

The IFMA logo consists of the letters "IFMA" in a white, bold, sans-serif font, with a white horizontal line underneath the letters.

LEADING
FOODSERVICE
TOGETHER

2021

PRESIDENTS CONFERENCE

Scottsdale, AZ

November 7-9, 2021

Virtual Conference

November 16-18, 2021

RECONNECT
REENGAGE
REINSPIRE





WHERE INDUSTRY LEADERS MEET



PRESIDENTS CONFERENCE SNAPSHOT

In Person

Scottsdale, AZ
November 7-9

Virtual

Online
November 16-18

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.

CONFERENCE SPONSORSHIP

IFMA's Presidents Conference is the premier industry forum for foodservice management and senior leaders across the supply chain. This year's program will be held **in person and virtually** and provide dynamic executive-level content, connectivity opportunities, and exclusive access to brand new business-building resources.

Co-hosted by the National Restaurant Association and the International Foodservice Distributors Association, IFMA's Presidents Conference will reconnect, reengage, and reinspire foodservice management and senior leaders in a celebration of community and unity centered around our foodservice industry.

In person, we are focused on creating an exclusive and immersive in-person networking experience for executives at the award-winning Westin Kierland Resort & Spa.

Virtually, we are providing wider access to exclusive content from leaders within and outside of foodservice that will address the industry's most pertinent topics to position you and your company for success.



IN PERSON / PRODUCT SHOWCASE



☐ 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.

Food Product Showcase Opportunities

	Multiple Products / Single Product
Sunday, November 7	
<input type="checkbox"/> Conference Opening Reception	\$25,000 / \$8,500
Monday, November 8	
<input type="checkbox"/> Breakfast	\$12,500 / \$8,500
<input type="checkbox"/> All-Day Break	\$10,500 / \$7,500
<input type="checkbox"/> Lunch	\$12,500 / \$7,500
<input type="checkbox"/> IFMApalooza Reception & Dinner	\$15,000 / \$7,500
Tuesday, November 9	
<input type="checkbox"/> Breakfast	\$12,500 / \$8,500
<input type="checkbox"/> All-Day Break	\$10,500 / \$7,500
<input type="checkbox"/> Lunch	\$12,500 / \$7,500
<input type="checkbox"/> Closing Reception	\$10,000 / \$8,500

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.**



IN PERSON / PRODUCT SHOWCASE

❑ Conference Opening Reception (Sunday, November 7)

Food Theme: International; World Fair

Outdoor reception will be located at the beautiful Brittlebush space steps away from the Westin Kierland Golf course. Experiential activities for attendees will include Glow Putt and a Ferris Wheel.



❑ IFMApalooza Reception & Dinner Featuring 2020 & 2021 Silver Plate Classes (Monday, November 8)

Food: Passed hors d'oeuvres; Dinner Entrees; Desserts

A fun and festive outdoor reception and dinner on the beautiful grounds of the Westin Kierland Resort to honor the 2020 & 2021 Gold & Silver Plate award winners. Experiential activities for attendees will include fireworks and musical guest Alice Cooper.



IN PERSON / PRODUCT SHOWCASE

❑ Conference Closing Reception (Tuesday, November 9)

Food Theme: Street Food; Small Bites

Outdoor reception will be located on the Northern Sky Terrace overlooking the grounds of the Westin Kierland Resort. Experiential activities for attendees will include birds of prey and reptile handler.



❑ Breakfast Buffet (Monday, November 8)

❑ All-Day Break (Monday, November 8)

❑ Lunch (Monday, November 8)

Lunch Food Theme: Mediterranean; Italian

❑ Breakfast Buffet (Tuesday, November 9)

❑ All-Day Break (Tuesday, November 9)

❑ Lunch (Tuesday, November 9)

Lunch Food Theme: Mexican

Breakfast and lunch will both be held outdoor at the Vista Morada courtyard allowing for multiple food stations.



