



2023
IFMA **COEX**
BY OPERATORS, FOR OPERATORS MARCH 5-7 | TAMPA, FL

BY OPERATORS, FOR OPERATORS

[2023 COEX Planning Committee Members]



IFMA COEX 2023

“This is the premier food service conference - the content and speakers are always top notch and IFMA does an amazing job of bringing different constituencies together. I learn more at COEX than any other conference.”

– Van Sullivan, Stony Brook University

COEX CONFERENCE SNAPSHOT

Tampa, FL

Tampa Marriott Water Street
505 Water St, Tampa, FL 33602

3

Days of Content
March 5-7

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.

The IFMA Chain Operators EXchange (COEX) is the foodservice industry's only conference truly by operators, for operators. With an agenda built by a committee of 30+ chains of all sizes, the program delivers real-time, pertinent insights and best practices that leaders in supply chain, culinary, marketing and general management can use to shape their businesses.



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, March 5	
<input type="checkbox"/> Innovation Café	\$5,200
<input type="checkbox"/> Kick-Off Celebration	\$26,000 / \$9,000
Monday, March 6	
<input type="checkbox"/> Breakfast	\$13,000 / \$9,000
<input type="checkbox"/> All-Day Break	\$11,000 / \$9,000
<input type="checkbox"/> Lunch	\$13,000 / \$9,000
<input type="checkbox"/> Reception	\$15,500 / \$9,000
Tuesday, March 7	
<input type="checkbox"/> Breakfast	\$13,000 / \$9,000
<input type="checkbox"/> All-Day Break	\$11,000 / \$9,000
<input type="checkbox"/> Lunch (IFMA Menu-a-thon)	\$15,500

Registration Desk Amenity (Multiple) \$5,200

Let your product be one of the first items attendees see by providing an amenity for all COEX attendees to enjoy as they arrive and check-in at the conference registration desk.

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: **Helen Heilich, 312-504-1892, helen@ifmaworld.com.**

Sunday, March 5



❑ Innovation Café | Product Sponsorship **\$5,200**
 Supply product samples for the Innovation Café, conveniently located next to the conference registration area. Attendees will have the opportunity to grab snacks and drinks after they check in. The Innovation Café is open and available to all attendees on Sunday. *When Combined with another Sponsorship: \$3,500

❑ Kick-Off Celebration Reception **\$26,000 / \$9,000**
 We'll kick-off COEX 2023 with a lively reception so attendees can reconnect with friends and colleagues. Attendees will enjoy cocktails, music, and food – a perfect opportunity for you to feature your latest innovative products.

Monday, March 6



- Breakfast Buffet (Monday, March 6)** **\$13,000 / \$9,000**
- All-Day Break (Monday, March 6)** **\$11,000 / \$9,000**
- Lunch (Monday, March 6)** **\$13,000 / \$9,000**

- Monday Evening Reception** **\$15,500 / \$9,000**
 Attendees will enjoy cocktails, music, and food – a perfect opportunity for you to feature your latest innovative products.

Breakfast and lunch both allow for multiple food stations.

Monday, March 6



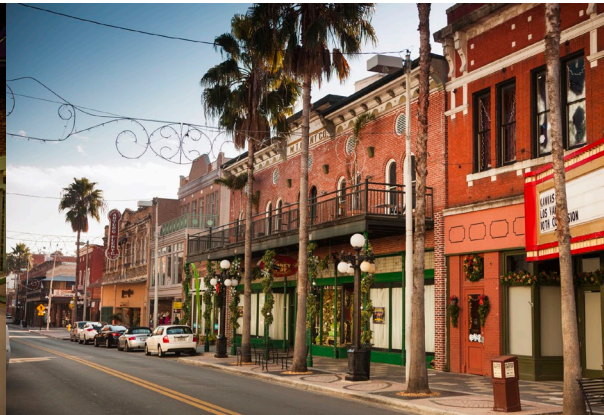
Tampa Dine Out | Branding Sponsorship

\$15,000

Sponsor a unique Tampa Dine Out experience and give attendees a taste Tampa's local cuisine. COEX attendees will have the opportunity to sign up and dine at one of four popular restaurants in Ybor City. Each Dine Out restaurant will hold 30-45 guests.

Included in your sponsorship:

- Up to 15 reserved spots for your guests
- 3 course seated dinner
- Hosted bar including a specialty cocktail, liquor, beer, wine and soft drinks
- Sponsor acknowledgement on event signage and menu at restaurant



Tuesday, March 7



Breakfast Buffet (Tuesday, March 7)

\$13,000 / \$9,000

All-Day Break (Tuesday, March 7)

\$11,000 / \$9,000

Breakfast and lunch both allow for multiple food stations.



