



Catersource + The Special Event™

CONFERENCE: MARCH 2-5, 2026 | LOS ANGELES CONVENTION CENTER
TRADESHOW: MARCH 4-5, 2026 | LOS ANGELES, CALIFORNIA

Exhibiting Prospectus & Sponsor Opportunities

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About the Show

**Catersource
+ The Special Event™**

Catersource and The Special Event: Celebrating catering and event excellence

The combined event will bring together thousands of industry professionals and hundreds of suppliers to provide an unmatched opportunity to source, network and learn in one sensory-stimulating environment.



Connect with high-level professionals across these catering and special event markets

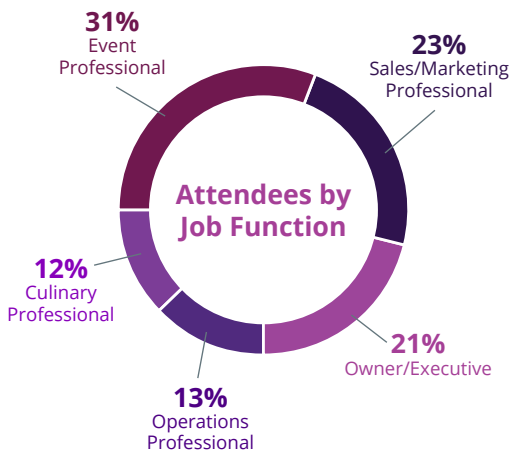
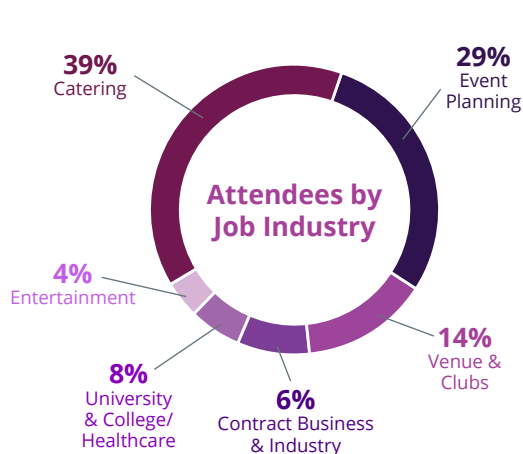
Catering and Food Service	Event Production	Museums, Arts Organizations
College/University Foodservice Operations (Self-Operated)	Event Rental Companies	Non-profits, Associations, Foundations
Contract Food Service Catering	Event Site/Banquet Facilities	Premium Incentives/ Specialty Advertising
Convention or Meeting Center	Floral/Plant Materials	Quick Serve Retail
Corporate Events	Golf/Country Clubs	Supermarket/Deli/ Wholesale Food Suppliers
Cultural Institutions	Hospitality (Hotels/Resorts/ Casinos)	Restaurant & Private Dining
Destination Management Companies	Hotel & Casino Banquet Operations	Sports/Entertainment/ Cultural Venues
Entertainment Companies	Independent Catering Off-Premise	Universities
Event Design	Manufacturers/ Suppliers	Weddings
Event Planning/ Producing/Consulting	Military Foodservice Catering	

Meet the Buyers

Catersource
+ The Special Event™

Our Passionate Attendees are Your Loyal Buyers

Our highly-engaged attendees have a hand in a wide variety of hospitality services, including corporate events, foodservice management contracts, and special events. Meet powerful buyers seeking the latest products and services at Catersource + The Special Event!



