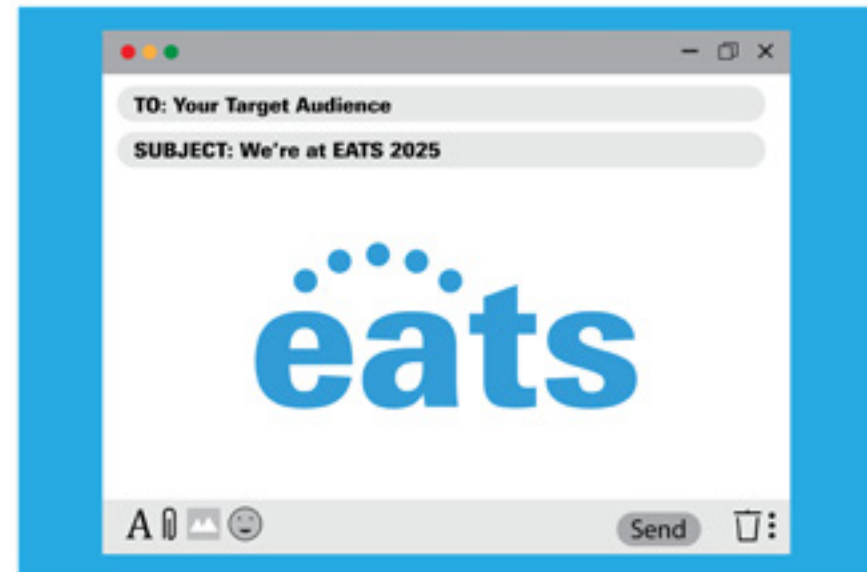
Promote your brand with the same format as the eNewsletter, sent to visitors attending the show.

\$2,000

Dedicated eBlast

Showcase your brand with a dedicated eBlast to our attendee database. Provide us with copy and graphics and we'll take care of the rest.

\$5,000



BAGS & LANYARDS

PRODUCTION INCLUDED

Branding items like lanyards and show bags put your logo into visitors' hands—and their photos! These items will continue to promote your brand as attendees share their experience and show organizers use these moments to market future events.



• Lanyard Sponsor | \$15,000



ELEVATE YOUR DIGITAL IMPACT



Push Message ▼

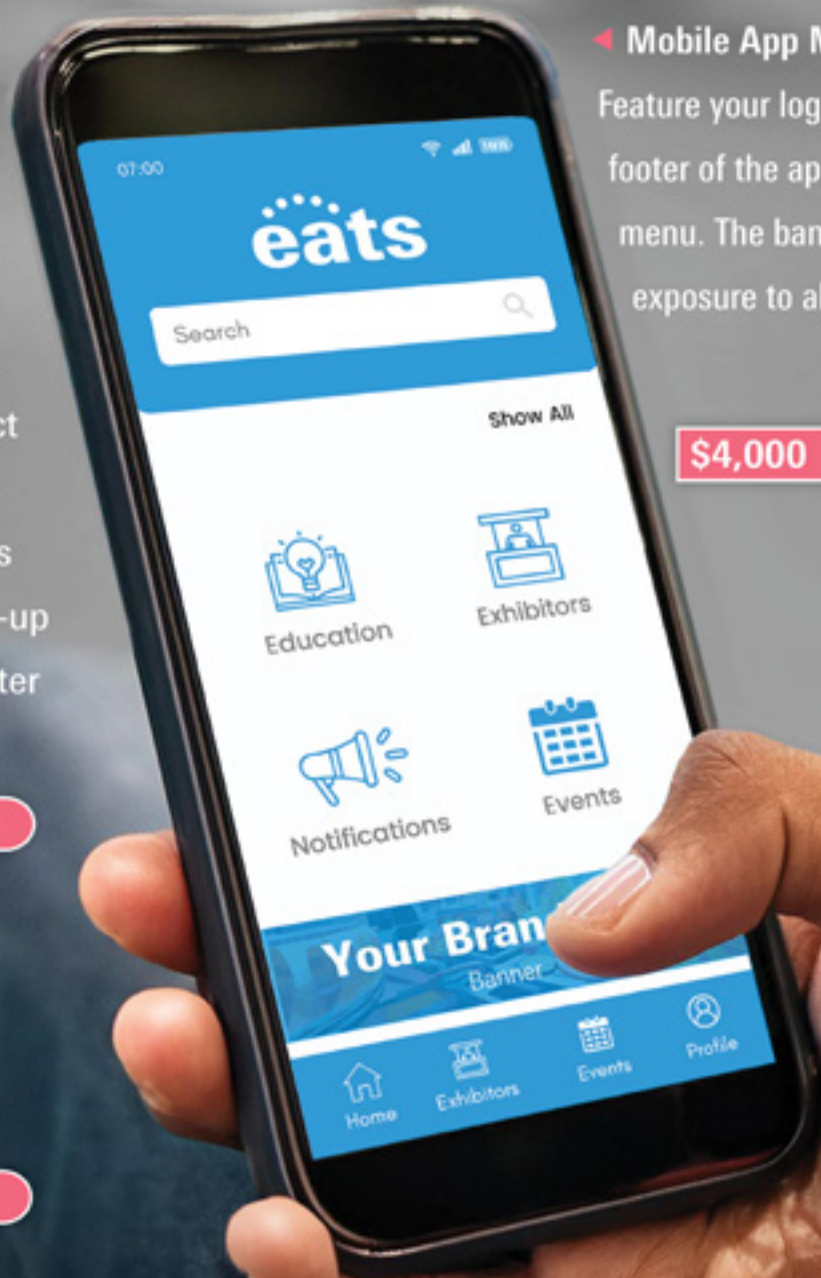
Send a custom message to all attendees with the app, promoting news, demos, or product announcements. Message includes 30-character pop-up and 1,300-character body.