IN PERSON / PRODUCT SPONSORSHIP

❑ Registration Café | Product Sponsorship

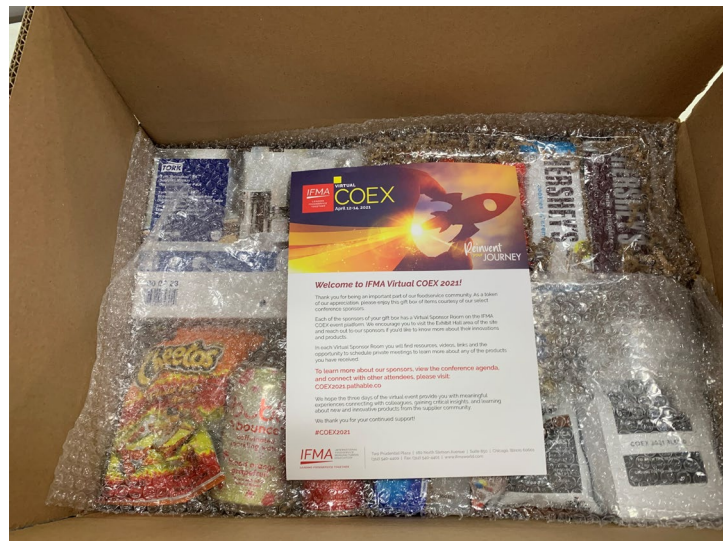
\$4,500

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

❑ Golf Box Lunch | Product Sponsorship

\$7,500

The IFMA Executive Scramble will take place Monday, November 8 starting at noon. Sponsors will provide a product for the boxed lunch served to golfers.



Shelf Stable | Frozen

❑ Product Mailing | Product Shipment

\$5,750 | \$7,500

Get your company's product directly into the hands of conference attendees. Prior to the start of the conference, IFMA will ship a box of products to all registered Operator attendees. Make sure to include your company's newest product in the shipment. Each sponsor will be limited to 1 product and 1 marketing flyer/brochure.



IN PERSON / BRANDING SPONSORSHIP

❑ Event App & Wi-Fi | Branding

\$25,000

The IFMA event app offers a unique opportunity to put your brand/company in front of attendees. The 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 digital ad.

❑ Room Key | Branding

SOLD

\$12,500

A great opportunity for your brand and logo to be seen and touched by each attendee multiple times a day.

❑ Conference Lanyard | Branding

\$10,000

Your company name is printed on the conference lanyards used by attendees throughout the conference.

❑ Conference Name Badge | Branding

\$10,000

Conference name badges give your brand ultimate exposure. Each time someone reaches out to greet a colleague or make an introduction, your brand is front and center.

❑ Conference Notebook | Branding

SOLD

\$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.

❑ Ferris Wheel | Branding

\$3,500

At the opening reception, attendees will have the opportunity to ride a Ferris Wheel. Have your company logo and name associated with this fun and memorable activity.

❑ Fireworks | Branding

\$3,500

During IFMApalooza party on Tuesday night, fireworks will celebrate the 2020 and 2021 Silver Plate classes and musical guest Alice Cooper. Have your company logo and name associated with an unforgettable night of celebrations.



IN PERSON / BRANDING SPONSORSHIP



☐ **Golf IFMA Executive Scramble | Branding**

\$8,500

Sponsor the Monday golf event at the award-winning Westin Kierland Golf Club designed by renowned Scottsdale golf architect Scott Miller featuring 27 holes that form a complimentary collection of nines—each with its own flavor and strategy.

☐ **Golf Ball Sponsor | Branding**

\$8,500

Place your company's logo and name on the golf balls in play at the Monday Golf IFMA Executive Scramble.

☐ **Golf Tee Sponsor | Branding**

\$500

Have your company logo and name at one of the tees along the golf course.



☐ **Glow Putt Golf | Branding**

\$3,500

At the opening reception, attendees will have the opportunity to play glow in the dark putt-putt golf. Have your company logo and name associated with this fun and memorable activity.



IN PERSON / AGENDA SPONSORSHIP

☐ 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

- | | |
|--|----------|
| <input type="checkbox"/> Opening Keynote | \$25,000 |
| <input type="checkbox"/> General Session | \$15,000 |

Monday - Breakout Sessions

- | | |
|--|---------|
| <input type="checkbox"/> Breakout Session #1 | \$8,500 |
| <input type="checkbox"/> Breakout Session #2 | \$8,500 |

Tuesday – General Session

- | | |
|--|----------|
| <input type="checkbox"/> General Session | \$15,000 |
| <input type="checkbox"/> Closing Keynote | \$15,000 |

Tuesday – Operator Collaborative Roundtable Breakouts

- | | |
|--|----------|
| <input type="checkbox"/> Restaurants | \$12,500 |
| <input type="checkbox"/> Primary & Secondary Schools | \$12,500 |
| <input type="checkbox"/> College & Universities | \$12,500 |
| <input type="checkbox"/> Business & Industry | \$12,500 |
| <input type="checkbox"/> Health Care | \$12,500 |



☐ Opening Video | Agenda Branding

\$20,000

Sponsor the opening video to Presidents Conference 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.



