



IFT20
Exhibitor
Newsletter

Event: July 12-15 | Food Expo: July 13-15 | Chicago, IL **iftevent.org**

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.

Avenue M Survey Reminder

IFT in partnership with AvenueM, a market research consulting firm is conducting a survey on improving the meeting experience for our attendees and exhibitors. You may have received an email communication from AvenueM for this purpose and we highly encourage you to take this survey and provide feedback.

Maximize Your Company's Exposure and Elevate Your Brand with Exciting Sponsorship 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. Limited opportunities available.

Rules and Regulations Now Available

New IFT20 rule and regulations are available [here](#). New rules are highlighted. For questions or concerns, please contact Melodie Anderson at 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.

Don't miss out on this opportunity to be rewarded for your loyalty to IFT!

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.



Book early starting **Monday, March 2** to ensure you get one of your preferred hotels. More info [here](#).

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. Amid all of that, how can you be sure that you maximize your exhibit investment? That includes an alignment of your business, marketing, and booth goals. Luckily, it doesn't have to be difficult. To get started, click here to download the strategic guidebook from Freeman. You'll find a step-by-step guide to recharge your exhibit program with strategic ideas and tips. [Strategic Guidebook](#).

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

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.

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

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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.