\$2,000

Splash Screen

Your ad shown when opening the app.

\$7,500



◀ **Mobile App Menu Banner**
Feature your logo and link at the footer of the app's navigation menu. The banner rotates for exposure to all app users.

\$4,000

WiFi SPONSORSHIP

Sponsoring the WiFi at EATS is a prime opportunity to showcase your brand across all devices as visitors access the network throughout the event. With constant connectivity, your brand will be front and center, ensuring continuous exposure to attendees during their entire experience. This seamless integration guarantees high visibility and engagement, making WiFi sponsorship a strategic way to connect with key decision-makers and industry professionals.

DAY 1

\$10,000

DAY 2

\$10,000

DAY 3

\$10,000



SIGNAGE



1 Escalator Runner

Maximize exposure as visitors move toward the exhibit hall with eye-catching escalator banners.

\$15,000

2 Door Cling

Be one of the first brands visitors see! Includes your logo and booth number on entrance doors near the shuttle area.



- Member | \$2,500
- Non-member | \$3,500

SIGNAGE (CONTINUED)

1 Catwalk Banner

Prominently display your brand on a large vinyl banner at the top of the grand concourse for high visibility from the gate and registration area.

\$15,000

2 Entrance Window Cling

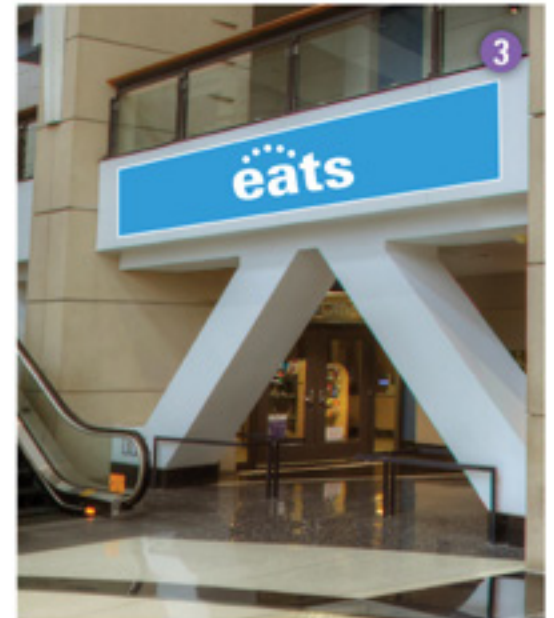
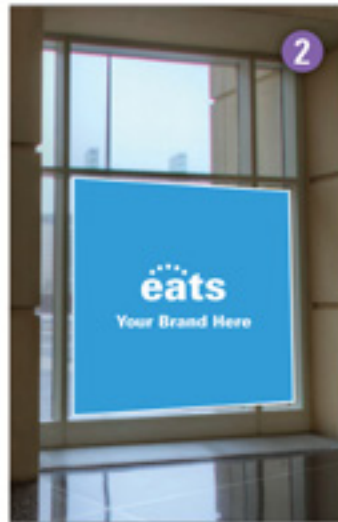
Make a statement before attendees even enter the building. Highly visible from the outside, perfect for photo opportunities!

