

## Sponsorship & Exhibiting Opportunities

Based on the success of the previous four events, this 1 ½ day-conference will continue to focus on the future by examining emerging trends and new technologies that will shape the direction and opportunities of the health and wellness marketplace. Take advantage of this opportunity to showcase your brands, your products, and your company by sponsoring or exhibiting. IFT will devote substantial resources to promoting the event in direct mail campaigns, advertising in food industry publications, promotion on ift.org and allied websites, communications in industry newsletters, and the media.

Platinum Levels (\$10,000) Limited Opportunities Pick One From Platinum Column and One from Gold	Gold Levels (\$6,500) Exclusive Opportunities	Silver Level (\$4,500 - \$5,500) Exclusive Opportunities	Bronze Level (\$2,500)
(2/6 SOLD) Customized Food & Beverage Opportunity During Break*	Lunch – Day 1*	Continental Breakfast – Day 1 (\$5,500) *	Multiple sponsors
Promotional Item Room Drop for Overnight Guests	Wireless Internet Access for all Attendees	SOLD-Continental Breakfast – Day 2 (\$5,500)*	
Promotional Item Tote Bag Inclusion	Opening General Session	2 oz. Purell Hand Sanitizer with Company Logo (\$4500)	
	Closing General Session	Mint Tin with Company Logo (\$4,500)	
	Reception – Day 1*	Water Bottle with Company Logo (\$4,500)	
	SOLD-Track 1 – Consumer Lifestyles & Demographics (Subject to change)		
	SOLD-Track 2 – Health Issues (Subject to change)		
	Track 3 – Weight Management (Subject to change)		
	Tote Bag with Company Logo		
	Portfolio with Company Logo		
	SOLD-Webpage Banner		
	2 GB Jump Drive		

\* IFT will work with sponsor on incorporating preferred ingredients into menu. Sponsor can also provide branded cocktail napkins, branded disposable coffee cups, pre-packaged single-serving samples, and/or table centerpieces for functions.

RECOGNITION	Platinum	Gold	Silver	Bronze
Invitations to VIP Dinner w/ members of IFT Board of Directors and Conference Advisory Panel on March 27	2			
Verbal Acknowledgement During Opening Remarks by Moderator	x	x		
Acknowledgement - Registrant Confirmation E-mail	x	x		
Acknowledgement - Registrant Thank You E-mail	x	x		
One Marketing Piece Chair Drop at Conference (order based on contract sign date)	x	x		
Attendee List (one-time use of mailing addresses)	x	x		
Acknowledgement – Advance Program Mailed to 21K+ readers w/ January issue of <i>Food Technology Magazine</i> **	x	x		
<i>Food Technology Magazine Ad</i>	1 full page, four-color ad	1 full page, four-color ad	50% off 1 full page, four-color ad	
Discounted Conference Registration	2 Complimentary	1 Complimentary	1 Complimentary	1 at \$550
Acknowledgement - One All-Member (18,000) E-mail Promoting Conference	x	x	x	x
Hyperlinked Logo and Wording Reflecting Sponsorship Level on ift.org/wellness	x	x	x	x
Onsite Signage Reflecting Sponsorship Level	x	x	x	x
Sponsor Collateral in General Area or Course Rooms (as space allows)	x	x	x	x
All-Sponsor Recognition Page in Conference Materials -- Wording to Reflect Sponsorship Level	x	x	x	x

\*\*Sponsorship contract, payment, and print-ready logo are requested at least six weeks prior to conference in order to maximize the promotion of your organization. Platinum and Gold sponsors who wish to be included in Advance Program must have materials submitted by TBD date in November 2011.

**Twenty Tabletop Displays are available for those companies/organizations interested in Exhibiting at Wellness 12.**

### For \$2000 You Receive

- One table measuring 6'X30". Display materials must fit either on or behind the table. Tables will be set up around the perimeter of the ballroom that will be used for breakfasts, lunch, breaks and the networking reception—over five hours of non-competing time.
- One complimentary conference registration.
- Company listing in the advance program, on-site program and conference website.
- Company listing on "Thank You" sign outside of Ballroom.

### For \$2800 You Receive

- All four bullets above, plus a second complimentary registration (a savings of \$195 for non-member registrants)

### Sampling/Collateral

- Exhibitors may distribute pre-packaged, single serving samples at their tables.
- Brochures and other written materials may also be distributed.
- Promotional items (key rings, notepads, etc.), may also be distributed as long as they don't duplicate other sponsored items.

### Etc.

- In an effort to encourage visits to tabletop displays, IFT will coordinate a Passport to Prizes activity. Each attendee will be provided a "bingo-like" card that features each exhibiting organization's logo. Exhibitors will be provided with stampers and asked to stamp an attendee's card when he/she visits your tabletop. Attendees who have visited all of the tabletop displays will be asked to submit their cards for a chance to win prizes.
- The order of tabletop selection will be based on IFT Global Spend Priority Points for 2011 exhibitors who sign contracts for Wellness 12 by March 31, 2011. After March 31, 2011, tabletop selection will be handled in the order in which contracts were received.
- Exhibitors are responsible for purchasing power from the hotel.

Global spend priority points - IFT rewards points based on your company's total expenditures with IFT. Your company will receive one (1) point for each \$3,000 of investment per year that it has worked with IFT. The total expenditure figure will take into account revenue on our books as of April 30 of the current year, and will be determined based on the promotional opportunities listed here. It will not include registration fees, or Division/ Section-related expenditures.

For more information contact your sales representative or George Miller at [gmler@ift.org](mailto:gmler@ift.org) or 312-604-0263.