Our Reach



28,000
Onsite Social
Post Reach



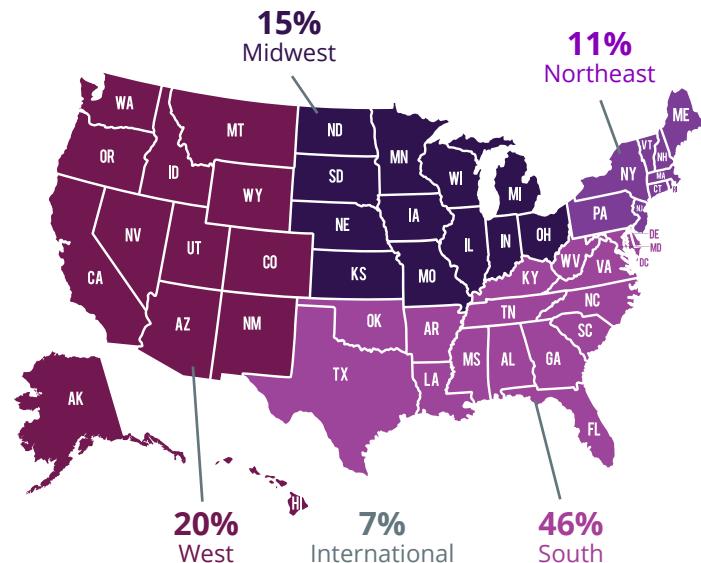
29,000+
Total Social
Media Followers

**81% OF ATTENDEES
HAVE PURCHASING POWER**

Meet the Buyers

Catersource
+ The Special Event™

Attendees come from all over the US...



Attendees are Buying...

- › Audio-Visual Equipment and Services
- › Bar/Beverage Service
- › Buffet Equipment
- › Business Services (staffing, scheduling, accounting, payment systems, insurance)
- › Cooking Appliances
- › Disposables
- › Event Entertainment
- › Event Equipment Rentals (power, rigging, lifts, fencing, restrooms, crowd control)
- › Event Marketing/Branding/Promotional Services
- › Event Technology/Computer Hardware/Software
- › Event Sites/Venues
- › Floral/Plant Material
- › Furnishings, Tables, Chairs and Décor Products
- › Food and Beverage
- › Kitchen Equipment/Servingware/Food Prep
- › Lighting and Special Effects
- › Linens/Chair Covers/Draperies/Fabrics
- › Outdoor Cooking Equipment
- › Portable Flooring/Carpeting/Turf/Dance Floors
- › Staging/Backdrops
- › Tablescapes (flatware/glassware/décor, centerpieces)
- › Tents/Tent Accessories/Portable Structures/Inflatables
- › Transportation/Group Travel Services
- › Health and Safety Equipment and Supplies

Your CS+TSE Experience

Catersource
+ The Special Event™

2026 Booth Rates

Early Bird Pricing: \$35.50 per square foot (until 5/28/25)

Advanced Pricing: \$36.75 per square foot (5/29/25 to 12/13/25)

Standard Pricing: \$38.00 per square foot (12/14/25 to 3/4/26)

Minimum booth size: 10' x 10' = 100 square feet

Early Corner Charge Pricing: \$275 per corner* (before 3/9/25)

Standard Corner Charge Pricing: \$295 per corner* (on or after 3/9/25)

**Corner charges waived for booths 400 square feet and larger*

All booths are required to take the Basic Booth Package (\$329) or select an upgraded package for additional exposure.

See the following page for more information.

“

“Every time that we come here it is such a feast for the senses. There's **color**. There's **light**. There's **creativity**. These are the **best of the best** in the industry.”

– Chris Buonomo, Marketing Manager, Airstar America

“

“It's a great place for us to **get leads** and it is a fantastic place to **interact with caterers** across the entire country.”

– Trip Wheeler, President, SB Value

Contact us
Exhibiting & Sponsorship
Opportunities:

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The Special Event Account Executive
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Package Selection

Catersource
+ The Special Event™

A 5-Star Experience

Pre-show, onsite, post-show – it's a proven exhibitor marketing formula. Give your brand the full cycle of contact with buyers and stay top of mind through exclusive sponsorships that cover all your advertising, branding, and recognition needs.