\$6,000

3 Concourse Banner

Showcase your brand on Level 2.5 along the grand concourse, providing visibility throughout the day as attendees make their way to and from the exhibit hall.

\$5,000



SIGNAGE (CONTINUED)

1 Aisle Sign Dangler

Help guests find you! Promote your brand at the beginning and end of your aisle with signage featuring your company name, logo, and booth number.

Member | \$4,000

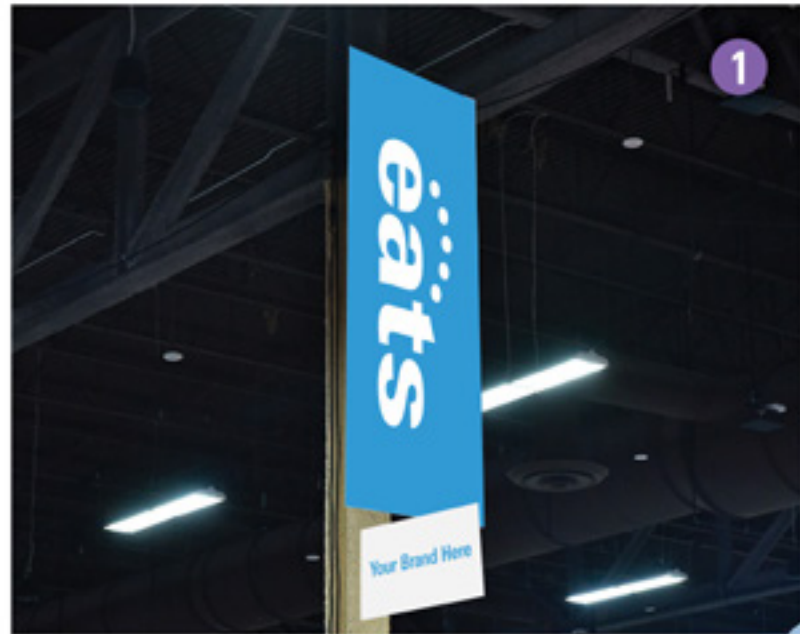
Non-member | \$5,000

2 Booth Floor Ad Space

Add impact to your booth with a custom 3'x 2' floor decal outside your booth.

Member | \$1,500

Non-member | \$2,000



SIGNAGE (CONTINUED)

1 Premium 6' x 3' Floor Decal

Place your brand in high-traffic areas throughout the South Hall with custom floor decals.

Member | \$1,500

Non-member | \$2,000



2 Meterboard Signage

Showcase your company's advertisement on a prominent, double-sided meterboard panel. Choose from high-traffic areas such as the registration hall, skywalk from McCormick Place, hall entrances, concessions, and more to ensure maximum visibility.

\$2,000



REGISTRATION

1 Registration Welcome Mats

Strategically placed at registration kiosks, these floor clings catch visitors' attention before they enter the show floor, giving your brand prime visibility from the start.

\$2,500

2 Registration Counter Stickers

Place your brand front and center on registration counters. As attendees collect their badges, they'll be reminded of your company and booth location, ensuring a strong first impression.

\$2,500



SHUTTLE BUS

All EATS 2025 visitors will benefit from complimentary round-trip shuttle services between hotels and McCormick Place. As a shuttle sponsor, your brand becomes the first thing attendees see in the morning and the last they remember when departing!

Think beyond the show! In a city renowned for its food scene, a branded bus wrap or banner offers ongoing exposure across Chicago, expanding your reach far beyond the convention center.

- 1 Full Wrap | \$20,000
- 2 Headrest Covers | \$5,000
- 3 Hotel Lobby Signs | \$2,500



WOMEN'S ALLIANCE NETWORK BREAKFAST

On October 29, 2025, this event offers companies a prime opportunity to support gender diversity and leadership in the food and beverage industry. Make an impact at this high-profile networking event for women in the industry. Sponsorship provides visibility to top decision-makers and displays a commitment to inclusivity and empowering women professionals.



FPWASM
WOMEN'S
ALLIANCE
NETWORK

Platinum Sponsorship

Includes your logo on signage, event program, and promotions, plus the opportunity to provide giveaways. You'll also receive a reserved table and six complimentary breakfast registrations.

\$5,000

Gold Sponsorship

Includes your logo on signage, event program, and promotions, plus a reserved table.

\$2,500

Silver Sponsorship

Includes your logo on signage, event program, and promotions.

\$1,000



Contact us for more information!



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**Or book your sponsorship online
through the Exhibitor Resource Center.**

CLICK HERE