



Sponsorship & Advertising Opportunities

Increase your reach and impact with engaged food professionals through in-person & digital sponsorship opportunities at FIRST!

Let our team create a sponsorship package to fit your budget and marketing objectives.


Branding

		In Person	Virtual	Both
SOLD Exhibit Hall Numerical Aisle Banners	Shared opportunity for 2 sponsors \$15,000 each	👤👤👤		
SOLD Attendee Bags	Exclusive \$30,000	👤👤👤		
SOLD Badge Lanyards	Exclusive \$22,500	👤👤👤		
Banners	\$8,500 - \$12,000	👤👤👤		
Column Wraps	\$5,000	👤👤👤		
Revolving Door Clings Packages	\$6,000 - \$8,000	👤👤👤		
Escalator Runners & Clings	\$6,000-\$10,000	👤👤👤		
SOLD Hand Rails	\$8,500	👤👤👤		
Booth Extenders	\$3,700	👤👤👤		
Hand Sanitizer Stations	\$5,000	👤👤👤		
SOLD Stair Riser Graphics	\$9,000	👤👤👤		
Water Stations Graphics	\$5,000	👤👤👤		





Full sponsorship details [HERE](#)

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Promotional Items

		In Person	Virtual	Both
Product Sampler Pedestal	\$5,000 each			

Experience











		In Person	Virtual	Both
Coat/Luggage Check Sponsorship	\$6,500			
Branded Networking Lounge	\$30,000			
Fun Run sponsorship	\$500-\$5,500			
Shuttle Bus DVD	\$10,000			

Education and Thought Leadership



		In Person	Virtual	Both
Keynote Sponsor	TBD			
Focus Area Sponsors: Novel Technology & Innovation, Sustainability, Health & Nutrition, Consumer Insights & Education	\$20,000			
IFT FIRST Shuttle Daily Wrap-up sponsor	<i>Exclusive</i> \$6000			
Research Showcase and Posters sponsor	<i>Exclusive</i> \$15,000			
Presentation on Business FIRST stage	\$6,500			
Fireside Chat interview on exhibit floor	\$4,000			

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Digital

		In Person	Virtual	Both
Exhibit Hall Wi-fi	<i>Exclusive \$30,000</i>			
IFT FIRST event website	\$6,000			
Pre-Show Dedicated eblast <i>(limited availability)</i>	\$5,000			
Post-Show Dedicated eblast <i>(limited availability)</i>	\$5,000			
IFT FIRST Preview & Wrap-Up Emails	\$2,000-\$5,000			
FIRST News show daily newsletter	\$3,000-\$5,500			
Pre-Show & Post-Show Highlight Email company spotlight	\$3,000			
Registration Confirmation email sponsor	<i>Exclusive \$8,000</i>			
Registration Website	<i>Exclusive \$6,000</i>			
Digital Retargeting 50,000 impressions	\$3,500			
Digital Retargeting 100,000 impressions	\$6,500			

Students

		In Person	Virtual	Both
Fun Run Sponsorships	\$500-\$5,500			
IFTSA Sponsorships	\$2,500-\$20,000			

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Sponsor Levels and Recognition

Each sponsor level also includes additional value through these recognition packages



FIRST Gold Sponsors *sponsorship packages at \$30,000 or higher*

- Sponsor tag in IFT FIRST exhibit listing
- Tiered logo recognition in sponsor ad in pre + post show issues of *Food Technology* magazine
- FIRST website tiered recognition
- Access to FIRST event press list prior to event
- Tiered recognition on sponsor banner at FIRST event
- Post show sponsorship report
- Inclusion in FIRST sponsor thank you via Twitter
- Booth location highlighted on FIRST Food Expo® map
- Right of first refusal renewal
- Gold sponsor ribbon for staff badges
- Global spend priority points



FIRST Silver Sponsors *sponsorship packages between \$15,000 - \$29,999*

- Sponsor tag in IFT FIRST exhibit listing
- Tiered logo recognition in sponsor ad in pre + post show issues of *Food Technology* magazine
- FIRST website tiered recognition
- Access to FIRST event press list prior to event
- Tiered recognition on sponsor banner at FIRST
- Post show sponsorship report
- Silver sponsor ribbon for staff badges
- Global spend priority points



FIRST Bronze Sponsors *sponsorship packages between \$10,000 - \$14,999*

- Sponsor tag in IFT FIRST exhibit listing
- Tiered logo recognition in Sponsor ad in pre + post show issues of *Food Technology* magazine
- FIRST website tiered recognition
- Access to FIRST event press list prior to event
- Tiered recognition on sponsor banner at FIRST event
- Bronze sponsor ribbon for name badge
- Global spend priority points



FIRST Supporter *for packages \$9,999 or less*

- Access to FIRST event press list prior to event
- Global spend priority points

Full sponsorship details [HERE](#)

For more information about Customized Sponsorship Opportunities please contact:

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