INCREASE BRAND AWARENESS

DIGITAL • PRINT • FACE-TO-FACE • GET INVOLVED
Wisconsin’s most-loved resource for foodservice buyers

WISCONSIN RESTAURANT ASSOCIATION
wirestaurant.org
EverythingFoodservice.org
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WRA is the leading trade organization in the state to deliver targeted foodservice and hospitality communications to industry buyers who are actively seeking new ideas and solutions for their businesses.

Build Brand Awareness

**Dynamic Leader**
Dedicated to meeting the needs of our constantly changing industry.

**Connections**
Expand your reach and put your brand in front of over 7,500 power buyers.

**Innovative**
Creative opportunities to position your brand and boost sales.

**Engaging**
Cultivate long-term relationships with key industry owners & operators.

**Solutions**
Customized and branded solutions delivered directly to top consumers.

Create a customized program to meet your sales and marketing objectives.

Dawn Faris • 608.270.9950 • dfaris@wirestaurant.org
Sponsored Weekly eNews

‘Your Weekly Special’ is a weekly e-newsletter delivered to Wisconsin Restaurant Association members. Each eNews is unique, all developed and designed to create a seamless experience for the readers to easily consume all of the latest news, trends and information.

Audience
Wisconsin Restaurant Association member restaurants
Approximately 2,110+ email addresses
Average open rate 18.9%
Average click rate 10.7%
10.6% unique forwards

Display Advertising

Billboard Banner: 650x90
This premier positioning is immediately below the WRA publication masthead, the billboard is the first thing our readers see when they open the newsletter. Horizontal banner placed to the right of the column.

Skyscraper: 160x600
Get your name and insights into your audience’s inbox alongside the industry’s most important news. Vertical banner placed to the right of the column.

Email Signature Ad: 650x50
Allow your target audience to see you at a time they’re guaranteed to be interested: when they’re already engaged. Horizontal banner placed at end of newsletter.

Native Advertising

Editorial Ad: Image 250x250
45-character headline and 250 character count including spaces
Drive high-quality traffic to your original content with image and text. This highly visible news section is ideal for promoting your brand and highlighting valuable resources and information to potential customers.

Video Text Ad: URL to video embedded in Image 250x250
45-character headline and 250-character count including spaces
Enhance your message using a combination of video and text to engage readers. Stand out from the crowd while driving video views and website traffic.

See Page 7 for rates.
Dedicated Emails to WRA Members

The Wisconsin Restaurant Association sends a custom HTML eBlast to its complete membership list of approximately 2,110+ restaurateurs that own or operate over 7,000 businesses. This is your opportunity to gain exclusive viewership that promotes your custom content and aligns your brand with the industry.

You design the email. We deploy your marketing message to our members.

Rate includes

• Custom subject line up to 60 characters (including spaces)
• 2 test emails prior to send
• Client customized HTML creative as per the provided WRA email guidelines or high res image with one URL: 600 px wide x 600 px tall

Deadline: One week prior to desired deployment date

Rate: $750 WRA Member / $850 non-member

This is an exclusive opportunity with only 26 emails sent during the year.

Our email lists are managed daily by our organization ensuring our database has the most up-to-date information and is reaching the right people.
Expert Content:
Author Quarterly Topic-based eNewsletters—Exclusive!

Buyers want to connect with suppliers that they believe are there to help them succeed. This very exclusive and unique opportunity lets your company be seen as a content provider on topics that matter most to foodservice operators.

This topic-based e-newsletter will provide learning points on things that are impacting the foodservice world. With your company authoring the content that goes into each newsletter edition, you get to demonstrate your expertise and ability to be a great supplier partner.

**Audience**
- Approximately 7,500+ unique email addresses
- Restaurant members of the Wisconsin Restaurant Association
- Recent attendees of the Midwest Foodservice Expo
- Deploy number will change each quarter as membership fluctuates and new Expo attendees are added
- Bonus exposure—archived on wirestaurant.org for a minimum of one year.

**Frequency**
Four issues/year

**Rate:** $7,500

**Topics**
We’re currently seeking authors for three separate topic-based newsletters. Ideas include:
- Food trends
- Workforce engagement
- Restaurant marketing
- Tech advances
- Bar trends

Each quarterly newsletter should stay very topic-based with every article providing valuable information to help build stronger restaurant and foodservice businesses.

If you have another idea for a quarterly newsletter topic, please contact Dawn Faris at 608.270.9950 or dfaris@wirestaurant.org for consideration.

