INVITATION TO EXHIBIT

Phoenix • Arizona
IAFP 2021
JULY 18-21
In-Person and Virtual

EXHIBIT DATES
JULY 18-20

International Association for Food Protection
2900 100th Street, Suite 309
Des Moines, Iowa 50322-3855, USA
+1 515.276.3344
foodprotection.org

(4/7/21 v12)
In-Person Exhibit Hall Schedule

EXHIBIT SET-UP
SUNDAY, JULY 18
9:00 a.m. – 6:00 p.m.

EXHIBIT TEAR-DOWN
TUESDAY, JULY 20
6:15 p.m. – 11:00 p.m.

EXHIBIT HOURS
SUNDAY, JULY 18
7:30 p.m. – 9:30 p.m.
MONDAY, JULY 19
10:00 a.m. – 6:15 p.m.
TUESDAY, JULY 20
10:00 a.m. – 6:15 p.m.

PLANNED EXHIBIT HALL EVENTS

SUNDAY, JULY 18
7:30 p.m. – 9:30 p.m.
Cheese and Wine Reception

MONDAY, JULY 19
10:00 a.m. Coffee Break
11:45 a.m. – 1:30 p.m. Lunch
3:00 p.m. Coffee Break
5:15 p.m. – 6:15 p.m. Reception

TUESDAY, JULY 20
10:00 a.m. Coffee Break
11:45 a.m. – 1:30 p.m. Lunch
3:00 p.m. Coffee Break
5:15 p.m. – 6:15 p.m. Reception

“The IAFP Conference is the best food safety show that we do all year. The quality of the attendees is second to none. Many attendees have purchasing power and come to the booth ready to discuss projects. Additionally, the Association does a fabulous job of scheduling time for attendees to be on the exhibit floor and hosts several events on the show floor to encourage attendee/exhibitor interaction. We look forward to the IAFP show next year.”

Catherine Hornsby
BluLine Solutions
**Booth Information**

**Booth Includes**
- 10’ x 10’ booth with pipe and drape
- One 6’ skirted table
- Two standard chairs
- One wastebasket
- Three meeting registrations per booth (Additional registrations are available at regular registration rates)
- Listing on IAFP Website
- Listing in *Food Protection Trends*
- Descriptive listing in the Annual Meeting Program Book
- Promotion of marketing materials on IAFP 2021 App

**In-Person Booth Prices**

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single 10’ x 10’</td>
<td>$3,550</td>
</tr>
<tr>
<td>Double 10’ x 20’</td>
<td>$7,100</td>
</tr>
<tr>
<td>Quad 20’ x 20’</td>
<td>$14,200</td>
</tr>
<tr>
<td>6-plex 20’ x 30’</td>
<td>$21,300</td>
</tr>
<tr>
<td>Corner</td>
<td>add $210</td>
</tr>
<tr>
<td>Virtual</td>
<td>add $350</td>
</tr>
</tbody>
</table>

**Virtual Booth Price**

- Single: $1,200
- Double: $7,100
- Quad: $14,200
- 6-plex: $21,300
- Corner: add $210
- Virtual: add $350

**Meeting App**

The IAFP 2021 meeting app gives exhibitors the opportunity to increase visibility to all conference attendees. Exhibitors may upload brochures, marketing materials and company information to the app. Attendees will be able to browse exhibitor information anytime using their smartphones.
MORE THAN 900 PRESENTATIONS TAKE PLACE DURING THREE DAYS.

**Important Information**

- **MARCH 31** .................... FULL PAYMENT DUE
- **APRIL** ........................... BOOTH SELECTION BEGINS
- **MAY 21** ....................... DEADLINE TO BE LISTED IN THE PROGRAM BOOK
- **JULY 1** .......................... CANCELLATION DEADLINE FOR A FULL REFUND
- **JULY 18** ....................... SHOWTIME!

**VISIT THE IAFP 2021 WEBSITE FOR DETAILS ON RESERVING A HOTEL ROOM.**

Sponsorship opportunities are available. Increase your exposure by becoming a sponsor!

(from IAFP 2019)
ATTENDEES PRIMARY FIELD OF EMPLOYMENT

PROFESSIONAL DEVELOPMENT GROUPS

- Advanced Molecular Analytics
- Applied Laboratory Methods
- Beverages and Acid/Acidified Foods
- Dairy Quality and Safety
- Developing Food Safety Professionals
- Food Chemical Hazards and Food Allergy
- Food Defense
- Food Fraud
- Food Hygiene and Sanitation
- Food Law
- Food Packaging
- Food Safety Assessment, Audit and Inspection
- Food Safety Culture
- Food Safety Education
- Fruit and Vegetable Safety and Quality
- HACCP Utilization and Food Safety Systems
- International Food Protection Issues
- Low Water Activity Foods
- Meat and Poultry Safety and Quality
- Microbial Modelling and Risk Analysis
- Pre Harvest Food Safety
- Retail and Foodservice
- Sanitary Equipment and Facility Design
- Seafood Safety and Quality
- Student
- Viral and Parasitic Foodborne Disease
- Water Safety and Quality

PROFESSIONAL DEVELOPMENT GROUP MEETINGS WILL BE HELD VIRTUALLY IN JUNE AND ARE OPEN TO ALL ANNUAL MEETING ATTENDEES

ATTENDEES FROM 50 COUNTRIES PARTICIPATED AT IAFP 2019.
We invite you to participate as a sponsor for IAFP 2021. Sponsorship participation provides an excellent opportunity to position your company or organization as a supporter of the Association.

