



Corona Virus

IFT would like to extend sincere concern and support to our members, friends, colleagues, partners, and exhibitors who have been impacted by the current 2019 Novel Coronavirus (2019-nCoV) health emergency.

We take the safety and security of our IFT community very seriously and it is very important to us. Given the severity of the situation, IFT is carefully monitoring Novel Coronavirus (2019-nCoV) developments through several resources including local, national, and international public health department and agency sources. We will continue to do so and will follow their recommendations should developments require further action.

We will keep our community updated if changes impacting the event should arise and will communicate these updates via the IFT20 website, the IFT20 exhibitor newsletter, and dedicated emails should circumstances require it.

Should you have any questions, please email them to [Victoria Garcia](#).

Avoiding Exhibiting Headaches, Hassles & Controlling Costs

With the myriad of details to manage, just one or two oversights can end up causing you unnecessary hassle and pushing your budget over the top. Join this all new webinar with Diamond CTSM, Betsy Earle and columnist of EXHIBITOR magazine to learn best practices to help you manage show services, freight, drayage, installation and dismantle, dealing with union labor and more.

Register today for:

Avoiding Exhibiting Headaches, Hassles & Controlling Costs

Wednesday, February 26, 2020 2:00 pm - 2:45 pm Eastern

Registration Link:

<https://attendee.gotowebinar.com/register/9050015741160623361>

Innovation Awards

Are you featuring an exciting new product, technology, application or service at your booth at IFT20? Would you like to see it receive the special recognition it deserves? If the answer is yes, then consider entering the IFT20 [Food Expo Innovation Awards](#).

IMPORTANT DATES

February 26
Avoiding Exhibiting
Headaches Webinar

March 2
Exhibitor Service Kit
Release

March 2
Exhibitor Housing &
Registration Opens

April 7
Free Exhibitor Editorial
Opp Dead Line

April 22
Island Booth Forms

May 1
Innovation Awards
Submissions Due

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.



Exhibitor Directory Listing

Updating your exhibitor listing is a great way to make attendees aware of your products and services at IFT20, drive traffic to your booth, and potentially increase your ROI. The deadline is Wednesday, April 15. 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 for portal assistance.

Promote Your Booth to Clients with Our FREE Exhibitor Invites Tools!

We've create a suite of digital promotional tools to help you easily promote your company's traffic boost passes to your customers. This suite includes a SHIFT20 branded email, landing page and graphics to use on social media and your website. **Each are customized to include your company's information.** To access these tools and "how to" video tutorials simply click on the "Invite Customers + SHIFT20 Promo Tools" button on your [Exhibitor Portal](#).

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.

Island Booth Forms

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

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

The June 2020 issue of Food Technology magazine will feature the official IFT20 Preview, which includes highlights of new developments in ingredients, nutraceuticals, food safety and quality, processing, packaging, and services presented by exhibitors in Chicago. Take advantage of this opportunity to increase booth traffic and publicize your company's activities. For your free information to be included, your materials must be submitted via e-mail to [Karen Nachay](mailto:Karen.Nachay) by Tuesday, April 7.

Feeding Tomorrow: Fun Run

Invest in the next generation of professionals in food science and technology. Sponsor opportunities for Feeding Tomorrow's Fun Run + Fitness fundraiser for academic scholarships are available!

Email feedingtomorrow@ift.org for more information on how to become a sponsor.

IFT: Are You a Member Yet?

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](#).

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.

Want More Exhibiting Success & Better ROI?

IFT is excited to announce continuation of the online [Exhibitor Success & ROI Center](#) page. This exhibitor service is you and your staff's FREE, on-demand, 24/7 exhibiting knowledge resource. With live and on-demand webinars, strategic exhibiting articles and planning exercises, "how to" exhibiting articles, and access to a free customized Booth Strategy Session with Trade Show Bob, you can access the latest and best thinking and find direct answers to your most pressing exhibiting challenges. [Visit now.](#)

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.

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