

# SHIFT20

JULY 13 – 15, 2020

See food innovation with a *whole new lens*.



## Expand your company's visibility. Grow your customers...Virtually!

IFT's annual event and expo has gone virtual providing an ideal opportunity to engage high impact buyers from around the globe! Not only will your company have an ideal venue to showcase your innovative products and solutions, but you will also be able to easily network and engage with prospective customer targets to expand your lead pool, build deeper relationships with current customers, and engage media.

### About the Virtual Expo

During the SHIFT20 three-day program attendees will be able to peruse the Virtual Expo Showcase to learn about products and solutions. The showcase provides exhibiting companies a robust landing page to feature company content, products, services, and research as well as engage with attendees and capture leads for future engagement. Attendees will also be encouraged to visit the expo showcase during dedicated time slots, or Power Hours, scheduled between scientific program presentations.

### Added Bonus!

In addition to all the exposure during the three-day event, the Virtual Expo Showcase will be available to attendees for an additional six months after the event serving as their go to virtual rolodex of solution providers!



## Virtual Expo Showcase Features

As an exhibitor you will have a virtual booth in the Virtual Expo Showcase. It is a robust, searchable landing page that provides your company the following options:

FEATURE	STANDARD (\$400/\$800)	UPGRADE 1 (Standard + \$1,700)	UPGRADE 2 (Standard + \$2,500)
Company information and description + social media links	✓	✓	✓
Searchable product categories	✓	✓	✓
Attendee planner access - save and favorite features	✓	✓	✓
Recommendation engine	✓	✓	✓
Access to leads	✓	✓	✓
Press release posting	✓	✓	✓
Appointment scheduling	✓	✓	✓
Show Specials	✓	✓	✓
Scheduled events or webinars	✓(1)	✓(2)	✓(4)
Virtual business cards	✓(2)	✓(4)	✓(6)
New products showcase	✓(2)	✓(4)	✓(8)
Content/collateral posting (brochures, videos, whitepapers, etc.)	✓(10)	✓(15)	✓(20)
Showcase with images and descriptions		✓(4)	✓(8)
Showcase with videos			✓(4)
Featured exhibitor listing			✓
Priority search placement/ rise to the top			✓

Your personnel registration will allow you to:

- Attend all the scientific, educational, and networking programming much of which allows you to engage with other attendees also participating in these events
- Create a robust attendee profile which allows you to easily search and directly engage attendees—your ideal buyer and media targets!

## Virtual Booth Pricing

- Exhibitors that requested a rollover of their booth fees to IFT21 can participate in the virtual expo for only \$400
- Exhibitors that requested a refund and new exhibitors can participate in the virtual expo at the price of \$800
- Each virtual booth includes 1 complimentary attendee registration, plus up to 5 additional attendee registrations for exhibitor personnel for the discounted price of \$110 each (less than half the IFT member rate!)

## Virtual Showcase Benefits

- Access to complimentary marketing tools (branded promotional landing pages, emails, and website/social/email graphics)
- Ability to capture attendee leads for future engagement
- Ability to post press releases and have your showcase page be easily searched by media and attendees via keywords, company name, and product types
- Exclusive attendee list for purchase
- Opportunities to purchase additional sponsorship opportunities for high-level brand and thought leadership exposure in the educational area of the event
- Ability to schedule appointments
- Ability to provide URL for webinar
- Artificial intelligence driven match-making technology or solution to connect attendees and exhibitors

**Don't miss this unique opportunity to expand your visibility and reach within the science of food and food innovation industry.**

For more information about this opportunity **please send inquiries to [iftfoodexpo@ift.org](mailto:iftfoodexpo@ift.org)**

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