Please review the event listing to select the event that will best position your organization. Reservations will be taken in the order received for any open sponsorship event. A waiting list for events with a right of first option will be established. Partial sponsorships may be available. Sponsors are recognized on appropriate signage, printed materials in the Program Book and on the IAFP website (www.foodprotection.org).

**SPONSORSHIP EVENT LIST**

<table>
<thead>
<tr>
<th>AMOUNT</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000</td>
<td>CONFERENCE PROGRAM BAG</td>
</tr>
<tr>
<td>$25,000</td>
<td>OPENING RECEPTION</td>
</tr>
<tr>
<td>$20,000</td>
<td>EXHIBIT HALL RECEPTION (Monday or Tuesday)</td>
</tr>
<tr>
<td>$15,000</td>
<td>EXHIBIT HALL LUNCH (Monday or Tuesday)</td>
</tr>
<tr>
<td>$15,000</td>
<td>NETWORKING LUNCH (Wednesday)</td>
</tr>
<tr>
<td>$15,000</td>
<td>BADGE HOLDERS WITH LANYARDS</td>
</tr>
<tr>
<td>$13,000</td>
<td>MEETING APP</td>
</tr>
<tr>
<td>$12,500</td>
<td>PRESIDENT’S RECEPTION</td>
</tr>
<tr>
<td>$12,000</td>
<td>WELCOME RECEPTION</td>
</tr>
<tr>
<td>$12,000</td>
<td>NOTEPADS WITH SPONSOR’S LOGO</td>
</tr>
<tr>
<td>$11,000</td>
<td>HOTEL KEY ADVERTISING</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AMOUNT</th>
<th>EVENT</th>
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</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>CONFERENCE WIFI</td>
</tr>
<tr>
<td>$9,000</td>
<td>INTERNET CAFE</td>
</tr>
<tr>
<td>$9,000</td>
<td>EXHIBIT HALL COFFEE BREAK (Monday or Tuesday a.m.)</td>
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<tr>
<td>$7,000</td>
<td>EXHIBIT HALL COFFEE BREAK (Monday or Tuesday p.m.)</td>
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<tr>
<td>$6,000</td>
<td>AISLE SIGNS</td>
</tr>
<tr>
<td>$5,500</td>
<td>STUDENT PDG LUNCHEON</td>
</tr>
<tr>
<td>$5,000</td>
<td>COFFEE BREAK (Wednesday morning)</td>
</tr>
<tr>
<td>$5,000</td>
<td>COFFEE BREAK (Wednesday afternoon)</td>
</tr>
<tr>
<td>$5,000</td>
<td>EARLY MORNING COFFEE (Monday or Tuesday)</td>
</tr>
<tr>
<td>$4,000</td>
<td>EARLY MORNING COFFEE (Wednesday morning)</td>
</tr>
<tr>
<td>$4,000</td>
<td>EDITORIAL BOARD RECEPTION</td>
</tr>
<tr>
<td>$3,500</td>
<td>COMMITTEE DAY REFRESHMENTS</td>
</tr>
<tr>
<td>$3,000</td>
<td>AWARDS BANQUET FLOWERS</td>
</tr>
<tr>
<td>$2,500</td>
<td>FLOOR SIGNAGE</td>
</tr>
<tr>
<td>$1,000</td>
<td>PENS FOR COMMITTEE DAY</td>
</tr>
<tr>
<td>$1,000</td>
<td>SPEAKER TRAVEL SUPPORT (Multiple opportunities available)</td>
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**SPONSORSHIP PARTICIPANT**

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>CONTACT PERSON</th>
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<tr>
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<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>STATE OR PROVINCE</th>
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<table>
<thead>
<tr>
<th>POSTAL CODE/ZIP +4</th>
<th>COUNTRY</th>
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<table>
<thead>
<tr>
<th>PHONE</th>
<th>FAX</th>
<th>EMAIL</th>
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**DESIRED EVENT(S) TO SPONSOR**

**AMOUNT PAID $**

**PAYMENT TYPE:**

- [ ] CHECK
- [ ] INVOICE
- [ ] MASTERCARD
- [ ] VISA
- [ ] AMERICAN EXPRESS
- [ ] DISCOVER

**CREDIT CARD NUMBER**

<table>
<thead>
<tr>
<th>U.S. Funds on U.S. Bank</th>
<th>EXP</th>
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**CARD ID #**  

**EXPIRATION DATE**

**CARDHOLDER SIGNATURE**

*Visa, Mastercard and Discover: See 3-digit Card ID number on the back of the card after account number. American Express: See 4-digit, non-embossed number printed above your account number on the face of your card.

Signature verifies that the company listed wishes to secure stated sponsorship and agrees to pay all appropriate fees by **March 30, 2021**. All sponsorships are non-cancelable and non-refundable upon receipt of this form.

**Signature Required**

**Date**

Return to IAFP:  
Farrah Benge | fbenge@foodprotection.org

Direct Questions to:  
David Larson | dave@larsonentllc.com

Phone: +1 515.440.2810

International Association for Food Protection
IAFP 2021 CALL FOR SUBMISSIONS

DEADLINES

November 10, 2020 – Symposium, Roundtable and Workshop Submissions
January 19, 2021 – Technical and Poster Abstract Submissions

Questions regarding submissions can be directed to Tamara Ford
Phone: +1 515.276.3344
Email: tford@foodprotection.org

FUTURE IAFP ANNUAL MEETINGS

IAFP 2022 – July 31–August 3, Pittsburgh, Pennsylvania
IAFP 2023 – July 16–19, Toronto, Ontario, Canada