



Lead Follow-up: Strategies & Tools for Success

IFT was proud to partner with Experient offering Lead Retrieval and eventBit®, the latest and greatest behavioral technology to our exhibitors.

The numbers are staggering; 80% of exhibitors do not follow up on the leads they collected from the show. Don't let your investment go to waste through lost sales opportunities. Attend this live webinar to learn innovative ways to follow up on your sales leads.

Please join our webinar on **Thursday, August 24, 2017** at 2:00 pm EST to learn all about it! During this informative discussion, you will learn how to navigate your Exhibitor Portal, and how to apply the eventBit data for successful lead follow-up and future marketing decisions. We encourage you to invite your entire marketing team, or any colleague/department that would also find this information beneficial.

[Please register today](#) and be ready to capitalize on all of the opportunities you captured at IFT17.

IFT17 Attendee Statistics Report

Thank you to those who participated in IFT17, June 26-28 in Las Vegas. [The Attendee Statistics Report is now available.](#)

IFT has the resources to get you ready for the CFS exam

Get prepared to take the Certified Food Scientist (CFS) exam with all the confidence you need to succeed. Several resources,

IMPORTANT DATES

August 24: Lead Retrieval Follow-up webinar

October 30: Call for Session Proposals due

December 18: Technical Research Paper submissions due

July 16-18: IFT18

OFFICIAL VENDORS

F R E E M A N

Experient is the official registration and housing contractor for IFT17.



including the online [CFS Preparatory Course](#) and the [CFS Practice Test](#), are available to help you study and prepare for the exam. Check out the [video tour](#) of the course and give your career a key ingredient for success! [Learn more and apply today](#). Are you ready to take the CFS exam this summer? Submit your application for the next exam window. [Learn more and apply today](#).

IFT17 Sessions and ePosters are now available online

Take advantage of the new trends and insights shared by industry experts at IFT17 by accessing the IFT17 Session Catalog and ePosters. The Session Catalog contains 88 session audio recordings synced with presentation slides and PDFs of presenter handouts (for sessions which presenters gave permission to record audio and share handouts) and ePosters. It's a convenient way to capitalize on the valuable content shared at the event. If you attended IFT17 as a Total Access registrant, you have free access to all of the recorded sessions and ePosters from IFT17 through July 2018. Use the access code from the email you will receive from IFT to access the [Session Catalog](#).

You're receiving this email as a confirmed exhibitor for IFT17 using the email address dqullicksen@ift.org. You can update your email preferences for this address by clicking on the link below.

To help ensure you continue to receive our emails, please add iftfoodexpo@ift.org to your email address book, and request that your IT staff whitelist ift.org.

Check out the open discussions in IFT's online community, IFT Connect...

IFT members are looking for your product & technology insights!

Register today!

QUESTIONS?

Please contact Melodie Anderson at +1.312.604.0265 or manderson@ift.org.

