



Membership Benefits

The International Foodservice Manufacturers Association (IFMA) is the foodservice industry's leading resource for news, community, research and education.

Focused on delivering a strong ROI on membership investment, IFMA provides you with access to the leaders of the foodservice industry looking to stay up-to-date through exclusive IFMA research, best practices, insights and events year-round.

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, and other related industry services. By joining IFMA, you will have opportunities to increase your company's profitability and help the industry drive more consumers to choose foodservice through your company's resources and services.

IFMA ESSENTIALS

A Community of Leaders

Join and access a community of foodservice leaders representing companies up and down the supply chain.

- Build a strong relationship with operators, distributors and manufacturer members.
- Help shape industry initiatives and insights through the services you provide.

Exclusive Access

Get your company's message and products in front of decision makers across the foodservice community looking for solutions and services:

- Gain access to all IFMA events (registration fees per event apply) including: COEX, Presidents Conference, Marketing & Sales Conference, and Gold & Silver Plate.
- Access to reserved sponsorships opportunities at conferences and events.
- Privileged access to top foodservice companies including IFMA Board meetings and events.

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. Content includes:

- Interactive online tools, including [IFMA Scope](#)SM
- Research study reports, including The Modern Operator.
- Executive summaries from all IFMA Events.
- Whitepapers summarizing industry Insights & Best Practices.
- Webinar presentations and slides.



Membership Benefits

INDUSTRY INSIGHTS

Access valuable IFMA industry insights and help turn actionable insights into profitable strategies for your customers. Help drive your business forward with market-ready ideas and keep your teams ahead of the game with fresh, powerful perspectives.

Food Future 2025™

The foodservice industry's first comprehensive and interactive framework offering insights into the forces impacting the current and future state of the foodservice landscape. Food Future 2025 encompasses three core pillars for insights:

- **Operator Landscape** – A customizable online tool that enhances segment knowledge, provides market level data and profiles.
- **Go-to-Market** – An interactive model to identify leading and emerging distribution channels and how operators use them.
- **Consumer Food JourneySM** – An end-to-end understanding of how consumers make their food and beverage choices.

IFMA ScopeSM

The foodservice industry's only online interactive portal that offers members access to data and insights across the entire scope of the foodservice landscape. IFMA Scope provides the complete research and data collected as part of the Food Future 2025 initiative's three pillars for insights, reflected in the resources made available within the portal—the Operator Landscape, Go-To-Market Model, and the Consumer Food JourneySM.

ELECTIVE INDUSTRY INSIGHTS PROGRAMS

Strategic Issues Series

Providing cutting-edge insights on critical industry issues, this series for IFMA Manufacturers members features a combination of 8-10 webinars and 2-3 in-person events a year. From GPOs to segment-specific consumer data, this series offers industry experts and thought leaders the opportunity to provide impactful and actionable insights on key topics.

Foodservice Fundamentals

Foodservice Fundamentals is the perfect course to provide your new employees and those in need of a refresher with the tools and knowledge they need to succeed in our ever-changing foodservice industry. This established training program provides a foundational overview to the new landscape of foodservice. Customized training can be delivered at your company's offices.

For more information about Associate Membership benefits, visit: [IFMAworld.com](https://www.ifmaworld.com)



Membership Benefits

BEST PRACTICES

Gain access to proven solutions that improve your customer's bottom line. Help implement processes based on industry standards, enable profitable solutions, and access proven strategies to help in partner collaboration.

Best Practices Library

Research studies, articles, webinars, and white papers on topics including Supply Chain Optimization, People Future 2025, Operator Collaboration Model, Joint Business Model, past Strategic Issues Series and IFMA conference content. Developed by key leaders in the industry, these resources keep you up-to-date on the latest findings and provide recommendations to make sure your business remains competitive and prepared for the future.

GS-1 Standards

Featuring a collection of resources addressing GS-1 Standards issues, these best practice resources help with the adoption and implementation of GS-1 Standards within the foodservice supply chain to give your business a competitive edge.

Operator Collaboration Model

The OCM best-practice framework focuses on improving collaboration between chains and manufacturers. The framework provides language, processes, tools, and metrics that operators and suppliers can use to effectively drive consumer demand. This common framework is designed to improve the efficiency of relationships and eliminate non-value-added work.

Joint Business Planning

JBP focuses on communications and metrics required to facilitate collaboration in planning between supply chain partners. An industry-wide initiative addressing the need for standardized processes across a wealth of complex businesses areas, ranging from demand creation to fulfillment.

Supply Chain Optimization

Best practices and practical tools to build a better foodservice supply chain through visibility and collaboration. Created by industry peers, these tools provide the foodservice industry with improved communications, data standards, and supply chain visibility (track, trace and transparency).

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Membership Benefits

CONNECTIVITY

Executive Summary Series

Some of the foodservice industry's most compelling topics, issues and opportunities are addressed during IFMA's conferences. Selected presentations delivered at these events are captured in an Executive Summary. Once each Executive Summary is released, the gated content is only available to members for the first six months. Connectivity Executive Summaries include the following three events:

- Chain Operators Exchange (COEX)
- Marketing & Sales Conference
- Presidents Conference

ELECTIVE CONNECTIVITY EVENTS

IFMA creates powerful sponsorship opportunities for Associate Members to engage one-on-one at meetings with top decision makers. Create partnerships with manufacturers, distributors, and operators, and gain insights from and share ideas with key industry leaders.

Chain Operators EXchange (COEX)

Created by operators, for operators, COEX enables chain operators to take advantage of business building insights and create personal connections with leading manufacturers. With dozens of high-profile operators and manufacturers on the planning committee, you'll have the opportunity to connect with current and potential customers.

Presidents Conference

IFMA's premier senior industry executive event is where foodservice leaders meet to address the critical issues affecting their business and the industry. Attendees include influential leaders and senior management from the manufacturer, operator and distributor communities.

Marketing & Sales Conference

This two-day event provides marketing and sales professionals with industry insights and best practices for improved strategic planning. Gain actionable insights and help your customers take their go-to-market strategies to the next level.

Gold & Silver Plate

A formal event held the week of the National Restaurant Association Show, the Gold and Silver Plate celebration enables the industry to honor the nation's top operator talent with an IFMA Silver Plate in up to nine operator categories, with one being named the IFMA Gold Plate winner for overall industry excellence.

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