



IFMA's Virtual Marketing & Sales Conference provides foodservice professionals the means to uncover actionable insights and best practices to improve both strategic planning and go-to-market execution.

Spanning four days, August 12-13 and 19-20, this online conference will provide you with actionable tools to build your strategic plans and reach your customers in new and innovative ways—providing critical forecasts and fresh insights. Plus, you'll hear directly from foodservice operators to understand their challenges and find opportunities to help and support them.

VIRTUAL MARKETING & SALES CONFERENCE SNAPSHOT

4

Days of
Content

16+

Number of Virtual
Sessions

A Target Audience

Access Marketing and Sales foodservice professionals representing companies from across the industry looking for solutions. Place your company in front of key decision-makers.

CONTENT SPONSORSHIP OPPORTUNITIES

❑ Live User Group Session Sponsor

\$7,500

Use this time as your company's own dedicated conference breakout session. After the main conference program has concluded for the day, you'll have the opportunity to connect directly with attendees and showcase your company's products, services or other relevant content live using IFMA's virtual conference platform. Attendees will be invited to attend your session and you will be able to interact with attendees, ask and answer questions, and/or provide them with your promotional content. There will be a 45-minute time limit on the session.

❑ 30-Minute Break – Video Sponsor

\$5,000

During breaks between General Session presentations on each day of the conference, sponsors have a perfect opportunity to place a message or promotional video in front of attendees. Showcase your products and services to show attendees what you can provide them. IFMA will play your 3-5 minute video at the start or the end of the break for all attendees to watch, and make your video available as an on-demand resource. Note: Cost does not include video production.

❑ On-Demand Education Session Sponsor

\$3,500

Make your company's content available to all conference attendees on-demand through our virtual conference platform. An On-Demand Education Session Sponsorship provides you with the opportunity to provide your company's presentation recording for all attendees to access and watch. Showcase your products, services, or other relevant educational content using IFMA's virtual conference platform.

❑ Educational Resource Sponsor

\$1,000

For existing sponsors: Include an additional educational resource, such as a whitepaper, PowerPoint slides, infographic, or marketing collateral.



LEADING
FOODSERVICE
TOGETHER

2020 VIRTUAL MARKETING & SALES CONFERENCE

AUGUST 12-13 & 19-20

BRANDING SPONSORSHIP OPPORTUNITIES

☐ General Session Sponsorship

\$7,500

A General Session Sponsorship provides you with the opportunity to align your brand with session topics and subject matter experts. Sponsors will be able to pre-record an introduction for a session and place your company's logo in front of conference attendees in the session recording and slides that will be made available to all attendees after the session, on-demand.

Day 1 –2021 Planning (August 12)

- Foodservice 2021 Projections
- Building Segment Plans
- Consumer Attitudes: The New Normal

Day 3 –Practical Application (August 19)

- Adapting & Preparing for Challenges
- Activating Your Sales Force & Outside Resources
- Collaboration Through Change

Day 2 –Meeting Operator Needs (August 13)

- Working Together on Menu Development & Innovation
- How to Get Your Resources in the Hands of the Operator
- Delivery and Ghost Kitchen

☐ Breakout Session Sponsorship

\$5,000

A Breakout Session Sponsorship provides you with the opportunity to introduce the breakout session panel in a pre-recorded introduction and place your company's logo in front of conference attendees in the session recording and slides that will be made available to all attendees after the session, on-demand.

Day 4 –Voice of the Customer (August 20)

- Business & Industry
- College/University
- Healthcare
- K-12
- Chain Restaurants
- Independent Restaurants

☐ Visual Notetaking

\$3,500

With this sponsorship, a visual notetaker will attend conference sessions/breakouts and create a succinct summary using drawings and words. Sponsor logo placed on same-day visual summary that is shared with all attendees. Sponsorship includes visual notes from 1 day's sessions/breakouts.

☐ Breakout Lounge Entertainment

\$2,500

Conference attendees can network prior to the conference each day in a breakout lounge. Sponsor entertainment to help facilitate networking.

☐ Happy Hour Sponsorship

\$2,000

Just because we're virtual doesn't mean we can't have fun! Support the conference virtual happy hour, which will bring all participants together in the evening for a networking event. Place your company's logo in front of conference as we celebrate from afar!


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COMMITMENT FORM

Sponsor Company (As Listed On Promotional Material): _____

Sponsorship Description: _____

Sponsorship Amount : \$ _____

Sponsor Contact Information:

Name: _____ Title: _____

Phone: _____ Office Phone: _____

Email: _____

Company Logo Requirements: Two logo formats are needed **by July 10, 2020**. 1) JPG/PNG and 2) ESP

Contact person for logos:

Name: _____ Phone: _____

Email: _____

PAYMENT METHOD (Not Refundable): Check enclosed. (Payable to IFMA in U.S. funds) Credit Card –charge to the following credit card: American Express VISA MasterCard

Credit Card Account #: _____

Expiration Date: _____

Security Code: _____

Print Name of Cardholder: _____

Signature of Cardholder: _____

 Please invoice (payment must be received prior to event before processing)
SEND INFORMATION TO

180 N. Stetson Ave., Suite #850 | Chicago, IL 60601

Attn: Sandra Sierra

Phone: 312.253.4678 Fax: 312.540.4401

Email: sandra@ifmaworld.com



2020 VIRTUAL MARKETING & SALES CONFERENCE AUGUST 12-13 & 19-20

TERMS & CONDITIONS

Purpose

Event management costs have risen significantly in the last few years. It is the express intent of IFMA to control the cost of sponsorships to ensure affordability for all IFMA Members.

In order to provide fair and equitable access for all IFMA Members to the Sponsors Program, sponsors by their signature on the Sponsorship Commitment Form agree to the following Terms and Conditions:

1. Deadlines

In order to best serve IFMA Members by controlling costs, missed deadlines may prevent IFMA from providing certain sponsor benefits as stated in the Sponsors brochure. Should a deadline be missed, IFMA will make every effort to accommodate the sponsor provided no additional cost is incurred.

2. Presentation

Additional costs for services, resources or material, other than those generally accepted event preparation and presentation costs, will be borne by and billed directly to the sponsor.

4. Time and Location of Presentations

All timing and event locations are subject to change.

Failure to comply with these requirements will result in cancellation of the sponsor's session. No refunds will be issued. Sponsors who in the opinion of the IFMA Program Staff default to a sales presentation onsite will lose the opportunity to participate in an Education Sessions for a period of no less than two years.

AUTHORIZED AND AGREED TO THE TERMS AND CONDITIONS

Print Name:

Signature:
