

Take advantage of this unique opportunity to gather feedback from operator leaders during 45-minute focus groups with Foodservice Leadership Council members and select operator attendees at COEX.

Potential Uses for the Focus Groups:

- Gather feedback on product concept or prototype currently in the innovation funnel
- Gather feedback on your company’s new product go-to-market strategy and see how it resonates with specific segments
- Showcase new equipment features to inform your product development strategy
- Learn what operators from a specific segment are looking for from a company like yours

Pricing: \$7,500 per 45 min session

For more information, or to schedule an Operator Incubator focus group contact **Ellen Devine, VP of Partnerships at 704-798-5560** or partnerships@ifmaworld.com.

As part of your focus group during COEX, IFMA will provide:

1. A group of decision-making operators from five segments
2. A room in which to host your private focus group
3. Projection screen and Wi-Fi for presentation

Please note: Presentation of products or prototypes are the sole responsibility of the sponsoring company. Culinary demonstrations must be approved by IFMA.



March 7, 2023 – Available Times for Each Segment:

Elementary & Secondary Education (Room A)

- 2:00 – 2:45 pm
- 3:00 – 3:45 pm
- 4:00 – 4:45 pm

College & University (Room B)

- 2:00 – 2:45 pm
- 3:00 – 3:45 pm
- 4:00 – 4:45 pm

Business & Industry (Room C)

- 2:00 – 2:45 pm
- 3:00 – 3:45 pm
- 4:00 – 4:45 pm

Healthcare (Room D)

- 2:00 – 2:45 pm
- 3:00 – 3:45 pm
- 4:00 – 4:45 pm

Restaurants (Room E)

- 2:00 – 2:45 pm
- 3:00 – 3:45 pm
- 4:00 – 4:45 pm