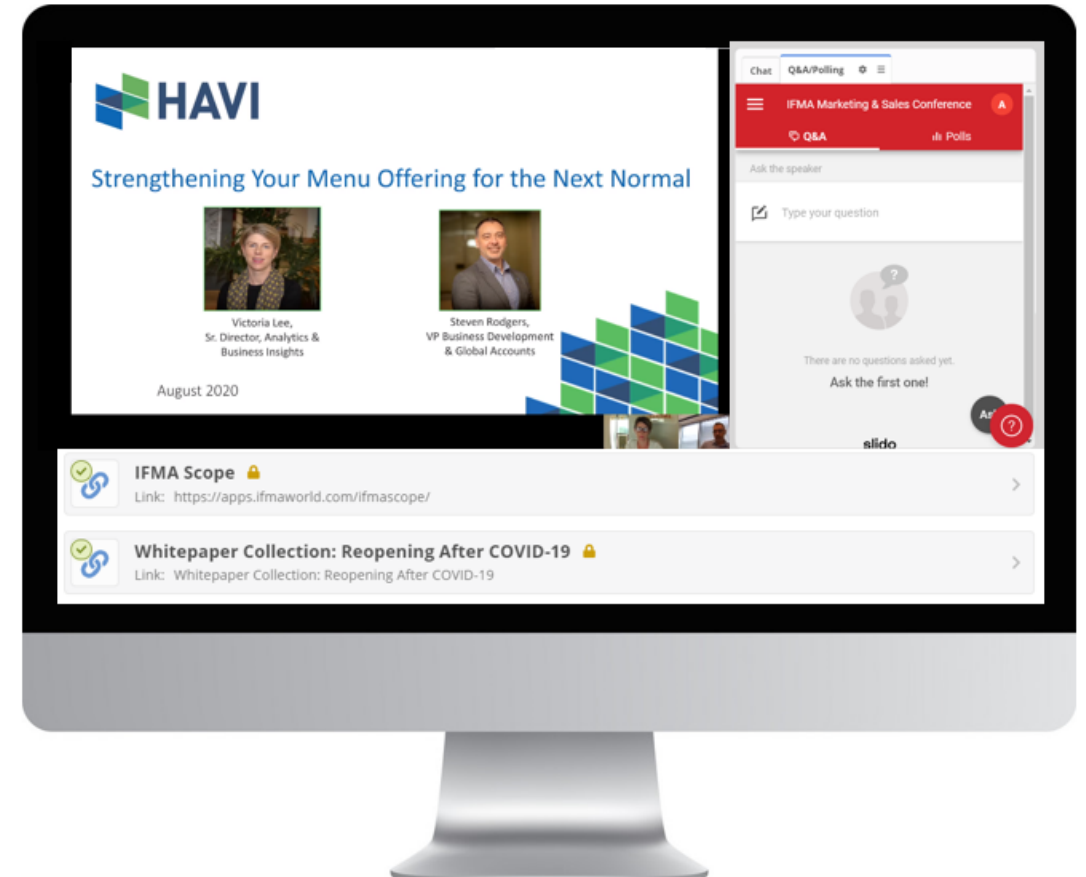


VIRTUAL / CONTENT SPONSORSHIP

❑ Sponsored Content Session | Live Session

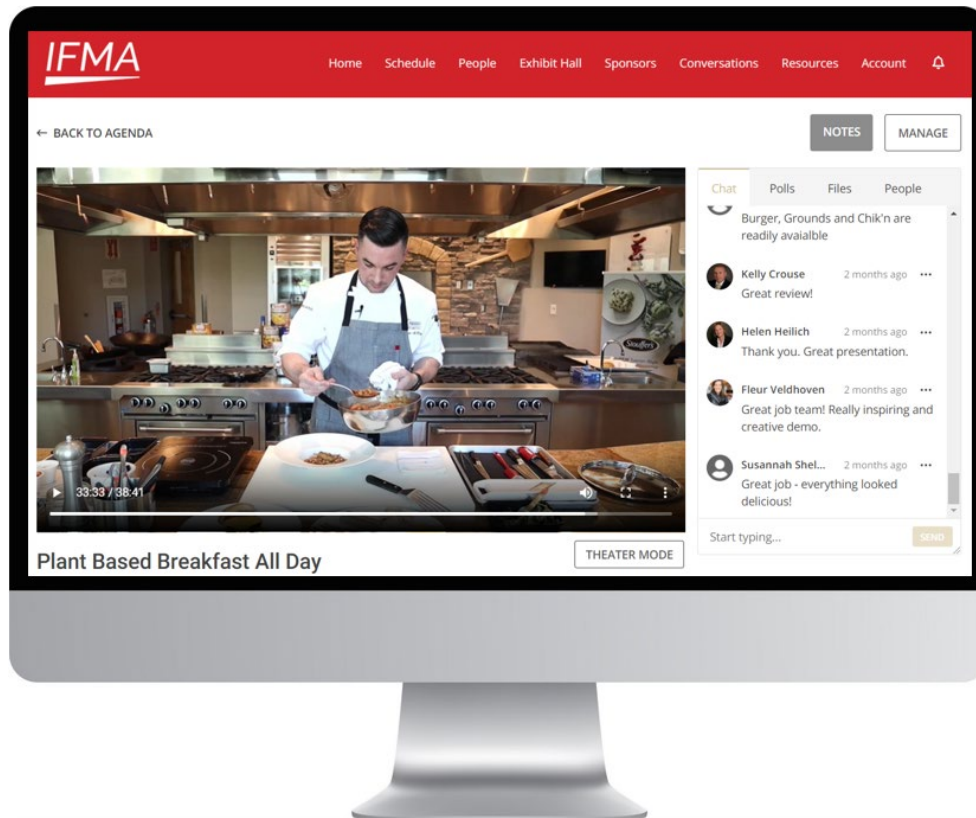
\$12,500

This exclusive offer provides you with the opportunity to present as part of the conference agenda. Use this time as your company's own dedicated conference session. You'll have the opportunity to connect directly with attendees and showcase your company's products, services or other relevant content live as it relates to the conference theme and educational content. The session will be part of the official Conference agenda 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.





VIRTUAL / CONTENT SPONSORSHIP



☐ New Product & Innovation from Suppliers Session | Video \$5,000

Sponsors have a perfect opportunity to place a new product video in front of attendees as part of a dedicated 'New Products & Innovation from Supplier' session that appears as part of the Conference agenda. Showcase your 3-5 minute video and promote your products and services to all conference attendees. The dedicated session will showcase a collection of pre-recorded supplier videos that attendees can watch during the scheduled time on their agenda, or on-demand. Note: Cost does not include video production.

☐ Technology Showcase Session | Video \$5,000

Get your new technology solutions in front of attendees as part of a dedicated 'Technology Showcase' session that appears as part of the Conference agenda. Showcase your 3-5 minute video and promote your new technology products and solution to all conference attendees. The dedicated session will showcase a collection of pre-recorded videos that attendees can watch during the scheduled time on their agenda, or on-demand. Note: Cost does not include video production.

