

# Exhibitor Prospectus



**MIDWEST IFT** |

2 Events for  
the Price of 1

**2020**

**Suppliers' Symposium & EXPO**

**10 November 2020 | 8:30 AM—4:30 PM**

**Join Chicago and Minnesota Sections in a VIRTUAL EXPERIENCE**



**Chicago Section**  
Institute of Food Technologists



**Minnesota Section**  
Institute of Food Technologists

# Midwest IFT Virtual Symposium & Expo

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## Why Virtual?

*The governors of both Minnesota and Illinois are not expected to open convention centers or meetings with large groups before 2021.*

## Why not just cancel?

*Sections depend upon revenue from their Expos to fund their other activities. Exhibitors still need to sell products/services and companies still need to purchase their products.*

*We also don't know how long it will be until we can meet in large groups in person again.*

The Mission of the Minnesota and Chicago Sections of IFT is to support a vibrant and active Midwest food science and technology community. Suppliers' Expo events are also a key driver of scholarship and endowment contributions for students and academic programs. Please help us support our students!



**Chicago Section**  
Institute of Food Technologists



**Minnesota Section**  
Institute of Food Technologists

# Join the Chicago and Minnesota Sections of IFT at the 1<sup>st</sup> ever Midwest IFT Virtual Symposium and Expo

Attendance is  
**FREE!!**



**2 IFT**  
Sections



**Chicago Section**  
Institute of Food Technologists



**Minnesota Section**  
Institute of Food Technologists

# Why Participate? 2 Expo Audiences for the Price of 1

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- ☀ **Virtual booth space.** Share details about your organization including videos, brochures, links, photos, and more.
- ☀ **Searchable Product Categories and online exhibitor guide** Exhibiting companies will be listed by product/service by searchable product categories in addition to the pdf Exhibitor Guide.
- ☀ **Access to leads.** Attendees can share their information with you via a virtual business card when visiting your 'booth'. *Each exhibitor will receive the complete attendee list after the event.*
- ☀ **Chat content access.** The text content of any attendee who you 'chat' with in your 'booth' is saved and can be downloaded after the event so you know exactly what was said and to whom for follow up.



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# Why Participate? 2 Expo Audiences for the Price of 1

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- ☀️ **Schedule appointments.** Review the online attendee list and invite attendees to schedule a private appointment during the event and for up to 12 months after the event. Includes **“Face to face”** private meetings between exhibitor booth personnel and attendees.
- ☀️ **Showcase your company.** As a sponsor, you will be featured on the exhibitor listing page. Exhibitors can "reserve" rooms to share a presentation, conduct a demonstration, or give a virtual tour. Limited space available.
- ☀️ **Networking.** Visit “networking” room and “invite” attendees to visit your booth.
- ☀️ **Access to platform for 12 months.** Continue to make contacts all year long.

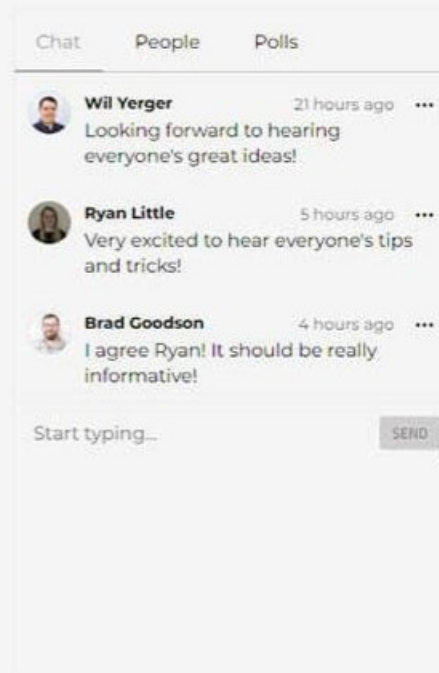


Chicago Section  
Institute of Food Technologists



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Institute of Food Technologists

