

IFT20

Event: July 12–15 | Food Expo: July 13–15
Chicago, IL | iftevent.org

Grow your business at IFT20.



Reach Qualified Buyers

More than 84% of Chicago annual event attendees made or influenced their company's buying decision in 2018.

Top 3 Reasons Buyers Attend

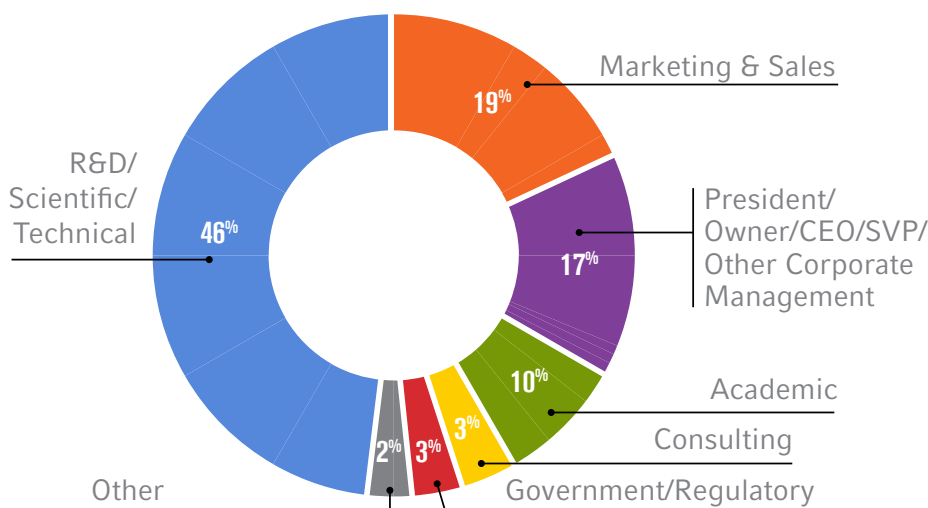
1. Learn about the latest trends
2. Learn about the newest innovations
3. Seek new products

Annual Spend*

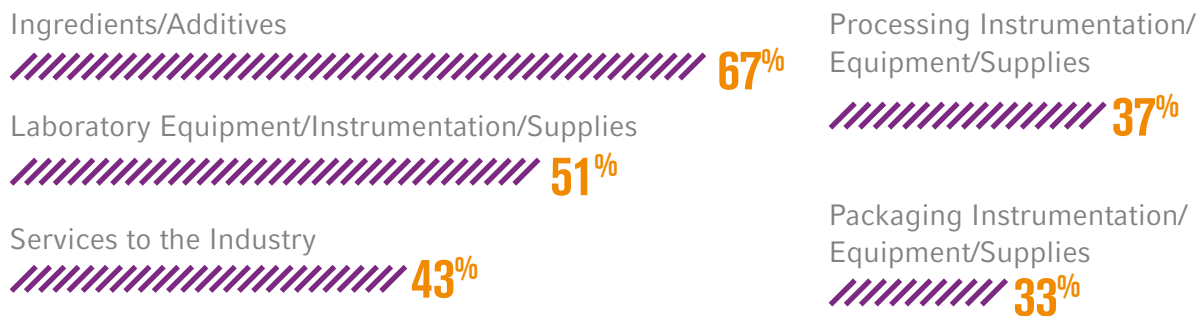
Over \$1M - 43% \$250K-500K - 13%
\$250K or less annually - 34% \$500-\$1M - 11%

**Note: Annual Spend Data reflects attendees who identified having purchasing decision responsibilities.*

Attendees Role Within Their Organizations:



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.

Grow your business at the largest and most sought after B2B food innovation expo

IFT's Food Expo is the only place you can reach the largest concentration of qualified decision makers who are ready to purchase all in one location.

Over **23,000 attendees** representing science of food and food industry professionals from over **90 countries** are anticipated to attend IFT20, and they come to see products just like yours firsthand. This is your target audience—and they attend with the purpose to seek new product and services partners just like you.

“I was able to meet with several potential new customers, while at the same time walk the show and educate myself on current and upcoming market trends.”

Exhibiting at the expo will help you...

- Get more qualified leads and accelerate your sales process
- Build deeper relationships with current and prospective customers
- Increase exposure and awareness of your products and services
- Gain access to valuable year-round marketing and sponsorship opportunities
- See what your competitors are doing to help you keep your competitive edge
- Attend scientific and consumer insights sessions to stay up-to-date on recent advancements in the industry



“Buyer attendees place the most importance on the event’s Food Expo and New Products Showcase.”

– Sources: IFT19 Attendee Survey

Extend Your Visibility To High-Impact Buyers



Event Mobile App

Make sure attendees have access to your company's information before, during, and after the event. At IFT19, more than 6,500 people downloaded the IFT19 mobile app.

IFT's mobile app ranked the #1 event resource by attendees with leveraging it to find exhibitors.



New Exhibitor Pavilion

One of our most popular and visited pavilions makes it easy for buyers to locate the newest companies on the expo floor.



Expo Floor Plan

The online expo floor plan encourages attendees to pre-browse exhibitors and review company information.



IFT20 News

Reach both attendees and those interested in IFT20 through special advertising opportunities in this event-specific news vehicle. IFT20 News launches well before the event and continues with post-event coverage.



IFT Food Expo Passes

Invite your customers and prospects to visit you on the expo floor. More than 2,500 attendees took advantage of exhibitor expo pass invitations for IFT19.



Take advantage of these complimentary options:

- Use of the official IFT event logo
- Access to the media list and company release posting
- 30-minute exhibit strategy session with expert Trade Show Bob
- Ability to submit your new innovation for consideration in the IFT Food Expo Innovation Awards Program
- Event branded marketing tools to feature your company to prospective customers
- Exhibitor webinars and knowledge resources to help improve your performance and ROI
- Editorial coverage in *Food Technology* magazine's pre-show issue
- Access the scientific and applied sessions with your exhibitor badge
- Private meeting room access available only to exhibitors
- IFT's Exhibitor Success ROI Center on iftevent.org includes tips, white papers and exhibitor education

IFT20 Food Expo Booth Pricing

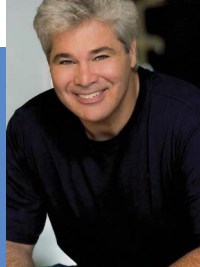
All booth space is sold in increments of 10' x 10'
(3 meters x 3 meters) = \$3,695 each

Corner in-line booths are charged an additional
\$200 per corner, including island spaces.

Shared exhibitor fees are \$250.00 per company and must
be approved by IFT staff.

Bato Prostran

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Maximize Your Exhibit Investment with Sponsorship & Advertising Opportunities

To learn more about these options, contact your IFT Account Manager.



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Reserve Your Exhibit Space Today

Exhibit Schedule

Monday, June 3, 10:00 a.m. – 5:00 p.m.

Tuesday, June 4, 10:00 a.m. – 5:00 p.m.

Wednesday, June 5, 10:00 a.m. – 4:00 p.m.

IFT Premier Members are able to access the expo at 9:00 a.m. each day