



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 Talking Trends stage

The Talking Trends stage is all about food & drinks trends and innovation and will also cover packaging, waste or sustainability.

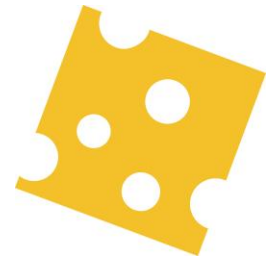
Topics covered might include eating habits, consumer buying patterns, growth in certain food sectors and the future of food & drink.

The focus is very much on the products however the story of the makers, the provenance, the ingredients and the techniques will be included as part of the programme.

Sponsors Package Includes:

Pre-show

- The headline sponsor will be included in all dedicated Talking Trends stage 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 Talking Trends stage 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 Talking Trends stage. 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 Talking Trends stage.
- Logo and acknowledgement to be included in the Talking Trends stage 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 Talking Trends stage

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 Talking Trends stage and also profiling the sponsor

Post Show

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

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

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