



### Exhibitor Appointed Contractor (EAC) Registration Open Now

Exhibitors using an Exhibitor Appointed Contractor will need to log onto the housing and registration web site via your [exhibitor portal](#) to designate the EAC. The EAC will then receive a link to register for the meeting via email from Experient, IFT's official housing and registration company.

### Exhibitor Meeting Rooms Now Available for Rent at IFT19

Exhibitor meeting rooms, available June 3-5, can be requested by completing the exhibitor meeting room form [here](#). Please contact Melodie Anderson at [manderson@ift.org](mailto:manderson@ift.org) for additional information.

### IFT19 Island Booth Forms Due

IFT requires all companies who have Island Booths to complete the [Island Review](#) form and booth rendering with dimensions to our reviewer, Claude Adomaitis at [explglobal@gmail.com](mailto:explglobal@gmail.com) on or before **Friday, March 22**.

### IFT19 Attendee Mailing List

The IFT19 mailing list will be available for purchase via the [exhibitor portal](#), starting on **Monday, April 15**. Experient, IFT's official housing and registration company is the only vendor that has the official IFT19 Attendee List. **Please be aware of scammers claiming to have this list.**

### Learn Tradeshow Social Media Best Practices:

IFT will offer IFT19 exhibitors new social and digital tools that will allow you to leverage your presence at the meeting. The tools include a dashboard with banner graphics, lead dashboard and much more.

- **Trade show Social Media Best Practices:**  
Using Social Media to Build Your Brand & Drive Traffic  
Recorded on Thursday, March 21, 2019  
View this webinar at the [Exhibitor Success & ROI Center](#)

### Update Your Directory Listing

Updating your exhibitor listing is a great way to make attendees aware of your products and services at IFT19, drive traffic to your booth, and potentially increase your ROI. We also have TJ and Trent, our partners from Map Your Show calling and emailing you to help make the most out of your listing. The deadline is **Monday, April 1**. Update your listing [here](#) today; your exhibitor ID and password are required to access the web site. Please contact Victoria Garcia at [vgarcia@ift.org](mailto:vgarcia@ift.org) for portal assistance.

### Free Exhibitor Editorial Opportunity in Food Technology Magazine Pre-Show Issue

The May 2019 issue of *Food Technology Magazine* will feature the official IFT19 Preview. Take advantage of this opportunity to increase booth traffic and publicize your company's activities. This is a free service to exhibitors. For your companies information to

### IMPORTANT DATES

#### March 21

Trade show Webinar: Social Media Best Practices

#### March 22

Island Booth Floor Plan/ Approval Forms Due

#### March 22

May Pre-Show Free Opp in *Food Technology Magazine* Submission Deadline

#### March 29

Innovation Award Submission Deadline

#### April 1

Update Directory Listing Deadline

#### April 15

Attendee List Available for Purchase

#### June 3-5

IFT19 Food Expo

### OFFICIAL VENDORS

#### F R E E M A N

Experient is the official registration and housing contractor for IFT19.



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

be included, your materials must be submitted via e-mail by **Thursday, March 22**. For more information and to submit your materials please contact Karen Nachay at [knachay@ift.org](mailto:knachay@ift.org).

Anderson at +1.312.604.0265  
or [manderson@ift.org](mailto:manderson@ift.org).

### Only 2 Weeks Left to Enter Food Expo Innovation Awards Competition

Take advantage of a fantastic opportunity to gain prestige for your company's innovative products and services by entering the IFT19 Food Expo Innovation Awards competition. There is no entry fee, and exhibiting companies may submit up to three entries. The deadline to submit is **Friday, March 29**. For more details, visit the [IFT19 website](#).

### Pre-IFT19 Short Courses

Reserve your spot in Pre-IFT19 short courses, June 1-2 at the New Orleans Marriott, including:

- Food Science for the Non-Food Scientist
- Labeling Requirements and Implications for Foods Marketed in the U.S.
- Certified Food Scientist (CFS) Preparatory Course
- And More!

Several courses will sell out, so register early! [Learn more](#).

### Final Booth Payments Due Now

Final booth payments were due on Thursday, February 7. Companies with a balance due will not have access to the exhibitor housing and registration website. In addition, non-payment may result in a cancellation of your booth space. Make your payment by accessing the Map Your Show portal [here](#). Please contact Victoria Garcia at [vgarcia@ift.org](mailto:vgarcia@ift.org) if you have any questions.

### Are You Addressing the Critical Exhibiting Success Factors?

Marketing your exhibit, preparing your staff for success, lead management, and setting up a measurement system are the critical issues that will determine the ultimate success of your exhibit. Are you addressing them all? If not, now would be a good time to pick-up the perspectives and practices you and your team need. Visit the online [Exhibitor Success & ROI Center](#) web page today!

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