

NATURAL SHOW



SPONSOR KIT

Certified



GOODNESS FOLLOWS™



KeHE™

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LEAVE YOUR MARK ON AUSTIN.

Sponsor a meal. Power the After Party. Splash your brand throughout our first annual Natural Show and beyond.

You'll grab retailers' attention when they're already engaged, prepared to form new partnerships and purchase for the upcoming season.



*THESE ARE OPPORTUNITIES TO
THINK OUTSIDE OF THE BOOTH:*

- **SPEAK TO EVERYONE.**

You could have the opportunity to address the entire conference while introducing our keynote speaker, Laurie Demeritt, CEO, The Hartman Group.

- **GET YOUR PRODUCTS IN THEIR HANDS.**

Sponsor a meal and ensure that people taste your treats.

- **BE THE LIFE OF THE PARTY. .**

Power the official after show party and get your name out there in a big way.

MEAL SPONSORSHIP

\$1,000

Be the brand that satisfies hungry retailers after a long day at the Natural Show. With a meal sponsorship, your brand can appear on the plates of all 1,000 Natural Show guests, positioning your product as more than a sample – it's breakfast.

What You Get:

- Your product incorporated into one of KeHE's Meal Functions
- Signage at the event



SPONSORED SNACK STATIONS

10 Available: \$1,000 Each

Be the brand that KeHE Show visitors crave by sponsoring a snack station, placed in high-impact areas throughout the exhibit hall—high-impact placement for attendees as they enter and exit the show.

What You Get:

- Prominent signage at a snack station
- Additional visibility through promotion on signs throughout the show
- Sponsor designation on badges



AISLE CARPET DECALS

4 Available: \$3,500 Each

Put your best foot forward where KeHE Show goes put theirs. With your company logo on an aisle carpet decal, each visitor will see your name and logo as they enter your aisle in the exhibit hall, making your brand's first impression a strong one.

What You Get:

- Your company booth number or design of your choice placed at the entrance to your booth's aisle
- Identity in all show publications
- Sponsor designation on badges



DATABASE PURCHASE

5 Available: \$2,000 Each

Reach coveted retailers in their most visited space: their inboxes. When you purchase this sponsorship, you'll get to create one e-blast featuring the content of your choice to strategically communicate the message you want your potential retailers to hear. You create the content and KeHE will send it to over 600 retailers.

What You Get:

- One e-blast sent to KeHE's registered retailers and employees for the Natural Show





BRANDED FOOTPRINTS

4 Available: \$3,500 Each

CareTrade™ partners can build your brand's impression from the ground up. With your logo or creative on a branded floor graphic, your brand will literally lead the path for KeHE Show goers to discover your product.

Put your products at the center of the action with this opportunity using high-quality graphics, durable materials that won't budge through foot traffic, and high impact placement.



What You Get:

- Your choice of logo or creative on 12" vinyl footprints leading to your booth
- Sponsor designation on badges

BRANDED BANNERS

4 Available: \$3,500

See your brand's name flying high. Sit atop the KeHE show by hoisting your logo or creative on attention-demanding branded banners throughout the arena.

High above the event's hustle and bustle, your banner has the power to leave a lasting impression with each and every attendee – all while spreading the word about your latest products



What You Get:

- Your choice of logo or creative for your prominently placed banner
- Sponsor designation on badges

SHOW LANYARDS

1 Available: \$4,500

Stay close to retailers' hearts by sponsoring a KeHE Show lanyard. Distributed to all attendees, each lanyard will include your company logo next to KeHE's.

What You Get:

- Lanyards given to all attendees branded with your company
- Identity in all show publications
- Sponsor designation on badges



CONFERENCE BAGS

1 Available: \$6,000

Don't just meet new retailers at the KeHE Show– travel with them. By sponsoring conference bags, show goers can sling your brand over their shoulders and take you with them on whatever journeys they embark on—long after the show ends.

What You Get:

- Bags adorned with your logo given to every retailer at registration
- Identity in all show publications
- Sponsor designation on badges



HOTEL KEY CARDS

1 Available: \$10,000 Each

Greet attendees before they even make it to the show by sponsoring hotel key cards—the one item KeHE show goers are guaranteed to never leave their room without. Gain retailers' undivided attention with this sponsorship from morning till night.

What You Get:

- Your custom design on all hotel key cards at the Hilton and the Fairmont, where all retailers and KeHE employees will stay
- Identity in all show publications
- Sponsor designation on badges



KEYNOTE SPEAKER SPONSORSHIP

1 Available: \$10,000

All eyes are on the Natural Show keynote speaker, Laurie Demeritt, CEO The Hartman Group, and when your company sponsors the presentation, all eyes will be on you, too.

Laurie drives the vision, strategy and operations for The Hartman Group, a consultancy focused on identifying demand-side trends in the food and beverage industry. Laurie oversees client projects focused on issues of portfolio management, brand renovation, consumer insights and innovation. A nationally recognized authority on consumer behavior and culture, Laurie received her MBA from the University of Washington and her BA from Cornell University.



What You Get:

- Your collateral you provide placed at each seat
- Featured in pre-show communications as Keynote Speaker Sponsor
- On Stage thank you from speaker
- Company recognition during walk in walk out slides

B CORP SPONSORSHIP

\$1,500 Each

KeHE is proud to be a Certified B Corp and we're sure that you are too. New to the Natural Show, we've created a special program to draw attention to our fellow B Corps at a discounted price.

What You Get:

- 1 Shelf in the dedicated B Corp display case (a \$400 value)
- A carpet decal with the B Corp logo displayed prominently in front of your booth. (a \$2,000 value)





HAPPY HOUR SPONSORSHIP

2 Available: \$10,000 Each

Show off your brand's versatility and drive traffic to your booth by crafting a specialty cocktail or snack for everyone to sample while they celebrate the end of a successful first day.

What You Get:

- Specialty cocktail or snack at the Happy Hour to feature your product*.
- Signage and branded napkins at each bar.
- Feature in pre-show email recognizing your brand and highlighting the Happy Hour.
- Company recognition as "Happy Hour brought to you by" in the following ways:
 1. KeHE Schedule of Events on the KeHE website
 2. Signage at the conference entrance
 3. Call out on the floor plan map
 4. Exhibit hall announcement at the beginning of the Happy Hour

*Sponsor to cover any corkage fees charged by the Austin Convention Center

AFTER SHOW PARTY

1 Available: \$15,000

The After Show Party is a much anticipated end to the day on Thursday. Reconnect with friends and put names to new faces — all in a fun setting! Your company's representatives will have the opportunity to



What You Get:

- Opportunity to welcome attendees as they enter the party
- Brief 1 minute welcome announcement to the attendees of party
- VIP area for customers
- Signage at each bar
- Meter board at the entrance of the party
- Opportunity to design a signature cocktail featured at the bars
- Branded cocktail napkins
- Company recognition in the following ways:
 1. KeHE Schedule of Events on the KeHE website
 2. Dedicated pre-show communication
 3. Call out during the Keynote Presentation
 4. Closing exhibit hall announcement on Thursday to join us at the After Show Party, sponsored by <Your Company>

Exclusive sponsorship rights until July 31, 2017

NATURAL SHOW

Austin, TX

October 4-5, 2017

SEE YOU THERE!

