



## Associate Membership Benefits

The International Foodservice Manufacturers Association (IFMA) is focused on delivering a strong ROI on your membership and participation in all our programs and events. Associate membership in IFMA is available to any company or organization that provides services to the foodservice industry. Categories include: advertising, marketing, marketing research, consulting, public relations, education, trade publications, executive search, information systems, investment banking, professional/trade organizations, industry services/miscellaneous.

### Associate Membership

#### Benefits:

- **IFMAWorld.com** - The portal of the foodservice industry. Every activity, program or project is detailed on the website and is the central point for all interaction with IFMA. Complete scheduling, details and participation/registration information can be accessed from the website.
- Access to all IFMA Events (registration fees per event)
  - COEX, Presidents Conference, Marketing & Sales Leaders Forum, Foodservice Fundamentals
- Access to IFMA Industry Initiatives/Programs (participation fees per initiative/program)
  - Supply Chain Optimization Best Practices, Operator Direct Connect, and more
- Access to reserved sponsorships (contribution per event)
  - IFMA Board meetings & events, Associate Member programs, IFMA TV Channels
- Privileged access to top foodservice companies



## Associate Membership Benefits

- Opportunities to partner with foodservice companies to sell services and support to increase your profitability
- Networking with top decision makers through strategic partnerships
- Demonstration of your commitment with consistent exposure to the foodservice industry at IFMA events

### Associate Membership Testimonials

"IFMA does a great job of bringing the right people together and creating a platform for growth. That platform enables thought leadership, market research, and countless other benefits. This is an industry that needs to continually recreate itself, and IFMA provides that platform."

**Ken Shearer, Senior Vice President, Marketing & Sales, HAVI**

"The fascinating part about IFMA it has this entrepreneurial bend to it and they deliver value. And the value creation to the manufacturers and to the operators, and the connections that they make helps deliver extraordinary value for us as a supplier. I've never really seen anything quite like it."

**Dave Moore, President, VP Demand Creation Services, Inc.**