# Face-to-Face Meetings



# Dedicated Exhibitor Hall Hours

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- ☀ 8:30 AM – 9:30 AM: Panel Presentation
- ☀ **9:30-11:00 AM: Exhibit Hall**
- ☀ 11:00 AM – 12:00 PM: Break-Out Session 1
- ☀ **12:00 PM – 1:00 PM: Exhibit Hall**
- ☀ 1:00 PM – 2:00 PM: Break-Out Session 2
- ☀ **2:00 PM – 3:30 PM: Exhibit Hall**
- ☀ 3:30 PM – 4:30 PM: Closing Keynote

**Exhibit Hall Open  
8:30 AM – 4:30 PM**

**4 Hours Dedicated to  
Exhibitor Hall Time**



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GTR | Event Technology

EXHIBITOR

PLATINUM SPONSOR

1

6



MANAGE



REQUEST INFO

5

## Description



Since 1995, we've provided the conference and trade-show industry with proven technologies designed to improve and simplify every event. Our technologies help event planners with Event Registration, Lead Retrieval, Attendance Tracking, Mobile Apps and Hotel Site Selection. With unrivaled customer support, global reach, and an eye on innovation, we've powered over 12,000 events around the world. Events are hard, we make them easy.

2

## Business Categories

VIRTUAL EVENTS

EVENT TECHNOLOGY

SOFTWARE

REGISTRATION



## Company Website

[HTTPS://GTRNOW.COM/](https://gtrnow.com/)

## Social Media

[HTTPS://WWW.LINKEDIN.COM/COMPANY/434100](https://www.linkedin.com/company/434100)

## Exhibitor Brochures

EXHIBITOR BROCHURE

ENTER TRADESHOW BOOTH

4



Matt Caputo  
Marketing Manager



Brad Farrar  
Director of Enterprise  
Accounts



Justin Sumwalt  
Event Technology  
Consultant



Brian Theno  
Business  
Development  
Manager



Travis Tucker

3

## Showcases

Sponsored By GTR: 11 Ways To Get the Media To Chase YOU For Interviews



Brian Theno  
GTR



Matt Caputo  
GTR Event Technology

10:00 AM - 11:00 AM (Thu, Dec 17)



1. Organization Heading

2. Organization Profile

3. Showcased Sessions

4. Live Interaction with Staff

5. Request More Information

6. Manage Your Profile

See details on next page





GTR | Event Technology

EXHIBITOR

PLATINUM SPONSOR



## 1 Organization Heading

The first thing a prospective customer will see when they visit your booth. This includes:

- Organization Name
- Logo
- Exhibitor Type
- Sponsor Level

## Description



Since 1995, we've provided the conference and trade-show industry with proven technologies designed to improve and simplify every event. Our technologies help event planners with Event Registration, Lead Retrieval, Attendance Tracking, Mobile Apps and Hotel Site Selection. With unrivaled customer support, global reach, and an eye on innovation, we've powered over 12,000 events around the world. Events are hard, we make them easy.

2

## Business Categories

VIRTUAL EVENTS EVENT TECHNOLOGY SOFTWARE REGISTRATION



## Company Website

[HTTPS://GTRNOW.COM/](https://gtrnow.com/)

## Social Media

[HTTPS://WWW.LINKEDIN.COM/COMPANY/434100](https://www.linkedin.com/company/434100)

## Exhibitor Brochures

EXHIBITOR BROCHURE

## 2 Profile

Your profile can contain a limitless amount of information that is available to share with anyone who stops by your booth. Here are just a few examples:

- Description of your organization
- Tags and/or keywords the event host has provided
- Add a video
- Upload brochures, documents, and sales collateral
- Add social links
- And other fields your event organizer has allowed

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## Showcases

### Sponsored By GTR: 11 Ways To Get the Media To Chase YOU For Interviews



Brian Theno  
GTR



Matt Caputo  
GTR Event Technology

🕒 10:00 AM - 11:00 AM (Thu, Dec 17)



### 3 Showcased Sessions

If you are showcasing or sponsoring any sessions during the event, they will be listed here on your booth page. These will show:

- Session name with a link directly to the session
- Time and date of session
- Speaker name(s) and headshot(s)
- Logo of your organization that will also be showcased in main event agenda



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Marketing Manager



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Director of Enterprise  
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Event Technology  
Consultant



