



Dear Exhibitor,

We look forward to you exhibiting at **IFT FIRST** at McCormick Place in Chicago, IL, July 16-19. Please review today's e-mail below for news and tips designed to help you get the most out of your investment.

Your Exhibitor Listing

Each exhibiting company receives a complimentary listing within the [IFT FIRST Advanced Program and Expo Planner](#). Your current listing can be found here: https://IFT23.mapyourshow.com/8_0/exhibitor/exhibitor-details.cfm?exhid=00876160 If you need to make edits or update, please do so under the **Exhibitor Directory** widget on the Exhibitor Dashboard.

Exhibitor Dashboard: <https://IFT23.exh.mapyourshow.com/>

For password assistance or questions about your Dashboard, please contact timothy.sheetz@spargoinc.com

Exhibitor Appointed Contractor

Working with an Exhibitor Appointed Contractor (EAC)? They must register with IFT FIRST to have access to the exhibit hall. Please share the following link with your EAC(s), so that they can complete the registration process and have access to the IFT FIRST exhibit hall:

<https://registration.experientevent.com/ShowIFT231/Flow/EAC/#!/registrant/Login/>

In order to start their registration, the EAC will need to create a new profile the link above.

The registration process requires the EAC to complete simple form requiring contact information, the number of wrists bands required for their team to access the floor, a place to upload a valid certificate of insurance (COI) and once approved by you the exhibitor a place to submit their \$250 registration fee.

Once the IFT FIRST Exhibits Team has approved the EAC(s), you the exhibitor will be able to select and add your EAC to your account via the registration & housing portal. Your EAC's registration must be completed, with a certificate of insurance on file, by June 13. For any questions, do not hesitate to contact Christina Morolla; christina.morolla@spargoinc.com

IFT FIRST – May Exhibitor Briefing

Tuesday, May 23rd 11:00AM – 12:00PM Eastern

We are continuing to hold an exhibitor briefing once a month and we thank you for your eagerness to be prepared for IFT FIRST!

Join us to learn about the following topics:

- **How to Do I Utilize Braintree?**
- **Upcoming Sponsorship Opportunities**
- **Lead Retrieval**
- **Purchase an Attendee List**
- **Invite Customers to FIRST**
- **Island Booth Renderings**
- **EAC (Exhibitor Appointed Contractor) Process, etc!**

Register to attend below.

https://us02web.zoom.us/webinar/register/WN_T9VV0V62T_upfQ4Dr3P_Cg

THE FOOD TECH ®| SUMMIT & EXPO

The leading expo of ingredients, additives, solutions, and packaging for the food and beverages industry in Latin America will open its doors on September 27 - 28, it is time to expand your horizons. Showcase your innovations to the Mexican and Latin American markets and do new business deals, you can be part as sponsor or with a booth:

<https://expo.thefoodtech.com/why-exhibit/>

International Ingredients Buyers at IFT FIRST

The Institute of Food Technologists and Food Export Midwest have partnered to bring international buyers to IFT FIRST. On July 16 and 17, you can meet with pre-qualified buyers in pre-arranged, one-on-one meetings at McCormick Place, to generate sales leads and build relationships with key international players. There are already 11 buyers signed up from Colombia, Costa Rica, Hong Kong, Saudi Arabia, South Korea and other countries. The cost to participate is \$225 and the deadline to sign up is May 26. To start the registration process, contact Abby Clark at aclark@foodexport.org.

New Sponsorship Opportunities Available at IFT FIRST.

We've added even more opportunities for sponsors to boost brand awareness, generate valuable leads, and showcase their expertise at the largest b2b food innovation expo in the Americas.

New opportunities include:

- [Company & Career Fair](#)
- [Taste of Science Presentation & Sample Stop](#)
- [Sponsor Giveaways](#)
- [Networking Hours](#)
- And more!

Check out all our [sponsorship opportunities](#) and maximize your impact at IFT FIRST!

Questions? Contact the IFT sales & sponsorship team

Jonas Moskowitz

VP, Strategic Partnerships & Business Analytics

Territory: West Coast, Midwest and Canada

jmoskowitz@ift.org

Susan E. Young

Director, Sales and Strategic Partnerships

Territory: East Coast and International

seyoung@ift.org

Mailing List Availability

IFT will be making **IFT FIRST** attendee mailing lists available for purchase in late June, just prior to **IFT FIRST**.

Mailing lists will be made available for purchase via the exhibitor dashboard with prices starting at \$350. Mailing lists will include all qualified registrants, excluding students, vendors, and IFT staff. **Email information is not included.** Stay tuned for more information on how to purchase and rules for use.

Important Dates

Below we have provided you with a few important dates to add to your calendar. The **IFT** team will contact you via email with more information on each item.

Exhibitor Housing List Due*	May 8, 2023
First Day for Receipt of Advanced Warehouse Shipment	June 13, 2023
EAC Registrations and COI must be received	June 13, 2023
Meeting Room Reservation Deadline/Cancellation	June 16, 2023
Lead Retrieval Deadline	July 8, 2023

Exhibitors with outstanding balances for their booth fees **will not have access to the **IFT** exhibitor registration & housing system until payment in full is received.*

Please let us know if you have questions. The IFT FIRST Exhibits team is here to provide you assistance as you prepare for **IFT FIRST**.

Kindest Regards,

IFT FIRST Exhibits Team

Timothy Sheetz, CEM
Exhibits Manager
IFT FIRST Exhibits Team
c/o SPARGO, Inc.
D: 571-445-6416
timothy.sheetz@spargoinc.com

Christina Morolla
Exhibits Manager
IFT FIRST Exhibits Team
c/o SPARGO, Inc.
D: 703-679-3909
christina.morolla@spargoinc.com