**What can be included in the e-newsletter:**
- Educational content (multiple articles in each issue)
- A “Brought to you by” message
- Logo
- A brief description of your business or corporate slogan
- Option to include location, phone number, email address and website
Digital Advertising Rate Card

<table>
<thead>
<tr>
<th>Sponsored Weekly eNews - Ad must remain the same for all 4 issues</th>
<th>MEMBER / NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Month</td>
<td></td>
</tr>
<tr>
<td>Billboard Banner</td>
<td>$300 / $600</td>
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<tr>
<td>Skyscraper</td>
<td>$300 / $600</td>
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<tr>
<td>Email Signature Ad</td>
<td>$250 / $500</td>
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<td>Editorial Ad</td>
<td>$300 / $600</td>
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<tr>
<td>Video Text Ad</td>
<td>$450 / $800</td>
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<table>
<thead>
<tr>
<th>Dedicated Emails to WRA Members</th>
<th>MEMBER / NON-MEMBER</th>
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</thead>
<tbody>
<tr>
<td>Per Single Distribution</td>
<td></td>
</tr>
<tr>
<td>Digital Sponsored Email</td>
<td>$750 / $850</td>
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</tbody>
</table>

| Expert Content                  |                      |
|---------------------------------|                      |
| Annual                          |                      |
| Quarterly Authored Topic         | $7,500               |

Create a customized program to meet your sales and marketing objectives.
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**Expert Content:**

**Author Editorials in the Wisconsin Restaurateur**

Author topic-based content in a two-page spread in the Wisconsin Restaurateur magazine on a semi-annual basis. This very exclusive and unique opportunity lets your company be seen as a content provider on topics that matter most to foodservice operators.

Editorial should provide learning points on things that are affecting the foodservice industry. With your company authoring the content that goes into each magazine, you get to demonstrate your expertise and ability to be a great supplier partner.

The Wisconsin Restaurateur (WR) is a high-quality business publication produced by the Wisconsin Restaurant Association. The magazine is written specifically for foodservice professionals in Wisconsin, with a unique blend of articles that keys in on the business climate right here in the state.

Business operators from all major foodservice and hospitality channels are subscribers:

<table>
<thead>
<tr>
<th>Restaurants</th>
<th>Catering, Banquet and Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bars/Lounges</td>
<td>Bakeries</td>
</tr>
<tr>
<td>Cafeterias and Institutional Foodservice</td>
<td>Delis, Grocery Stores and Convenience Stores</td>
</tr>
<tr>
<td>Hotels, Motels and Resorts</td>
<td>Coffee Shops</td>
</tr>
</tbody>
</table>

**Electronic Exposure**

The same great content and format from Wisconsin Restaurateur’s print issues is also available in digital format for subscribers that prefer to read on-the-go. The digital version can be accessed through the [www.wirestaurant.org](http://www.wirestaurant.org) site or [www.isuu.com](http://www.isuu.com).

**Frequency**

Two issues/year

Winter/Spring and Summer/Fall

**Audience**

**Winter/Spring – Increased circulation!**
- Sent to all foodservice licensees in Wisconsin, including those that are not members of WRA.
- Received by over 12,000 foodservice professionals
- Bonus includes distribution at the Midwest Foodservice Expo in March along with other industry events throughout the year

**Summer/Fall**
- Wisconsin Restaurant Association members plus additional subscribers
- 3,500 industry professionals, many that manage multiple locations

Rate: $5,000
Fundraising & Networking Opportunities

When you collaborate with the Wisconsin Restaurant Association, you’ll be seen as a thriving supporter for the industry. Opportunities can range from traditional sponsorships or donations to registering yourself or a team to attend events.

Your support of these events helps to:
- Educate foodservice operators on legislative issues that are impacting our industry
- Promote the foodservice industry as a professional career path
- Educate future leaders of the industry and provide quality training for those already working in the industry

Some events include:
- Awards Gala – every March
- Education Foundation ProStart® Invitational – every March
- Sporting Clay Shoots – every May and October
- ProStart® Golf Classic – every June
- ProStart® Expo – three times a year in various locations across Wisconsin
- Indulge Milwaukee – a consumer event in September
- Restaurant Insights Summit – six times a year in various locations across Wisconsin

Opportunities include:
- Attending the event
- Sponsorship with opportunities as low as $200
- Donation of silent auction items or raffle prizes
Midwest Foodservice Expo Exhibit Space
Every March • Wisconsin Center • Milwaukee, Wisconsin

Cultivate your brand awareness at the largest regional foodservice and hospitality scene in the Midwest. A trade-only event, MFE is valuable time with the big players of the food & beverage community. The Midwest Foodservice Expo gathers industry buyers from all demographics, eager to do business over peak buying season.

