



IFT19 June 3-5 New Orleans, LA

Get ready to head to New Orleans, LA this spring. With show time t-minus 5 months away, take this time to visit our [Exhibitor Resource Center](#) to get pre-show planning, helpful tips to prepare your staff, lead management and much more.

Final Booth Payments Due February 7, 2019

Final booth payments are due by Thursday, February 7. Non-payment will 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 if you have any questions.

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. 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 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, which includes highlights of new developments in ingredients, nutraceuticals, food safety and quality, processing, packaging, and services presented by exhibitors in New Orleans. 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 be included, your materials must be submitted via e-mail by **Tuesday, March 12**. For more information and to submit your materials please contact Karen Nachay at knachay@ift.org.

Stand Out on the Food Expo floor – Enter the IFT19 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. Submissions will start being accepted Monday, January 14. For more details, visit the [IFT19 website](#).

The IFT19 Headquarters Hotel is The Marriott

Please note for IFT19, the official IFT Headquarters will be The Marriott located at 555 Canal St, New Orleans, LA 70130.

Want Better Exhibiting ROI?

Visit [IFT'S Exhibitor Success & ROI Center](#) to access strategic planning exercises, downloadable program management tools, topical articles, and 8 webinar replays. With more than \$10,000 of proven-effective trade show productivity resources available for FREE, it's a "must view" for ALL exhibitors regardless of exhibiting experience.

IMPORTANT DATES

January 31

Exhibitor Housing Opens

January 31

Exhibitor Registration Opens

January 31

Freeman Service Kit Available

February 7

50% Remaining Balance for Booth Space Due

February 20

Island Booth Floor Plan/ Approval Forms Due

March 12

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

March 12

Required Webinar Exhibitor Briefing

March 21

Trade show Webinar: Social Media Best Practices

March 29

Innovation Award Deadline

April 1

Update Directory Listing Deadline

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.



Exhibitor Webinar Dates:

Often times, just one new idea can make the difference between a so-so exhibit and a highly productive and profitable standout exhibit. Because we're committed to your success, we will be providing you with two FREE exhibitor educational webinars:

- **Required IFT Food Expo Exhibitor Web-Briefing:**
Information & Insights You Need to Succeed
Tuesday, March 12, 2019 2:00 pm - 2:45 pm Eastern
Registration Link [Here](#)
- **Trade show Social Media Best Practices:**
Using Social Media to Build Your Brand & Drive Traffic
Thursday, March 21, 2019 2:00 pm - 2:45 pm Eastern
Registration Link [Here](#)

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
- Flavor Interactions in Foods
- Design Thinking for the Creative Food Scientist
- FSPCA Intentional Adulteration: Conducting Vulnerability Assessments (NEW!)
- Plant Proteins: Functionalities and Applications (NEW!)
- Microencapsulation in the Food and Beverage Industries (UPDATED!)
- Nonthermal Processing of Food: Commercialization, Technical Advances, Acceptance, and Sustainability (UPDATED!)

Registration opens January 31, 2019. Several courses will sell out, so register early! [Learn more](#).

New Exhibitor Resources

As a new exhibitor with IFT, we would like to make you aware of the tools and resources we provide at no cost to you. These tools are located in our resource center [here](#), under Success Tools.

The web site includes educational webinars, pre-show planning, staff training, lead management, and information on Trade Show Bob's FREE 30's minute consultation, and more.

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Questions?

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