

SHIFT20

JULY 13 – 15, 2020

See food innovation with a *whole new lens*.

iftevent.org

SPONSORSHIP OPPORTUNITIES

Expand Your Brand.



What does my Expo Showcase include?

The base Expo Showcase package provides you several features to exhibit and engage prospective and registered attendees. Upgrade to package 1 or 2 and add additional features sets to provide a robust showcase experience.

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	✓	✓	✓
Branded digital promotional tools	✓	✓	✓
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			✓

SHIFT20 Sponsorship Opportunities

SHIFT20 Featured Sessions Sponsorship

\$7,500 (one exclusive sponsor available for each featured content session)

This is an opportunity to align your brand with the featured sessions presented during SHIFT20. These are scheduled “simulive” sessions which include Q&A following the presentation. Sponsors will provide a brief recorded introduction to the presentation of their sponsored session. This is an opportunity to feature an executive or expert from your company to introduce the session and state how your company aligns or supports this content.

Keynote by April Rinne

Writer, speaker, and authority on the new economy

Monday July 13, 9:30–10:30 a.m.

April Rinne will explore the critical role that food science, emerging technologies, and the food industry will need to play in addressing food security in the face of our current pandemic and global climate change.

The Future of Food Safety with Frank Yiannas,

FDA Deputy Commissioner for Food Policy and Response

Tuesday, July 14, 4:00–5:00 p.m.

Frank Yiannas will discuss the cross-section of data science and emerging technologies shaping the future of food safety and how they can deliver benefits across the food supply chain.

What Will the Future Want to Eat?

Product Development Hackathon with Eve Turow–Paul,

Wednesday, July 15, 2:00–5:00 pm

Eve Turow–Paul will host an exciting virtual hackathon to discuss how to address generational differences and demands in the shifting consumer base.

SHIFT20 Featured Channels

\$9,000 (one exclusive sponsor available for each featured channel)

Align your brand with educational content within one of SHIFT20’s five featured channels. Sponsors may provide a brief recorded introduction to the live presentation of their featured channels’ panel discussion. This is an opportunity to feature an executive or expert from your company to introduce the panel session and state how your company aligns with this content.

- Health & Nutrition
- Food Safety & Security
- Sustainability
- Science & Technology
- Innovation

Solution Expert Room

\$10,000 (limited to 15 sponsors)

The Solution Expert Showroom is a specialized opportunity to elevate your brand and feature content, events, and discussions within your own virtual room on the content side of SHIFT20. Your virtual room will be identified as a Solution Expert and be branded with your company name.

Within your room, you can post unlimited content (posts, videos, documents), host webcasts, presentation and social events, and host discussions. This is an opportunity for targeted engagement and discussion, which will require staffing from the sponsors’ side to ensure and manage an engaging platform and experience. As a Solution Expert, you will have this live platform for three days of the event, and the content remains available until IFT21.

SHIFT20 Sponsorship Opportunities

Expert Content Channel Post

\$3,600 per content post

The content side of SHIFT20 will feature an Expert Content Channel for sponsored content. This is the opportunity to create a robust content post featuring your company, product and/or solution. Within the post, you can include copy, images and embed video.

Fun Run + Fitness

Event Supporter (\$500–\$5,499) or Official Event Sponsor (\$5,500)

Fun Run + Fitness launched on June 1 featuring six weeks of wellness challenges to promote activity, nutrition and self-care aimed at creating new or improved habits to keep our community healthy! We welcome everyone to register and participate including friends and family beyond the IFT community. All proceeds go to fund academic scholarships for students pursuing degrees in the science of food.

Event Sponsors (\$5,500 donation) receive a logo recognition package:

- Fun Run + Fitness Facebook Community
- Fun Run + Fitness page of Feeding Tomorrow
- SHIFT20 website
- Fun Run + Fitness ad in Food Technology magazine
- On emails to participants
- Opportunity to participate in the virtual goodie bag
- 5 individual registration for the six weeks challenge



Digital Media & Emails

SHIFT20 Event Website Ads

\$3,500 (3 available)

- Digital ad on SHIFT20 event run of site, with few exceptions based on content
- Ads will run June through August 2020.
- Ad creative may be changed from pre-event to post-event

SHIFT20 Post-Show Dedicated Email

\$5,000 (5 available)

Sponsor's customized message to SHIFT20 attendees in this exclusive opportunity to reach registered attendees

- July 23, 2020
- July 27, 2020
- July 30, 2020
- August 6, 2020
- August 10, 2020

SHIFT20 Preview and Wrap-Up Newsletter

180x150 rectangle, \$2,500 for both emails,
(4 opportunities on each)

Text, Featured Links, \$1,500 for both emails,
(2 opportunities on each)

Sent to approximately 25,000+ (registered event attendees, IFT members, plus our Weekly and IFTNEXT newsletter subscribers) prior to and after SHIFT20. These newsletters are a terrific way to maximize your exposure with those registered for the virtual event and beyond to our greater IFT community

SHIFT20 News Show Daily Newsletter

180x150 rectangle, \$3,500 (4 opportunities on each)

Text, Featured Links, \$2,500 (2 opportunities on each)

Delivered to approximately 25,000+ professionals (registered event attendees, IFT members, plus our Weekly and IFTNEXT newsletter subscribers) the SHIFT20 News Show Daily will be emailed each day of the event (July 13, 14 and 15) reaching thousands of engaged readers, both those attending the virtual event and those not attending, read about what they are missing. Going virtual makes everything new this year, so the News Show Daily is sure to get a lot of attention this year.

Digital ads run in each of the three issues of the IFT20 News Show Daily.

Pre- and Post-Show Attendee Highlights Emails

\$2,000 (12 positions available on each email)

Pre-show-Thursday, July 2 & Post-show Friday, July 24

SHIFT20 Registration Website Digital Graphic

\$2,500 (exclusive)

Include your digital graphic on the registration landing page for SHIFT20

Digital Retargeting

\$3,500, guaranteed 50,000 impressions

(limited to 10 participating sponsors)

Retargeting uses "cookies" to track visitors of one site and reach them with ads on other sites. Your SHIFT20 digital retargeting campaign allows you to reach IFT event site visitors and pre-registered attendees too! Your digital ads are served to prospects as they visit other internet websites and social media sites. Your ad links back to your designated landing page, and you gain access to the prospect's contact information when they submit your request information form.

Let Us Help You Amplify Your Brand

For more information about SHIFT20 and year-long sponsorship and advertising opportunities, contact your IFT Account Manager.



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