The State’s largest F&B Event!

70% of last year’s exhibitors reported attendees were the right level of decision makers.

Before the show even closed, 72% felt like they were hitting their goal and the majority answered with an emphatic “Yes” to exhibiting next year.

Attendee Demographics

- Restaurants & Pizzerias 54%
- Catering & Banquet/ Mobile/ Take Out & Delivery 26%
- Bakery & Coffee Shops 24%
- Bars & Lounges 15%
- Clubs/Lodging/ Resorts/Entertainment 14%
- Colleges/Universities/Schools 12%
- Healthcare/Institutional/ Corporate Dining/Military 9%
- Other/No Answer 7%
- Grocery/Deli/C-Store 6%

Attendees were able to select up to three operation types.

Reserve Your Exhibit Space Today
EverythingFoodservice.org

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Restaurant Marketing Symposium

This two-day educational event, co-located at the Midwest Foodservice Expo, encourages the exchange of ideas and learning on all subjects related to marketing. Topics cover social media, how to handle on-line reviews, SEO, branding, neighborhood marketing, how to take good photos for online sharing and more.

This is a unique opportunity to be seen in front of thousands of industry buyers. RMS co-sponsors are included in pre-show, at-show and post-show marketing promotions including emails, social media, signage, show program, magazines and more. A key component to the Expo, this Symposium is heavily promoted.

Position yourself and your business as a leader and trusted resource in the foodservice & hospitality industry as a speaker. It’s your opportunity to share your knowledge, best practices and innovations while showcasing your company’s leadership, progress and success.

Sponsorships range from multi-media advertising to handouts at 12+ seminars and presentation opportunities.

**Sponsorship Tiers**
$2,000 Co-sponsor
Logo recognition, free passes, on-site recognition and handouts to all session goers

$5,000 Co-sponsor with (1) speaking session

$10,000 Premier Sponsor with (3) speaking sessions

Other sponsor levels can be created. Recognition and benefits vary by tier.
Restaurant Insights Summit

Restaurant Insights Summit (RIS) is a powerful training series covering hot topics in restaurant marketing, leadership and trends in workplace culture.

RIS consists of six half-day workshops held in unique venues across Wisconsin.

RIS provides year-long promotion for your company to thousands of foodservice & hospitality operators. Sponsorship packages range from advertising, cocktail hour, lunch, and being the lead presenter.

Join WRA in providing restaurant & hospitality professionals with fresh perspectives and practical skills that can be implemented immediately.

RIS sponsorship opportunities can include:
- Company logo on RIS webpage
- Multiple eblasts sent to thousands promoting the Restaurant Insights Summit
- Session locator sign at the entrance to Summit sessions
- Postcard sent to thousands
- Social media acknowledgement and company tags
- Mention during programing
- Logo’d giveaways at the event
- Speaker spot(s) available

Investment
Single session to annual packages available ranging from $500 - $10,000.

Call to discuss what’s a good fit for your budget and goals.
Membership in Wisconsin Restaurant Association

Why Become a Member?
When you’re a member of WRA, you’re communicating to food and beverage professionals that you care about the restaurant and hospitality industry.

WRA represents every size and style of foodservice establishment in Wisconsin. As a supplier member, you’ll improve your reach to potential prospects, build stronger relationships in the industry, enhance your image and instantly access business resources.

Membership will help your business to
• Access top industry decision makers
• Build relationships with restaurateurs and peers
• Participate in advancing the industry’s position on issues of mutual concern
• Help shape the future of the industry

Benefits include:
• Free listing in our Buyer’s Guide, a sourcing tool for foodservice operations
• Gain credibility when using the WRA logo in your marketing materials
• Elevated brand promotion via flexible event partnerships, sponsorships and discounted booth rates at the largest regional food and beverage expo
• Product and service referrals
• Quarterly list of restaurant members emailed to you that includes their business profile and key contact details
• Save money on technology, products and services through Lenovo, Office Depot, UPS and Constant Contact
• Receive the latest news and alerts, emerging industry trends, weekly newsletter, 24/7 access to online Members Only resources and the Wisconsin Restaurateur magazine plus quick and confidential answers to your questions—just Ask WRA
• And more!

Join Now!
Annual dues start at $570.