

IDDBA | 2024

Houston

▶ June 9 – 11 ◀

SPONSOR

WHAT'S IN STORE LIVE!

Imagined by industry experts, What's in Store Live brings to life dairy, deli, and bakery **innovations, trends, and business solutions**. Industry Chefs and merchandisers fill over 20,000 square feet of show floor space with products, packaging, and technology – all choreographed to help grow sales and profits.

SPONSORSHIP LEVELS

Sponsorship Fees

Number of products*

Digital Exhibitor Guide WISL section of mAPPed

mAPPed Company logo (\$125 value)

Quarterly email highlighting WISL Sponsor Groups

Recognition on iddba.org with logo

Digital recognition WISL Show floor

mAPPed feature photo (\$400 value)

IDDBA App Ad and mention (3,500 year-round users)

Recognition in one IDDBA association email

Promo video in mAPPed sponsor provided (\$1,750 value)

IDDBA Home Page Listing

IDDBA App Feature Highlight

Co-Sponsor	Platinum	Gold	Silver	Bronze
\$20,000	\$10,000	\$7,500	\$5,000	\$2,500
30	14	9	5	2
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●		
●	●	●		
●	●			
●	●			
●	●			

*Each SKU = 1 product



ALL SPONSORSHIP LEVELS INCLUDE:

- Each sponsored SKU will have one shelf tag placed in one merchandising concept
- Each item tag will include a company logo, booth number and a QR code to the website
- Company inclusion in the sponsorship digital directory
- Sponsorship signage for company booth
- Increased trade press attention
- Plus, recognition on IDDBA owned media channels

ADDITIONAL SPONSORSHIP OPPORTUNITIES**

Workshop Stage Sponsorship

All 3 Days = \$15,000

Education Live Stage Sponsorship

All 3 Days = \$10,000

Automation Equipment Sponsorship

Please contact Michele (wisl@iddba.org) for information.

****Includes:** Placement of company logo on corresponding day's schedule board (signage) placed on either side of stage all day between presentations.

INTERESTED IN BEING A SPONSOR -OR- SPEAKER IN WHAT'S IN STORE LIVE?

Applications and additional information: iddba.org/sponsorship For any additional questions: wisl@iddba.org