IFMA Menu-a-thon | Innovation Product Showcase

\$15,500

Take part in this exclusive product opportunity. Each attendee at this interactive showcase will taste and experience your product as part of a session covering product innovation and menu trends.

IFMA Menu-a-thon | Innovation Product Showcase

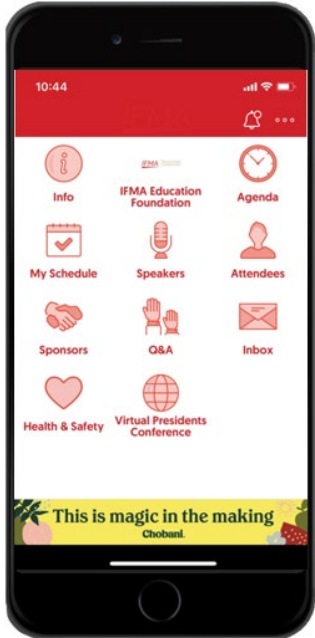
\$15,500

It's one thing to hear about the latest menu trends; it's another to experience them. Each attendee at this interactive showcase will taste and experience your product as part of the session covering product innovation and menu trends.

Bring menu trends to life for attendees as they smell, taste, and experience your innovative products. Each participating company will have the opportunity to present and discuss their product from the stage. Associate your brand with this exclusive conference content and highlight your latest innovations.



BRANDING SPONSORSHIP



Event Wi-Fi | Branding (Limit of 1) \$15,000

As the Wi-Fi sponsor, you can make your company name the conference Wi-Fi password for all attendees to remember. Your company logo and name will be featured on table tents throughout the conference designating you as the Wi-Fi sponsor. *Limit to 1 sponsor only.

Event App | Branding (Limit of 1) \$13,000

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. *Limit to 1 sponsor only.

Event App Banner Advertising | Branding (Limit of 3) \$5,500

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 (Limit of 2) \$13,000

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

Conference Lanyard | Branding (Limit of 2) \$10,500

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

Conference Name Badge | Branding (Limit of 2) \$10,500

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 (Limit of 4) \$9,000

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.

☐ 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	
☐ Opening Keynote	\$26,000	☐ General Session	\$15,500
☐ General Session	\$15,500	☐ Closing Keynote	\$15,500
Monday - Breakout Sessions		Tuesday – Breakout Sessions	
☐ Breakout Session #1	\$9,000	☐ Breakout Session #1	\$9,000
☐ Breakout Session #2	\$9,000	☐ Breakout Session #2	\$9,000

☐ Host – Monday/Tuesday | Agenda Branding \$15,500

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 (Limit of 4) \$12,500

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.

☐ Caption Sponsorship | Logo Branding \$10,000

Champion accessibility for all attendees. This sponsorship will support inclusivity by adding closed captions to main stage presentations, increasing accessibility for audience members who are deaf, hard of hearing, whose first language is not English, or anyone who 'just didn't catch that.'



Take advantage of this unique opportunity to gather feedback from key operators during 45-minute focus groups with Foodservice Leadership Council members at COEX.

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

1. A group of decision-making operators from four segments
2. A room in which to host your private focus group
3. Computer, projection screen, and Wi-Fi



March 7, 2023 – Available Times for Each Segment:

Elementary & Secondary Education (Room A)

- 2:15 – 3:00 pm
- 3:15 – 4:00 pm
- 4:30 – 5:15 pm

Business & Industry (Room C)

- 2:15 – 3:00 pm
- 3:15 – 4:00 pm
- 4:30 – 5:15 pm

College & University (Room B)

- 2:15 – 3:00 pm
- 3:15 – 4:00 pm
- 4:30 – 5:15 pm

Healthcare (Room D)

- 2:15 – 3:00 pm
- 3:15 – 4:00 pm
- 4:30 – 5:15 pm

Potential Uses for the Focus Groups:

- Gather feedback on product concept currently in the innovation funnel
- Gather feedback on your company’s sustainability efforts and see how they resonate with specific segments
- Learn what operators from a specific segment are looking for from a company like yours
- Learn how operators are coping with labor shortages, product outages, and inflation

Pricing: \$7,500 per 45 min session

For more information, or to schedule a focus group, contact Charlie McConnell, IFMA Insights & Best Practices Director at 312-253-4700 or charlie@ifmaworld.com.



Interested in Sponsoring IFMA COEX 2023?

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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