**Brian Theno**  
Business  
Development  
Manager

## 4 Live Interaction with Staff

During “exhibiting hours” your staff can broadcast from their office site, warehouse, home, studio or wherever they may be at the time. This is a great opportunity to:

- Get face-to-face with your prospects and existing customers
- Present your offering to anyone who enters your virtual booth space
- Have the opportunity to move into a 1:1 meeting and close the deal

## 5 Request More Information

Anyone who requests information will come into your lead portal. From here you will be able to view, download, and import directly into your CRM:

- Details of their request
- Time and date of request
- First Name
- Last Name
- Company
- Title
- Email Address
- Phone Number (if available)















## 6 Manage Your Profile

This is only available to you and your organization's staff. From here you can fully customize your page and manage other features such as:

- Assign or remove booth staff
- Create and manage polls
- Add additional downloadable files
- View and download leads
- View and download booth visits













# Exhibitor Listing Page – Alpha by Logo

A	<div></div> <div>Aardvark Excavators</div> <div>EXHIBITOR</div> <div>WIND ENERGY</div>	<div></div> <div>Acme</div> <div>EXHIBITOR</div> <div>WIND ENERGY</div> <div>SECONDARY ENERGY MARKETS</div>	<div></div> <div>Amazon</div> <div>EXHIBITOR</div> <div>BRONZE SPONSOR</div> <div>E-COMMERCE</div> <div>ARTIFICIAL INTELLIGENCE</div> <div>CLOUD COMPUTING</div>	
C	<div></div> <div>Cloudflare</div> <div>EXHIBITOR</div> <div>GOLD SPONSOR</div> <div>GENERAL MERCHANDISE</div> <div>SECURITY</div> <div>RELIABILITY</div> <div>PERFORMANCE</div>	<div></div> <div>Conservation Technology</div> <div>EXHIBITOR</div> <div>PROPELLER DESIGN</div> <div>BIOFUELS</div>		
F	<div></div> <div>Fastly</div> <div>EXHIBITOR</div> <div>BRONZE SPONSOR</div>	<div></div> <div>First Solar</div> <div>EXHIBITOR</div> <div>SECONDARY ENERGY MARKETS</div> <div>SOLAR ENERGY</div>	<div></div> <div>Florida Solar Energy Center</div> <div>EXHIBITOR</div> <div>SOLAR ENERGY</div>	
G	<div></div> <div>GRC Energy</div> <div>EXHIBITOR</div> <div>WIND ENERGY</div> <div>SECONDARY ENERGY MARKETS</div>	<div></div> <div>Green Energy News</div> <div>EXHIBITOR</div> <div>WIND ENERGY</div> <div>SOCIAL MEDIA</div>	<div></div> <div>Green Mountain Energy</div> <div>EXHIBITOR</div> <div>SECONDARY ENERGY MARKETS</div>	<div></div> <div>GTR   Event Technology</div> <div>EXHIBITOR</div> <div>PLATINUM SPONSOR</div> <div>VIRTUAL EVENTS</div> <div>EVENT TECHNOLOGY</div> <div>SOFTWARE</div> <div>REGISTRATION</div>

# Exhibitor Listing Page – Information Available



# People – listing by attendee, speaker, and exhibitor

<p>A</p>  <p><b>Beth Abbott</b> 3 Round Stones, Inc. President &amp; CEO</p> <p>SPEAKER</p>	 <p><b>Jean Abbott</b> Forrester Research Nutritionist and Athlete</p> <p>SPEAKER</p>	 <p><b>Alexandra Abele</b> Foursquare President</p> <p>SPEAKER SITE SELECTION PROGRAM MANAGEMENT</p>
 <p><b>Michelle Abulo</b> Fujitsu Founder &amp; Manager</p>	 <p><b>Tom Adams</b> CleanEnergy Journalist</p>	 <p><b>Tammy Adams</b> 48 Factoring Inc. Executive Director</p> <p>SPEAKER PROGRAM MANAGEMENT</p>
 <p><b>Mary Adhikari</b> Lost Puppy Patrol Professor</p> <p>SPEAKER</p>	 <p><b>Lori Al-koli</b> FutureAdvisor Executive Director</p> <p>SPEAKER FIRST TIME ATTENDEE PROGRAM MANAGEMENT CAT LOVER</p>	 <p><b>Megan Alfonso</b> Fuzion Apps, Inc. Founder &amp; CEO</p> <p>SPEAKER</p>
 <p><b>Jordan Allen, CMP</b> Gallup Senior Events &amp; Conference Manager</p> <p>SPEAKER FIRST TIME ATTENDEE SITE SELECTION PROGRAM MANAGEMENT THIS IS MY FIRST VIRTUAL EVENT EVENT PLANNERS</p>	 <p><b>Charlie Alles</b> Galorath Incorporated Leadership Coach</p> <p>SPEAKER</p>	 <p><b>Susan Allison</b> Green For All Marketing Director</p>