		Platinum Plus Add-On Package	Platinum Add-On Package	Gold Add-On Package	Silver Add-On Package	Basic Booth Package
		\$30,995	\$13,580	\$5,950	\$3,080	\$329
		Savings: \$18,816	Savings: \$9,386	Savings: \$3,561	Savings: \$2,376	
Event	Exhibitor Passes (2 passes per 100 sq. ft.)	✓	✓	✓	✓	✓
	Basic Branding Package (Lead Retrieval & Digital Listing)	✓	✓	✓	✓	✓
	Lead!Insights Advanced Dashboard	✓	✓	✓	✓	
	Full Conference Badge	4	4	2	1	
Event Marketing	Digital Show Bag Insert	2	2	1	1	
	Invite-a-Customer Program Access	✓	✓	✓	✓	
	Booth Logo on Floorplan	✓	✓	✓	✓	
	Thought Leadership (Sponsored Session OR Conference Session & Video On Demand Extension)	1	1			
Year Round Marketing	Sponsored Gallery Slide Show or Sponsored Content on Media Website	1				
	Advertising in <i>Catersource</i> Magazine or <i>Special Events</i> Magazine	Full Page	Full Page	1/2 Page	1/2 Page	
	Exclusive E-blasts to Entire Show Audience + Media Brand Audience	4	1	1		
	Ad in Eventline or Get Fresh e-Newsletter	2	1			
	Media Website Ad (1 Month)	2	1			

Conference & Education Sponsorships

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Strut Your Stuff

Onsite sponsorship opportunities include networking receptions, award ceremonies, educational sessions, competitions, and more. Increase your exposure throughout the entire event by aligning your brand with attendee-favorite activities.

Lead Insights accelerates the transformation of your leads into customers by combining rich data from across Catersource + The Special Event and digital campaigns and translating it into actionable insights.

Opening General Session

You'll receive recognition on stage during the Opening General Session, signage at the seminar, and your logo in the mobile app. In addition, you will have access to a presentation table for your materials and introduce the speaker. Your product will be exclusively promoted at the session.

\$6,000

The Special Event or Catersource Education Track Sponsorship

Align your company with a conference track focused on a specific interest in the events or catering industry. Multiple track sponsorships available covering business, event management, catering, weddings, and more. You will receive the opportunity to introduce session speakers of a selected track (2 minutes max).

- Access to a materials table inside the session room
- Company logo as conference track sponsor on session entrance signage
- Company name or logo on pre-show marketing materials
- Company listing as a conference track sponsor in the mobile app event schedule

\$5,000

INCLUDES **Lead!nsights**

Conference & Education Sponsorships

Catersource
+ The Special Event™

Conference Education Sponsor

Sponsor one of the 100+ education sessions relating to your company. You'll receive recognition on stage, signage at the seminar, and your logo on event and conference marketing promotions. We cannot guarantee the exclusive promotion of your product or service at one of the sessions selected.

Individual Education Sessions:

- Education classes focused on the catering, events, and business markets
- Sponsor to receive a marketing table in the session room, introduction of the speaker, and may greet attendees as they enter and exit

\$4,025 INCLUDES **Lead!Insights**

Culinary Experience Stage — Pantry Plus Sponsor

Your products will be professionally displayed and readily available for chefs to use during the three days of the conference. Attendees will watch while your product is shown on stage and broadcast on screens. Sponsor may also host a 30 minute demo session. And you can also choose from a competition or session to have your product specifically featured. Your company logo will be listed on event signage, stage screens, in the 2025 Event Guide mobile app, and conference website.

Note: presenter and session to be pre-approved by Catersource education team. Demos must not appear as a sales pitch.