☐ Educational Resource | PDF/PP/Excel/URL \$2,000

Make an educational resource, such as a whitepaper, PowerPoint slides, infographic, or marketing collateral available to all conference attendees through the conference resource area.



VIRTUAL / BRANDING SPONSORSHIP

❑ Keynote Session Sponsor | Live Introduction/Logo Branding \$12,500

Align your brand with a leading subject matter experts. Sponsors will be able to give a live introduction of keynote speaker 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. **Sponsorship is tied to in-person Presidents Conference.**

❑ General Session | Live Introduction/Logo Branding \$10,000

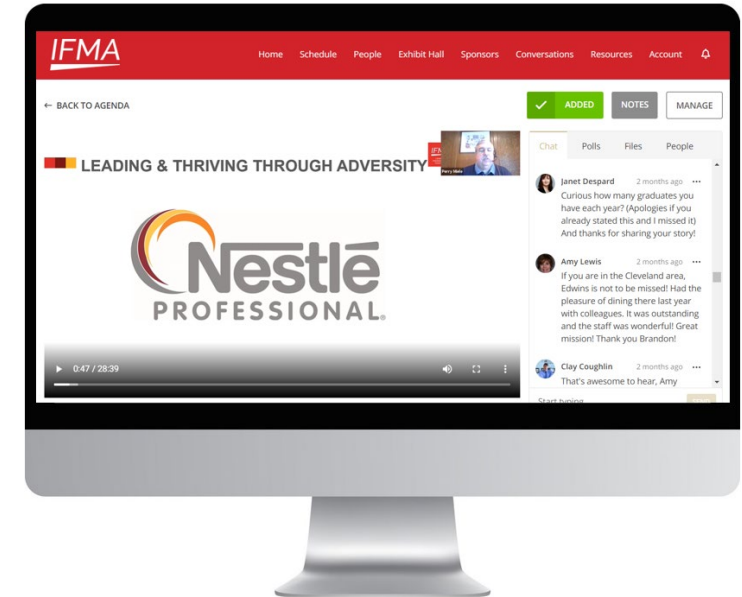
A General Session branded sponsorship provides you with the opportunity to align your brand with session topics and subject matter experts. Sponsors will be able to give a live introduction for a session and place your company's logo in front of conference attendees in the session recording and slides that will be made available to all attendees after the session, on-demand. **Sponsorship is tied to in-person Presidents Conference.**

❑ Breakout Session | Live Introduction/Logo Branding \$8,500

A General Session branded sponsorship provides you with the opportunity to align your brand with session topics and subject matter experts. Sponsors will be able to give a live 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.