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# Attendee Information



**Lori Al-koli**

FutureAdvisor  
Executive Director

SPEAKER

FIRST TIME ATTENDEE

Events she has  
signed up for

## About Me

I am looking forward to the educational sessions and the networking opportunities at the summit!

## Ribbons

SPEAKER

FIRST TIME ATTENDEE

## Tags

PROGRAM MANAGEMENT

## Personal Interests

CAT LOVER

## Poster 2



**Alexandra Abele**  
Foursquare



**Lori Al-koli**  
FutureAdvisor

🕒 12:15 PM - 12:30 PM (Wed, Dec 16)

POSTERS

## Shape + Support your Speaking through Hands-On Materials



**Lori Al-koli**  
FutureAdvisor

🕒 4:30 PM - 5:30 PM (Fri, Dec 18)

stripe



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# Sponsor Recognition

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## Platinum Sponsor



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## Gold Sponsor



Google



## Bronze Sponsors



Stripe



Fastly



GE Appliances, a Haier company



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# Sponsorship Opportunities

Sponsor Benefits / Opportunities	Gold	Silver	Bronze	Individual
Logo and link on section websites and marketing	x	x	x	---
Featured exhibitor on event website	x	x	x	----
Ad in the pdf exhibitor guide	Full page (\$250)	Half page (\$125)	Logo ad (\$50)	See prices
Listing as sponsor in exhibitor guide	x	x	x	---
Participation in Product Showcase	x	---	---	\$300.00
Dedicated eblast to all contacts / attendees	x			\$500.00
Cost	\$750.00	\$500.00	\$250.00	

*Note: Chicago Section IFT Expo Sponsors who transferred their November 4, 2020 booth payments to the 2021 Expo are automatically sponsors of the November 10, 2020 Virtual Symposium and Expo. Diamond, Platinum, and Gold sponsors receive Gold sponsor benefits listed below.*



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# What to Expect - Schedule

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- ☀ Registration for virtual expo will open the week of August 24
- ☀ 2-3 weeks before the expo (Oct 14-21), all registered exhibitors will have access to begin creating booth content
- ☀ 1-2 weeks before the expo a live/recorded training will take place for all exhibitors



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# Your Thoughts...Questions?

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*Please share your thoughts, ideas, insights, concerns. Also feel free to contact us:*

## *CSIFT:*

- *General questions: [BusinessOffice@ChicagoIFT.org](mailto:BusinessOffice@ChicagoIFT.org) (Lynnda)*
- *2020 refunds/transfers/registration: [SuppliersNight@ChicagoIFT.org](mailto:SuppliersNight@ChicagoIFT.org) (Isaiah / Josh)*
- *Specific platform questions: [mcooper@ChicagoIFT.org](mailto:mcooper@ChicagoIFT.org) (Michael)*

## *MNIFT:*

- *General questions: [LynndaNelson@IAMI411.org](mailto:LynndaNelson@IAMI411.org) (Lynnda)*
- *Registration questions: [BusinessOffice@IAMI411.org](mailto:BusinessOffice@IAMI411.org) (Isaiah / Josh)*
- *Specific platform questions: [mcooper@iami411.org](mailto:mcooper@iami411.org) (Michael)*

*Our office is closed until September 18. Phone 906.474.6176 until then.*

*After Sept.18: 630.916.4960 (CSIFT) and 630.268.0656 (MNIFT)*



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