



2022

COEX

BY OPERATORS, FOR OPERATORS

MARCH 6-8 | AUSTIN, TX



BY OPERATORS, FOR OPERATORS

[2021 COEX Planning Committee Members]



COEX CONFERENCE SNAPSHOT

Austin, TX

Marriott Downtown Austin
304 East Cesar Chavez Street
Austin TX, 78701

3

Days of Content
March 6-8

Who Attends?

Reach the leaders representing national, regional, and non-commercial operator chains of all sizes. Place your company's products and services in front of operator decision-makers looking for solutions.

IFMA MEMBERSHIP SNAPSHOT

6,500+

Individual Members

220+

Member Companies

A Target Audience

Access foodservice leaders representing companies up and down the supply chain. Place your company in front of the decision-makers that lead the industry.

IFMA Beats Amazon in Net Promoter Score

If you want to make a judgement on where best to invest your sponsorship dollars, look at IFMA's last net promoter score.

This past November, IFMA's Presidents Conference net promoter score was a remarkable 68, where Amazon is only 53!

IFMA understands the post-COVID reality and how to get your brand and products where you want them to be – in front of your current and future customers. We continue to generate the industry's highest quality content and generate the best ROI as part of our sponsorship programs.

With over 30 operators on the Planning Committee and an agenda focused on the chain operator, there is business to be had at COEX 2022.

FOOD PRODUCT SHOWCASE



Registration Café | Product Sponsorship \$4,500

Supply product samples for the Registration Café, conveniently located next to the conference registration area. Registration Café is open and available to all attendees Sunday through Tuesday. *When Combined with another Sponsorship: \$3,500

Food Product Showcase Opportunities

Sunday, March 6 **Multiple Products / Single Product**
 Kick-Off Celebration \$25,000 / \$8,500

Monday, March 7
 Breakfast \$12,500 / \$8,500
 All-Day Break \$10,500 / \$8,500
 Lunch \$12,500 / \$8,500
 Dinner \$15,000 / \$8,500

Tuesday, March 8
 Breakfast \$12,500 / \$8,500
 All-Day Break \$10,500 / \$8,500
 Lunch \$12,500 / \$8,500
 Closing Reception \$10,000 / \$8,500

Food Product Showcase

Sponsors can showcase a single product or multiple products with the option to have their own designated serving area and/or arrange to have products passed during receptions. Sponsors serving multiple food products will receive one complimentary conference registration (non transferrable) for one corporate chef, allowing the chef to participate in the conference as well as prepare and present the sponsors products.

A Customized Opportunity

IFMA will work with you to ensure your product is properly incorporated into the program, including logistic details, menu development, etc. For more information contact: **Anthony DePaolo, 312-504-9885, tony@ifmaworld.com.**

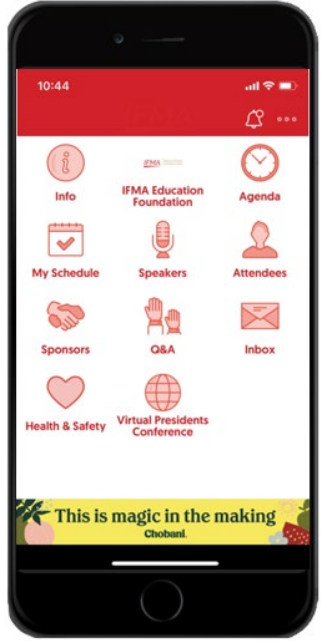
Interactive Session | Product Sponsor

\$15,000

Each attendee at this interactive conference session will taste and experience your product as part of the session content covering product innovation and menu trends. Associate your brand with exclusive conference content and highlight your latest innovations through this unique opportunity.



BRANDING SPONSORSHIP



Event App & Wi-Fi | Branding **\$15,000**
 The IFMA event app provides attendees with full access to the agenda, speakers' bios, sponsors, and more. Sponsors will be promoted throughout the conference and on the app with a sponsored splash screen, sponsor module and banner ad. As the Wi-Fi sponsor, you can make you company name the conference Wi-Fi password for all attendees to remember. *Limit to 1 sponsor only.

Event App Banner Advertising | Branding **\$5,000**
 Place your banner ad in the IFMA event app for all attendees to see. Your banner ad will rotate on all pages within the app for maximum visibility. Link your ad to an URL of your choice. *Limit to 3 sponsors only.

Room Key | Branding **\$12,500**
 A great opportunity for your brand and logo to be seen and touched by each attendee multiple times a day. *Limit to 2 sponsors only.

Conference Lanyard | Branding **\$10,000**
 Your company name is printed on the conference lanyards used by attendees throughout the conference. *Limit to 1 sponsor only.

Conference Name Badge | Branding **\$10,000**
 Conference name badges give your brand ultimate exposure. Each time someone reaches out to greet a colleague, shake a hand or make an introduction, your brand is front and center. *Limit to 2 sponsors only.

Conference Notebook | Branding **\$8,500**
 Show off your brand logo on the conference notebooks. This is an opportunity for your brand to be seen well beyond the conference as each attendee will receive a notebook. *Limit to 2 sponsors only.



Conference Session | Live Introduction

Align your brand with a leading subject matter experts. Sponsors will be able to give a live introduction of speakers and place your company’s logo in front of conference attendees. Associate your brand with exclusive conference content and the leaders of foodservice.

Monday - General Session		Tuesday – General Session	
<input type="checkbox"/> Opening Keynote	\$25,000	<input type="checkbox"/> General Session	\$15,000
<input type="checkbox"/> General Session	\$15,000	<input type="checkbox"/> Closing Keynote	\$15,000
Monday - Breakout Sessions		Tuesday – Breakout Sessions	
<input type="checkbox"/> Breakout Session #1	\$8,500	<input type="checkbox"/> Breakout Session #1	\$8,500
<input type="checkbox"/> Breakout Session #2	\$8,500	<input type="checkbox"/> Breakout Session #2	\$8,500

Opening Video | Agenda Branding **\$20,000**

Sponsor the opening video to IFMA COEX and have your brand be the first thing that everyone sees. This sponsorship offers you the opportunity to be part of the video content itself.

Master of Ceremonies – Monday/Tuesday | Agenda Branding **\$15,000**

Set the stage for a groundbreaking conference! Sponsor will take stage several times with brand presence to introduce speakers and lead the day’s general session on a variety of critical foodservice industry topics.

Education Session – Sunday | Agenda Content **\$12,500**

The Education Session sponsorships are back again by popular demand. This exclusive offer provides suppliers to the industry with the opportunity to present their content to attendees as part of the conference agenda. There will be four 45-minute sessions.





Interested in Sponsoring IFMA COEX 2022?

Don't miss the opportunity to create meaningful connections with your customers and place your brand in front of key decision makers.

Let IFMA help you make the connections that will ensure your ongoing success.

CONTACT:

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