❑ Visual Notetaking | Logo Branding \$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 session/breakout.





Virtual Sponsor Room

\$3,500

- Create your own virtual room in the conference exhibit hall and connect with attendees directly.
- Sponsors will have the ability to add staff listings, logos, header banner, tags, links, videos, and upload files to your room for attendees to access.
- As a Virtual Room sponsor, you are able to gather contact information, download leads, message attendees, and schedule 1-on-1 meetings with any conference attendee that visits your virtual room.

Home Schedule People Exhibit Hall Sponsors Conversations Resources Account

MANAGE
CONTACT US

Description

ARYZTA is one of world's leading manufacturers in the frozen baked goods category. We operate in 19 different countries and offer every kind of irresistible baked good imaginable. In North America our 90 highly efficient lines offer innovative large output capabilities.

We are a holistic bakery parker with cross-category expertise in the foodservice channel. Our leading brands include Otis Spunkmeyer, America's #1 foodservice cookie & muffin brand, La Brea Bakery, the industry pioneer and leader in artisan breads, and Pennant, the industry standard in puff dough for over 30 years.

Aryzta is dedicated to helping your business achieve sustainable success through customized, scalable, and efficient bakery and snacking portfolio solutions. Our commitment to building your trust as a valued partner is as strong as our Passion for Good Food.

CREATING GREAT FOOD IS OUR BUSINESS

In the media:

ARYZTA BAKERY DONATES MORE THAN 8 TONS OF FOOD FOR RELIEF EFFORTS

LA BREA BAKERY RECOGNIZED AS "BEST BREAD IN LOS ANGELES" BY LOS ANGELES MAGAZINE READERS

Tags

PIZZA PUFF PASTRY FOODSERVICE LOAF CAKE DESSERTS COOKIES CAFE

BROWNIE CUSTOM LA BREA BAKERY QSR DOUGH BAKERY MUFFINS

MANUFACTURER MANUFACTURER BRAND WHOLE GRAIN INNOVATION DANISH

OTIS SPUNKMEYER OTIS SPUNKMEYER PRIVATE LABEL DISTRIBUTOR BRAND

SUSTAINABLE BAKERY BUNS WAFFLES CUSTOMIZED OPERATOR BRAND

SANDWICHES CAKE ARTISAN

Discussion

NEW CONVERSATION

Mark Torres
2 months ago

Welcome IFMA Members.

Thank you for stopping by our booth. Please participate in our survey at the bottom of this page. Reach out if you would like to chat. We'd love to hear your feedback.

Reply 2 Likes

Daniele Bianchini
SR, National Account manager

phil cayll
SR, National Account manager

Greg DeMain
Director of National Accounts

Scott Gosselin
Vice President Foodservice Sales

Cayci Johnson
Director, Business Development

David Miller
Vice President of Sales

Beau Netzer
SVP - General Manager Foodservice

Quan Ngo
Director, Corporate Accounts

VIRTUAL / VIRTUAL SPONSOR ROOM

Videos

The Fat Dog Grilled Chicken Sandwich...
Watch later Share

Individually Wrapped Solutions for Fres...
Watch later Share

Elizabeth Thomas
Senior Manager of Corporate Accounts

Mark Torres
Senior Manager of Marketing

Tom Zak
Director Business Development

Files

Cookie Dough by Otis Spunkmeyer

Edible Cookie Dough for Your Foodservice Operation from Otis Spunkmeyer

K12 Foods Brochure

La Brea Bakery Brochure

Otis Spunkmeyer Individually Wrapped Foods Brochure

Tools That Make Adding Desserts to Your Takeout Menu Easy

Links

<https://www.aryztaamericas.com/food-services>

<https://www.otisspunkmeyer.com/>

<http://www.labreabakery.com>

Company Website

[HTTPS://WWW.ARYZTAAMERICAS.COM/FOOD-SERVICES](https://www.aryztaamericas.com/food-services)

When it comes to purchasing breads and rolls, which of the following qualities are most important?

VOTE

13

The IFMA logo is displayed in white text on a red rectangular background. The letters 'IFMA' are in a large, bold, sans-serif font, with a horizontal line underneath the 'F'.

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RECONNECT REENGAGE REINSPIRE

Interested in Sponsoring Presidents Conference?

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:

Anthony DePaolo

Vice President

Sales & Member Services

312-253-4684

tony@ifmaworld.com