



## Register Now! IFT20 Familiarization (FAM) Trip Sweet Home, Chicago

Institute of Food Technologists (IFT) is hosting an all day Exhibitor Familiarization program on Wednesday, January 22, 2020 at McCormick Place in Chicago, IL.

### Highlights Included:

- What's new in Chicago since IFT18
- Educational sessions
- Facility tours
- Private venue tours for your client events with our partner, Hosts Global
- Q&A with contacts at McCormick Place and more.

This event is free for companies participating in IFT20. Lunch and dinner will be provided. For more information, please see the [flyer](#). Questions and registration form can be directed to Melodie Anderson, Exhibits Manager, at [manderson@ift.org](mailto:manderson@ift.org).

### IFT Membership Information

When you join IFT, you become a member of a global community of more than 64,000 engaged professionals and IFT members working together to advance the science of food and food innovation. You can become a member today for as little as \$99 as a Networking & Engagement Member. Learn more and join. [Learn more and join](#).

### Hurry, Don't Miss These Exclusive Opportunities

[Learn more](#) about sponsorship and advertising opportunities, attendee demographics, and how your company can amplify its brand by becoming a sponsor of the most significant food ingredient and product development event.

### Rules and Regulations Now Available

New IFT20 rules and regulations are available [here](#). New rules are highlighted. For questions or concerns, please contact Melodie Anderson at [manderson@ift.org](mailto:manderson@ift.org).

### New This Year - Earn Additional Priority Points!

Any exhibitor who reserves hotel rooms inside of IFT's official room block via Experient, our only official housing provider, by **Thursday, April 30**, will receive an additional **(5)** priority points, effective for IFT21 booth selection.

## IMPORTANT DATES

**December 20**  
FAM Trip Registration  
Deadline

**January 22**  
IFT20 FAM Program

**February 6**  
Final 50% Payment due  
on Booth Space

**March 2**  
Exhibitor Service Kit  
Release

**March 2**  
Exhibitor Housing Opens

**July 13-15**  
IFT20 Food Expo

## OFFICIAL VENDORS

**F R E E M A N**

Experient is the  
official  
registration and  
housing  
contractor for  
IFT20.



Don't miss out on this opportunity to be rewarded for your loyalty to IFT! Book early starting **Monday, March 2** to ensure you get one of your preferred hotels. More info [here](#).

### Exhibitor Checklist: Six Vital Booth-Planning Steps

Finding success at a trade show requires more than simply installing a booth and demonstrating products or services. Before you pack your crates and monogram the swag, take a step back and start asking questions. What kind of experience do you want to deliver? How can you make the impact successful? As marketers with endless to-do lists, it's easy to get mired in tactics. But to build a strategic plan, you need to understand the who, what, when, where, why before tackling the how. To get your plan in motion, check off these fundamental phases and you'll be on your way to exhibit success. [Learn More](#).

### Reserve Your Space in the 2020 IFT Services Directory

The IFT Services Directory is available year-round online at [ift.org](http://ift.org) and distributed to professionals through the April issue of *Food Technology Magazine*—with extended distribution at the IFT annual event and select industry events. This IFT resource makes it easy for buyers to find your company's products and services. To learn more and secure your listing today visit our website at [2020 IFT Services Directory](#) or contact Darlene Hanks at [dhanks@ift.org](mailto:dhanks@ift.org)

### Maximize Your Company's Exposure and Elevate Your Brand

[Learn more](#) about sponsorship and advertising opportunities, attendee demographics, and how your company can amplify its brand by becoming a sponsor of the most significant food ingredient and product development event. Limited opportunities available.

### Find Qualified Job Candidates in the IFT Career Center

Job seekers in the IFT Career Center are highly qualified individuals who participate in the science of food. With the IFT Career Center's new subscription service, we offer multiple packages designed to meet your company's short- and long-term job posting needs. Subscription packages are designed to help you make the most of your recruiting budget. [Learn more](#).

### Beware of Unauthorized Hotel Solicitors

**Experient** is the only housing company affiliated with IFT20. No other housing company or travel agent is authorized to place hotel reservations on behalf of IFT. Reservations made through any other agency cannot be guaranteed by IFT, and may result in a loss of deposit, additional charges, incorrect placement, or inflated room rates for conference participants. Please use the Exhibitor Portal, starting **Monday, March 2**, to access the housing and registration section.

Be aware of housing poachers contacting exhibitors regarding booking hotel rooms at IFT20. We apologize for the inconvenience. Please ignore these pirating emails and/or calls.

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](mailto:manderson@ift.org).

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