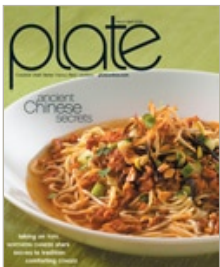


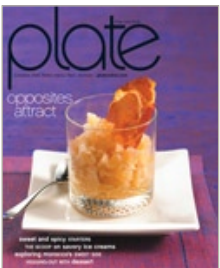
plate media kit



RETRO



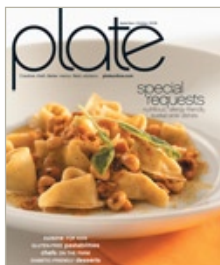
CHINESE



SWEET & SAVORY



SOUTHWESTERN



SPECIAL REQUESTS

■ PLATECOOKS

PlateCooks is your opportunity to bring 40-50 chefs together for a day and get them to actually cook with your products in the kitchen.

Four times a year, we hold these one-day events at the nation's premier culinary schools. They are unique events distinguished from other industry events by their high energy, participation and interaction levels.

As a sponsor of PlateCooks events, you have the opportunity to build stronger customer relationships, reach out to new customers in the local market, demonstrate your commitment to culinary, and promote new menu ideas using your products.

PlateCooks sponsorship is very cost effective compared to other industry trade shows, conferences and events, and it offers a much higher level quality of contact with influential foodservice operators.

2010 EVENT SCHEDULE

EVENT	DATE	LOCATION
Snacks	March 29	Portland, OR
Vegetables	June 15	Austin, TX
Mediterranean	August 9	Boston, MA
Chicken	October 11	Atlanta, GA

Key sponsor benefits include:

■ **CHEF PARTICIPATION:** Your corporate chef or other chef representative is provided the opportunity to speak to all the assembled chefs during the morning, and cook with them in the afternoon.

■ **PRODUCT TRIAL:** Your products are placed in the hands (and mouths!) of 40-50 chefs, for them to try and sample and actually cook with in the kitchen.

■ **MARKET BASKET RECIPES:** Your products are included in the market basket of ingredients that chefs cook with in the afternoon; recipes developed that incorporate your products (as well as original photos) will be provided after the event and posted on PlateOnline.

■ **BREAKFAST AND LUNCH RECIPES:** You can also provide a recipe featuring your product and fitting the theme of the day to be served at breakfast or lunch.

■ **KEY OPERATOR CONTACTS:** You can invite your own key customers and prospects from the region, engage in meaningful ways with operators at the event, and follow up after the event with your own offers, product samples, etc.

■ **CULINARY SCHOOL CONNECTIONS:** You can forge important relationships with the faculty and administrators of the host culinary schools, and begin to instill product and brand loyalty among the next generation of chefs.



“This event was as interesting, informational and beautifully presented as your magazine. Events like these turn readers of your magazine into raving fans.”

Steve Anderly,
General Manager,
Dos Coyotes Border Café,
Cameron Park, Calif.

■ PLATECOOKS (CONTINUED)

■ **PR EXPOSURE:** Your brand will be included in direct mail and e-mail promotion prior to the event, in prominent signage at the event, and in print and online advertising throughout the year.

BRAND EXCLUSIVITY: As a sponsor, you will enjoy exclusivity in your product category.