



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.

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.](#)

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.

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](#).

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.

Reserve Your Space in the 2020 IFT Services Directory

The IFT Services Directory is available year-round online at 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 Hankes at dhankes@ift.org

Your Guide to Boosting Booth Presence: Strategic Planning 101 for Exhibitors

You exhibit at IFT because you know it's a great way to get in front of your most important audiences. But as an exhibitor, you're balancing an enormous number of details. To-do lists, marketing tactics, various deadlines — it's hard to keep track of it all.

Amid all of that, how can you be sure that you maximize your exhibit investment? Luckily, it doesn't have to be difficult.

IMPORTANT DATES

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.



Check out the open discussions in IFT's online community, IFT Connect...

IFT members are looking for your product & technology insights!

[Register today!](#)

To get started, [click here](#) to download the strategic guidebook from Freeman.

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](#).

About the Expo: Posters & E-Posters

There are some big changes coming to poster sessions at IFT20!

- Poster sessions will be organized in a way to allow for collaborating and networking, including a new, more organized poster set-up and seating arrangements.
- There will be new opportunities for top posters – including oral opportunities on the new Research Showcase stage.
- Division Graduate Student Poster Competition posters will be on permanent display in North Hall.

More information to come as IFT20 approaches! Please contact Melanie Krawczyk at mkrawczyk@ift.org with questions about the new, exciting changes!

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.

Questions?

Please contact Melodie Anderson at +1.312.604.0265 or manderson@ift.org.

Institute of Food Technologists 525 W. Van Buren St. | Suite 1000 Chicago, IL 60607 USA

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