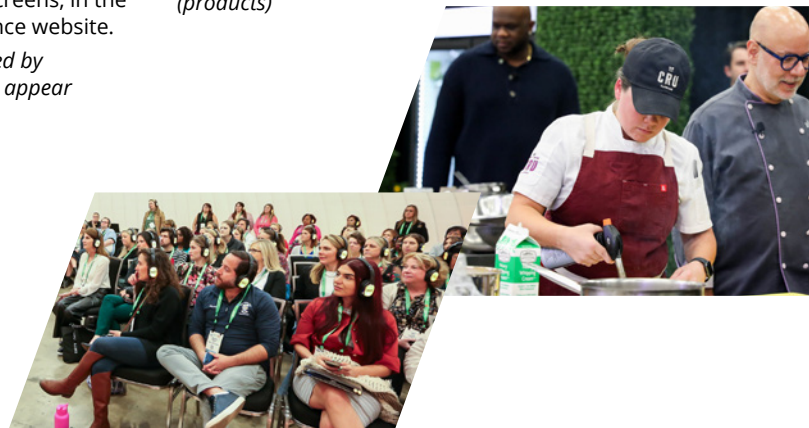
\$5,900 INCLUDES **Lead!Insights**

(products, session on stage, and competition)

Culinary Experience Stage — Pantry Sponsor

Your products will be professionally displayed and readily available in the pantry for chefs to use during the three days of the conference. Attendees will watch while your product is shown on stage and broadcast on screens.

\$3,995 INCLUDES **Lead!Insights**
(products)



Conference & Education Sponsorships

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+ The Special Event™

Culinary Competition

This is a sponsorship opportunity not to miss as chefs go knife-to-knife in front of a live audience. Your company product will be added to the featured mystery basket – chefs must use it in their final recipe for the judges!

Additionally, your company logo will be listed on event signage, stage screens, and in the conference mobile app.

- Not an exclusive sponsorship

\$3,525



Feature Stages

Sponsor one of the feature stages to receive top billing on all branding for sessions taking place at that stage. Select between the Culinary & Competition Stage, Ignite Business Stage, Bridge Stage, and Culinary Experience Stage.
(Note: hands on sessions are in a regular session room.)

- Sponsor to receive a marketing table in the session room, introduction of the speaker, and may greet attendees as they enter and exit

\$6,000

Sponsor Presented Session

Sponsor (1) 45 min session with speaking opportunity.

- Valid for Ignite Stage in the Expo Hall

\$3,700 INCLUDES **Lead!insights**



Branding & Awareness Sponsorships

Catersource
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Here, There, And Everywhere

Put your logo on uniforms, venue signage, lounge areas, and more. Stick with them every step of the way to drive booth traffic and maximize your investment.



Registration Sponsor

Receive premier branding at the first place all attendees go – registration! This sponsorship offers your company the highest traffic of all sponsorship opportunities – with your logo displayed on registration structure, self check-in laptop screens, and the web registration page.

\$6,000

Conference & Tradeshow Badges

Location, location, location! Be the exclusive conference and tradeshow badge sponsor and ensure your brand's visibility.

- This opportunity is sold separately for CS and TSE attendees
- Branding: logo will be printed on the conference and tradeshow badges with booth number

\$3,500 for CS Attendees

\$3,500 for TSE Attendees

Branding & Awareness Sponsorships

Catersource
+ The Special Event™



Lanyards

Visibility has never been better than this! By sponsoring the show lanyards, you will be ensuring your reach extends to every single attendee, educator, and partner at the show. Your company logo will be included alongside the show logo on the lanyard. Sponsor is responsible for producing, shipping, and delivery of lanyards.

- This opportunity is sold separately for CS and TSE attendees
- Branding: the 2024 show logo (Catersource or The Special Event) and the sponsor logo to be visible on lanyard

\$5,000 for CS Attendees

\$5,000 for TSE Attendees

Beverage Garden

Showcase your product offerings in our NEW Beverage Garden during exclusive 45-minute demo slots. Highlight your latest flavor infusions, innovative components, glassware, and cutting-edge tools. Whether it's a new libation, garnish style, or any other beverage innovation, you'll have the opportunity to impress the top caterers and event planners in the industry in a relaxed, engaging setting. Drive traffic to your booth and receive lead insights from your demonstration!

\$2,700 (Exhibitors)

\$4,000 (Non-Exhibitors)

INCLUDES **Lead!insights**

Uniforms

Style event temp staff with your branded uniforms! Your company logo will be on display throughout the entire event.

