



IFT[®] 19 FEED YOUR FUTURE

Event: June 2-5 | Food Expo: June 3-5
New Orleans, LA | iftevent.org

SPONSORSHIP OPPORTUNITIES



Make Your Company Top of Mind at IFT19

IFT's Annual Event and Food Expo provides the largest concentration of qualified food science and technology buyers, a virtual playground for learning and product discovery.

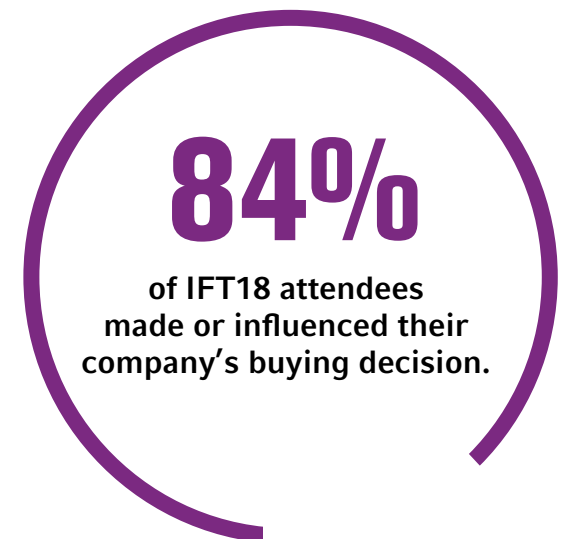
This is where the **best and brightest in the industry** share and are challenged by the latest research, innovative solutions and groundbreaking thinking—and they are looking to learn more about products just like yours.

Here is IFT19 can help you meet your sales goals. IFT19 is where you can:

- **elevate** your brand from competitors
- **meet and strengthen** critical business relationships
- **launch** businesses and **announce** new products
- **gain** major traction
- **build** momentum
- **accelerate** success

Secure your sponsorship today.

Don't miss this opportunity to position your brand as a leader in the industry.

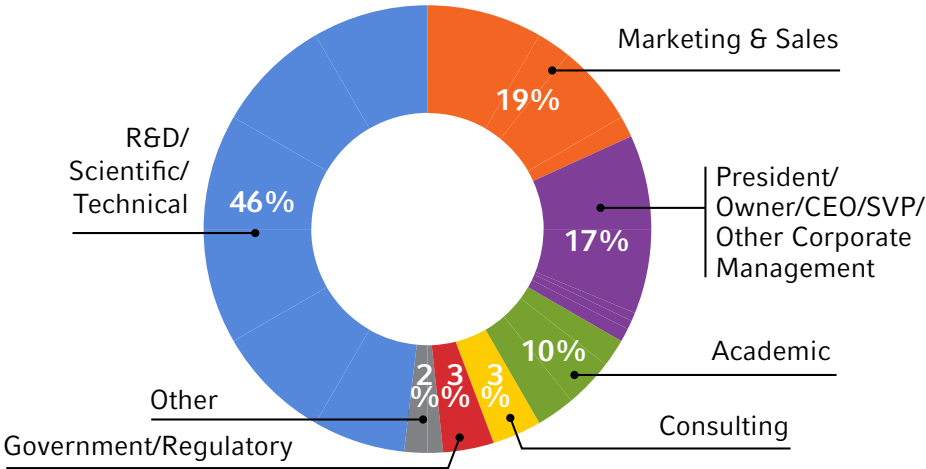


ATTENDEE DEMOGRAPHICS

Top 3 Reasons Buyers Attend

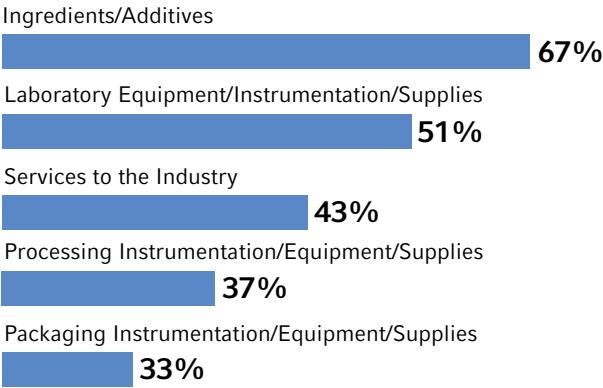
- 1. Learn about the latest trends
- 2. Learn about the newest innovations
- 3. Seek new products

Attendees Role Within Their Organizations:



17,000+
ANTICIPATED IFT19 ATTENDEES
Representing over 90 countries

Buying Influence by Product Category



Source: Data represents data gathered through the Freeman Surveys IFT18 Attendee Survey from attendees who consented to data being collected and disclosed for this purpose.

A wide staircase at a public event, possibly a trade show or festival. The steps are decorated with various advertisements and logos. People are walking up and down the stairs. In the background, there are buildings and more signage, including a large 'visit' sign and a 'NORTH' sign. The overall scene is busy and vibrant.

SPONSOR PACKAGES

Make a BIG, BIG impact.

SPONSOR PACKAGES

Sponsors who purchase sponsorship opportunities at the \$9,999 or higher level receive the following feature opportunities.

