

Sponsorship & Exhibiting Opportunities

Virtual Healthy Cooking & Lifestyle Expo
Specializing in Personalized Nutrition & Fitness
Launch Sept 2023



VIRTUAL CHEFF EXPO

Optimizing Health One Meal at a Time



www.CHEFFExpo.com

info@cheffexpo.com

(312) 300-3392

Leading Causes of Illness in the United States

HEART DISEASE [1]

- Heart disease is the leading cause of death for men, women, and people of most racial and ethnic groups in the United States.
- One person dies every 36 seconds in the United States from cardiovascular disease.

OBESITY[2]

- Worldwide obesity has nearly tripled since 1975.
- 39 million children under the age of 5 were overweight or obese in 2020.
- Obesity is preventable.

DIABETES[3]

- 80 million people in the United States have diabetes.
- Blacks are more likely than non-Hispanic whites to develop diabetes and to experience greater disability from diabetes-related complications such as amputations, adult blindness, kidney failure, and increased risk of heart disease and stroke.
- Government data suggest that 2 million US children age 12-19 have pre-diabetes.
- Two-thirds of people with diabetes die from a heart attack or stroke.
- 90% of heart disease is preventable through healthier diet, regular exercise, and not smoking[4]
- Between 30-50% of all cancer cases are preventable[5]
- Prediabetes and type 2 diabetes are largely preventable. About 9 in 10 cases in the U.S. can be avoided by making lifestyle changes.[6]

[1] CDC. Heart Disease Facts. <https://www.cdc.gov/heartdisease/facts.htm>

[2] WHO. Obesity and Overweight. <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

[3] Sources: National Diabetes Fact Sheet of the National Center for Chronic Disease Prevention and Health Promotion; NCHS; CDC; ADA; AACE

[4] <https://newsroom.clevelandclinic.org/2021/09/29/90-percent-of-heart-disease-is-preventable-through-healthier-diet-regular-exercise-and-not-smoking/>

[5] <https://www.who.int/activities/preventing-cancer#:~:text=Between%2030%E2%80%93350%25%20of%20all%20cancer%20cases%20are%20preventable.>

[6] <https://www.hsph.harvard.edu/nutritionsource/disease-prevention/diabetes-prevention/preventing-diabetes-full-story/#:~:text=The%20good%20news%20is%20that,avoided%20by%20making%20lifestyle%20changes.>



Looking for an Unprecedented Wellness Opportunity



In order to increase awareness of your company's presence among health and wellness consumers, the CHEFF Expo is the place for you. The CHEFF Expo serves as the premier event to host the gathering of many health and wellness professionals.

This FREE event, which attracts attendees from around the world, is a prime marketing opportunity for local, national, and global organizations.

The CHEFF Expo is the only virtual experience dedicated to providing education on how to cook and navigate life while managing health conditions, including cancer, diabetes, obesity and so many other diagnoses.



Strategy

FREE live streaming of health and wellness professionals, wellness-based businesses, chefs, dietitians, and food experts teaching one day each month.

24-hour on demand access to the CHEFF Expo

24-hour access to exhibitors and sponsors virtual booths



Goals

Provide education on how to optimize health.

Serve as the PREMIER resource for diet and lifestyle information to support as many health challenges as possible.

Provide exposure and increased business outcomes for exhibitors and sponsors.



Success

Preventable diseases incidences decrease.

People living healthier and longer lives.

Health and wellness professionals, exhibitors, and sponsors receive ROI that exceeds their expectations.

According to [statistica.com](https://www.statista.com), In 2022, the global health and wellness food market was valued at 841 billion U.S. dollars and is projected to increase to one trillion U.S. dollars by 2026.



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Sponsorship Opportunities

	Presenting \$30,000	Platinum \$25,000	Diamond \$15,000
Benefits (In effect for 1 year)			
Exclusive Naming Rights to expo (i.e. CHEFF Expo, presented by ABCXYZ)	●		
Your logo is prominent in everything affiliated with the CHEFF Expo	●		
Announcements (PUSH Notifications) scheduled throughout the live streaming days	●		
Logo on presenter background during live streaming	●		
Logo recognition in exterior lobby, internal lobby, auditorium, exhibitor halls, and lounge of virtual venue on conference platform	●	●	
Logo on opening/closing expo slide	●	●	
Logo recognition on Leaderboard for gamification (engagement feature)	●	●	
Logo recognition in Photo Booth (engagement feature)	●	●	
Complimentary Deluxe Virtual Exhibit Booth for 1 year	●	●	●
Social media recognition	●	●	●
Logo included in expo emails	●	●	●
Logo recognition in exterior lobby and internal lobby	●	●	●
Logo recognition on CHEFF Expo website	●	●	●
Logo recognition on CHEFF Expo registration form	●	●	●
Logo recognition on CHEFF Expo registration confirmation email	●	●	●
Logo recognition in vFairs joint public relations piece, vFairs LinkedIn page, and vFairs Discover web listing	●	●	●
Logo recognition on the Sponsors Tab on the main navigation inside the platform	●	●	●
Logo recognition in the Welcome Video	●	●	●

[CLICK HERE TO
RESERVE YOUR BOOTH TODAY!](#)



DELUXE BOOTH

- Large booth with 6 banners, choice of front and back panel colors, and prominent placement
- Up to 10 virtual swag bag items (videos, documents)
- Logo inclusion in external lobby
- Scavenger Hunt inclusion
- Option to provide vendor-sponsored prize for attendees
- Unlimited representatives
- Two days of live exhibit time and 30 days of on-demand exhibit time
- Chat capability with attendees (video calls, phone calls, chatroom)
- Metrics on every impression gained

\$300: Month-to-Month Plan

\$750: Three (3) Month Plan

\$1,200: Six (6) Month Plan