



the international
food & drink event

19 – 22 March 2017 • ExCeL London



Headline Sponsor Partner Package



Headline sponsorship of one of the major visitor attractions at the show can be one of the most impactful promotional opportunities available at IFE 2017.

A headline partnership at IFE guarantees maximum exposure to a captive audience as well as ensuring that your brand is aligned with some of the UK's most thought leading content and up to the minute trends.



The Big Picture theatre

This theatre is the keynote speaker stage and will focus on the key issues for the UK food and drink industry, as well as covering some international issues.

Sessions will take on various forms from talks and presentations to panel debates/discussions.

The stage will also host the FoodBev World Food Innovation Awards in association with IFE.

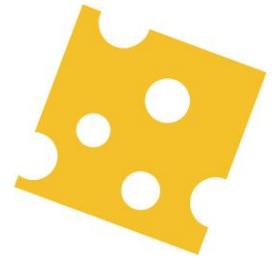
Topics covered will focus mainly on food and drink but may also include some top line sessions on packaging, waste and sustainability.



Sponsors Package Includes:

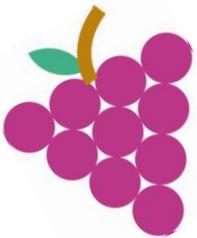
Pre-show

- The headline sponsor will be included in all dedicated Big Picture theatre press releases sent to press pre show
- Acknowledgement of sponsorship with mentions in appropriate pre-show communication sent to all pre-registered and potential visitors
- Sponsor will be acknowledged as the headline sponsor of the Big Picture theatre on the IFE website with their logo appearing on; the timetable of speakers, partner page and homepage
- c18,000 show preview flyers will be produced and sent to the database of key pre-registered and potential visitors which will include sponsor's logo as headline sponsor of the Big Picture theatre. The digital version of the preview will also be emailed to c150,000 trade contacts



At Show

- Sponsor's logo and branding to be incorporated into the design of the Big Picture theatre
- Logo and acknowledgement to be included in the Big Picture theatre pages within the official showguide
- Sponsor's logo to be included on the floor plan on the "You Are Here" boards located in strategic places at ExCeL London
- Sponsor may provide two members of staff in branded clothing to distribute literature or product samples in between sessions
- Sponsors logo to be included on the timetable
- An opportunity to chair/be represented on a panel session on the Big Picture theatre



Social Media Coverage

- Regularly re-tweet sponsor's tweets in the months leading up to the show and during the event
- Dedicated tweets from IFE account mentioning sponsor
- LinkedIn and Facebook discussions relating to the Big Picture and also profiling the sponsor

Post Show

- Sponsor will be included in all post show press releases which mention the Big Picture theatre
- Photographs will be available of the stage with company branding
- Contact details of all visitors attending the Big Picture theatre will be given exclusively to the headline sponsor

To discuss the above opportunities—
please contact UK Sales Director
Andrew Pantelli

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or call +44 (0)20 7886 3055