Feature	Gold (\$30,000+)	Silver (\$15,000 - \$29,999)	Bronze (\$10,000-\$14,999)	Supporter (\$9,999 or less)
Right of First Refusal Renewal	•			
Inclusion in IFT Event Sponsor Thank You Via Twitter	•			
Logo and Level Recognition in Signage Within General Session Room	•			
Booth Location Highlighted on IFT Food Expo Map	•			
Recognition on Mobile App	•			
Post Show Sponsorship Report	•	•		
IFT19 Web Site Recognition - Tiered Recognition	•	•	•	
Tiered Recognition On Sponsor Banner at IFT Event	•	•	•	
Sponsor Ribbon for Name Badge (by level)	•	•	•	
Access to IFT Event Press List Prior to Event	•	•	•	•
Global Spend Priority Points (1 point per \$3,000)	•	•	•	•

Print advertising in the IFT19 Program and Exhibit Directory and Food Technology magazine is not included in the sponsorship revenue total for tiered investment.

À LA CARTE BRANDING OPPORTUNITIES

More ways to make an impact.

Leverage our à la carte options to customize and expand your brand engagement experience. All à la carte options can be purchased as part of a sponsorship package or independently. The following pages provide a sampling of options available.

ENVIRONMENTAL



BANNERS

Call immediate attention to your brand where your customers will be frequenting most. Sponsors may create custom artwork. There are several options available.



CARPET DECALS

Maximize exposure to your brand with branded carpet details placed in high traffic areas.



ESCALATORS

Showcase your brand with branded escalator graphics.



DOOR CLINGS

Let your brand greet attendees as they enter key and prominently placed event locations.

Images represent examples from prior events to provide context for sponsorship type.

DIGITAL



IFT19 NEWS – SHOW DAILY

Promote your message to attendees through a variety of advertising opportunities in IFT19 News, the official online show daily of the event.



MOBILE APP

Efficiently reach attendees through their primary point of digital access to the latest event information, exhibitor listings, session details, planning and networking tools, through various promotional opportunities.



PRE-SHOW AND POST-SHOW ATTENDEE HIGHLIGHTS E-NEWSLETTER

Get special brand attention by being featured with a select group of companies in our pre- and post-show highlights e-newsletters.

EDUCATION



PRE-EVENT SHORT COURSES

Gain exceptional visibility with a focused attendee audience actively interested in topics covered in the short courses offered prior to IFT19.



EDUCATIONAL SESSIONS

Align your organization with unparalleled educational programming that compliments your organization's area of focus by sponsoring one or more of IFT19's Key Focus Area or Core Science tracks.



SPEAKING OPPORTUNITIES

Present relevant food industry topics on the IFT Central Booth stage. These popular, fast-paced sessions are limited.

Images represent examples from prior events to provide context for sponsorship type.

ADVERTISING



IFT19 PROGRAM AND EXHIBIT DIRECTORY

Showcase your brand in our highly accessed printed event program and exhibit directory. Several placement options available.



FOOD TECHNOLOGY MAGAZINE

Food Technology magazine, the official publication of IFT, focuses on the latest news and trends in the industry. Don't miss this great way to amplify your company's brand and position yourself as a leading supplier and solution provider for the food industry. Advertising opportunities are available in every issue including: the May pre-show, June at-show, and August post-show issues.

Images represent examples from prior events to provide context for sponsorship type.



NETWORKING AND SOCIAL EXPERIENCES



NEW PROFESSIONALS LEADERSHIP MIXER AND PROGRAM

Position yourself with the future leaders of the profession. Invest in a group of talented, high potential new professionals who are passionate about and eager to expand their leadership skills to advance the profession. This program is designed to make a larger impact on the profession and establish lifelong connections among new professionals within the industry, academia and government. These individuals also gain new insight into the depth and importance of our capabilities to address the science of food around the world.



IFT DIVISION SOCIALS

Expand your reach and visibility within a topical area and connect with subject matter experts by supporting one of our 24 division social events.



SUPER SAMPLING OPPORTUNITY

Allows exhibitors to provide attendees with samples in a high foot traffic area.



FUN RUN AND FITNESS

Show your company's support of food science education and future food science professionals. Sponsor IFT's Feeding Tomorrow Foundation Fun Run and Fitness Program.

Images represent examples from prior events to provide context for sponsorship type.

Gain additional attention and drive more traffic to your booth.



Super Sampling Opportunities

Our Super Sampling Opportunities are another great way to gain exposure for your company's new and exciting products. Participating exhibitors are able to reserve a dedicated time slot to provide attendees with samples in the convention center.



NEW! Product Placement

Place your food products or literature in strategic locations throughout the convention center, driving even more attendees to your booth.



Reach IFT's Students

Make an impact with the next generation of food industry decision makers by supporting IFT's students. Sponsorships are offered at 4 tiered levels to give your company the opportunity to support student competitions and activities throughout the year as well as at IFT19.

LET US HELP YOU AMPLIFY YOUR BRAND

For more information about IFT19 and year-long sponsorship and advertising opportunities, contact your IFT Account Manager.



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