

# International Pizza Expo 2021

Las Vegas, NV

**Show Dates**  
August 17-19, 2021

## Show Overview

Pizza Expo was held in-person this year after not having the show conducted in person last year due to the COVID-19 outbreak. Overall excitement of those who were in attendance was high. We gained very high traction on the opening day of the show, and even the second day of the show was heavily attended. There seemed to be more interest around the shows other activities including the World Pizza Games and the cooking seminars.

In 2019 we had a total of 150 scrubbed leads. For this show, we have surpassed that total by 45 leads.

## Successes

- The show was brought back to being in-person after the cancellation in 2020 from COVID-19, and turnout was higher than expected.
- Due to the smaller number of exhibitors we were able to have more concentrated numbers of interested leads, and we were able to hold more in-depth conversations.

## Challenges

- Due to health and safety measures, a large number of exhibitors and attendees did not attend the show.
- The result of the COVID-19 restrictions were that foot traffic for the even was down overall.
- Our logo being placed on the badges for the badge sponsorship seemed to cause some confusion with attendees and exhibitors. It made it look almost like they were WestRock staff at first glance. We should re-consider this sponsorship in the future.

## Who Visits the show?

- Independent and chain pizzerias
- Italian restaurant owners
- Manager
- Buyers & Decision Makers
- Food Brokers

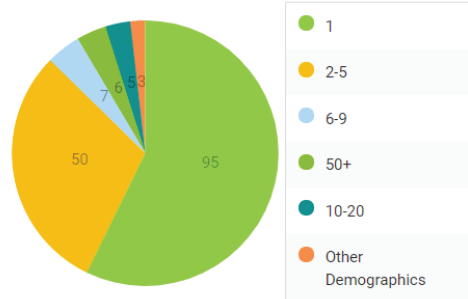
## Booth Representation

- ██████████ Sales Manager
- ██████████ Sales Representative
- ██████████ Sales Representative
- ██████████ Sales Trainee
- ██████████ Sales Representative
- ██████████ Sales Representative
- ██████████ Sales Manager-Western

## Visitor Demographics

### Leads By Demographic Question

How many units do you currently own or operate? ▾



### Leads By Day



## Leads Gathered

RAW Lead Data	200
Scrubbed Domestic Leads	189
Scrubbed International Leads	6
<b>Total Scrubbed Leads</b>	<b>195</b>

## Show Details

- Attendees (per-registered) 6800+
- Actual Attendees ~ 5000
- Vendors 274
- Product Categories 223
- Seminars & Workshops ~ 47
- Demonstrations 13
- New Vendors 145



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## Booth Photography



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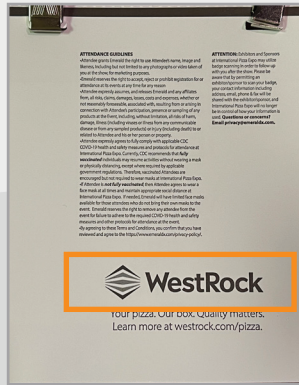
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## Sponsorships & Company Representation

WestRock logo placement - Badge Sponsorship



Front



Back

Giveaways - Hand Sanitizer



Hand Sanitizer Stations



Aisle Sign Sponsorship



World Pizza Games-Box Folding Contest



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## Looking Forward - IPE 2022

March 22-24, 2022

Booth Location - West Hall #2247