- Sponsor to provide uniforms

\$3,700

Overhead Hanging Aisle Signs

Receive brand recognition and drive traffic to your booth by having your company logo displayed on the overhead aisle signs.

- Branding: logo will be printed on the aisle signs

\$3,625

Branding & Awareness Sponsorships

Catersource
+ The Special Event™



Attendee Lounge

Are you a key player in the furnishing, front of the house, and decor industry? Put your products to work by sponsoring an attendee lounge at the conference. Your products will be seen by our audience of buyers. Plus, you'll get signage in the Attendee Lounge with sponsor logo and booth number.

\$8,000



Expo Hall Happy Hour

Become a part of the Happy Hour in the Expo Hall on Thursday afternoon by having a Happy Hour station right by your booth! Your company logo will be listed on event signage and in the mobile app.

\$3,650



Attendee Networking Breaks

As a sponsor you can have your product featured during the conference networking breaks and have your logo on the event signage and in the mobile app.

- Select (1) break on Tuesday, Wednesday, Thursday

\$5,800

Digital Opportunities

Catersource
+ The Special Event™

Engage Your Audience

Drive visibility for your brand digitally pre-show, onsite, and post-show. From E-blasts to push notifications to social surges – you can send your message via the platform that fits your needs.



Mobile App Sponsor

Be the technology and industry thought leader! As the official sponsor of the conference mobile app, you'll be able to take advantage of branding and exposure as the leading sponsor interfacing with all attendees, exhibitors, and partners. You'll receive the highest recognition, including pre-show marketing promotion, branding on the app splash screen, and logo on signage wherever the app is mentioned.

\$3,000

Mobile App Push Notifications

Send a push notification to our highly engaged audience via the conference mobile app. Each push notification will be sent to all registered attendees that download the app and choose to receive the mobile app notifications. Limit (3) notifications per day; morning, afternoon, and early evening times available.

\$2,400

Attendee Email Confirmation

All pre-registered attendees receive confirmations of their registration via email or mail. Get your company name, booth number and logo with URL included in all registration confirmations.

\$1,700

Digital Opportunities

Catersource
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Social Surge

Our social media channels are ideal to send a business-building message or announce the launch of a new product or service. Your concentrated message will generate interest, drive traffic to your booth, and build brand awareness. Choose one or more social media channels on which to deliver your message:

- Limit (3) notifications per day; morning, afternoon, and early evening times available
- Facebook, Instagram, or Twitter

\$2,350

Drop-By-Booth Tour Video

Get your product featured in our Booth Tour “Drop By” series with an editor and video contributor.

- 90-second video including a short product description or brief interview with a company representative on the product
- Video will be posted on our social channels
- Video will be featured in an edition of our e-newsletter after the show which is sent to our full media database
- Receive a copy of the video for you to use in your own marketing

\$2,995

Exclusive Show E-blasts

Build visibility for your brand before and after the show. Drive traffic to your booth or sponsored event, promote special offers, and maximize exposure for onsite demonstrations.

- Sponsor selects attendee segment Catersource or The Special Event
- Check with your Account Manager to see which dates are still available

\$4,200

Digital Signage

Bring your brand to life with your logo on our Digital Session Signage.

\$2,600

Digital Show Bag

The digital show bag adds a layer to your sponsorship that allows you to identify and engage relevant decision-makers at the event beyond your current stand or marketing activities. Maximize your event performance, interact with the crowd at the event in real time via mobile, and generate more qualified leads and personal interactions.

This digital package includes:

- Personal offer dashboard to easily upload your offer – includes support from a digital show bag expert
- A spot in the Catersource + The Special Event digital show bag to present your offer/promo to all attendees
- Post-event analytics dashboard for a clear view of your offer's performance at the event
- List of all qualified leads and profiles of attendees that have chosen your offer and opted in to connect after the event

\$1,200

Contact Information

Kevin Hacke

The Special Event Account Executive

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Devin Barnes

Catersource Account Executive

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