

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

Increase your exhibit success by taking advantage of this great opportunity to familiarize yourself with the IFT20 venue, event amenities, and special offerings. Please join us on a Familiarization Trip on Wednesday, January 22, 2020.

Get to know the expo space, amenities, and Chicago regulations

- Tour McCormick Place
- Gain a better understanding of regulations unique to Chicago
- Q&A with SAVOR, the official caterer at McCormick Place
- Discuss how to get the best out of your exhibit experience with trade show expert, Bob Milam
- Understand how you can save money by leveraging Freeman offerings
- Review sponsorship opportunities to help you get your company noticed
- Learn more about the education and program opportunities offered by IFT

Participants will have the opportunity to make appointments to see what amazing venues Chicago has to offer for all your client dinners and parties, with Hosts Global, our preferred partner for your client party needs. Click [here](#) to see the agenda, read real testimonies, and register for the IFT20 FAM trip. For more information please contact Melodie Anderson at manderson@ift.org.

Let Hosts Global Help with Your IFT20 Event Space

Hosts is the local expert for planning and executing group programs in Chicago. We offer full-service destination management solutions and create memorable experiences that showcase the best our city has to offer. Schedule a private tour of event space during the upcoming FAM by contacting Lindsey Kallai, lindsey.kallai@hosts-global.com / 312.489.8348. Tours available January 21 or 23, 2020.

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

IMPORTANT DATES

October 31

Submissions Close for
IFT20 Proposals

December 20

FAM Trip Registration
Deadline

January 22

IFT20 FAM Trip

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.



your exhibit program with strategic ideas and tips.

[Strategic Guidebook.](#)

What are your burning questions?

In an effort to provide the best service possible, we need your help. We want to hear from you! What is something that you need answered, or would like for IFT to clarify or explain in more depth? We would like the opportunity to help. Email your questions to vgarcia@ift.org and your question may be featured in the next IFT20 newsletter.

IFT20 Call for Proposals Now Open

Want to reach an audience outside of the expo floor? Consider sharing your innovations as a Poster (TRP), Scientific or IFTNEXT Session. Submissions are peer-reviewed based on scientific merit, relevancy, presenter innovation, and quality.

- **Poster (TRP) Session:** An accepted abstract honors the scientific and scholarly achievement of the presenters and helps contribute to the growth of the science of food. Abstracts submitted through the Technical Research Paper program may qualify for additional presentation opportunities, including invited oral presentations
- **Scientific Session:** Proposals should be timely and relevant to the food science community, emphasize science as the primary focus of the work (rather than the promotion of a specific product). Proposals must be science and data-driven, with well-defined goals and objectives
- **IFTNEXT Session:** Think big and bold! It's about challenging, re-examining and inspiring original thought. It's about engaging passionate, creative, forward thinking individuals in conversations and activities that provoke a better understanding of how global, interdisciplinary collaboration can advance and instill innovation in the science of the food

Call for session proposals, IFTNEXT and posters (TRPs) will be open from now until **Thursday, October 31**. For more info and submissions click [here](#).

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.

Please ignore all communication from these companies:

- Corporate Booking Services - CBS
- International Diamond Housing
- Associates Global Expo Travel (GET)
- Global Housing Services, Corp. (GHS)
- Pro Housing LLC
- Tarzango

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.

12/6/2019

IFT20 FAM Trip, Planning 101, and more!

- Travel Partner International Inc.
- Vacankey.com
- World Wide Exhibitions – WWE Corp

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