

July 16-19, 2023

McCormick Place, Chicago, IL

Startup Pavilion Information

Promote your brand. Gain access to the Science of Food Community. **IFT FIRST 2023 is expecting 17,000 attendees this July 16-19 in Chicago.**

Availability is limited to only 100 startups. You can be in the Startup Pavilion for only \$575.



2022 Startup Pavilion Testimonials:

The lead generation was unlike any that we have experienced at a show thus far and we made new connections with whom we continue to pursue potential partnerships at multinational, national, and regional B2B and B2C companies. Startup Pavilion was critical in facilitating these conversations as decisionmakers actively searching for new product innovation frequented the area.

For Alchemeat, we had over 1100 tasters who were super impressed by our products including Inquiries demonstrating thousands of pounds order potential from major players including Costco, Panda Express, Sun Warrior, GTFO It's Vegan, Mandalay Bay Vegas, Krave, and more. Expressed interest from 15+ multi-billion food companies including ADM, Tyson, Ingredion, Kerry Food, IFF, Impossible Foods, and more.

I could have not asked for a better opportunity to feature Paragon Pure's portfolio than the Startup Pavilion at IFT. Not just our booth but the entire pavilion had an incredible amount of traffic. We were so busy we barely had time to walk the show floor. The number of leads we got far exceeded our expectations. We met so many prospects and potential customers. I would highly recommend any startup to take advantage of the pavilion. **I know we will definitely want to go back next year.**

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Qualifying Criteria for Startups

Any stage food or food related startups are welcome! From pre-seed to growth stage, we know you will benefit by showcasing in the Startup Pavilion.

New products or a new division of an established company are not considered startups. Startups can only participate in the Startup Pavilion for a total of 2-years.

If a company only exhibits in the main expo with a booth, they cannot participate in the startup pavilion during any subsequent years.

2023 Startup Pavilion Details

\$575 per Startup Includes the following:

- Tabletop Kiosk that includes power and internet
- Kiosk sign with company logo and name (*logo on front and back of sign to maximize visibility*)
- Company details and kiosk location listed in the digital directory
- Two IFT FIRST: Annual Event and Expo passes
- At kiosk food sampling is available.
Note: Refrigeration is not available.
- Ability to source ingredients faster and more efficiently via expo hall conversations
- Access to innovators, R&D professionals, buyers, investors, academics, and more
- Access to the list of media available for interviews
- Opportunity to participate in The Pitch (*a multi-day 1-minute fast pitch competition to gain brand recognition, media attention and have the chance to be named IFT FIRST Startup of 2023*).

For an additional fee:

Up to three additional IFT FIRST passes can be purchased for \$235 each

The Pitch Details:

- Participate in a speed pitch competition to get more recognition and attention for your brand.
- Pitches will take place at 11am and 4pm on July 17th and 18th. Pitches will be 90-seconds each.
- The top 12 finalists will get to pitch again on July 19th at 11am for a chance to be named the IFT FIRST Startup of 2023.
- Finalist pitches will be 2.5 minutes in length. Judges will be able to ask follow-up questions. Finalists will have up to 90-seconds to respond.
- No slides permitted for any of the pitches.
- Only one person per company can pitch.
- A rotating panel of judges for all rounds of The Pitch will include representatives from academia, industry, innovation, and the investment community.
- Startups can only participate in The Pitch if they have a kiosk in The Startup Pavilion.
- Participation is optional.
- In late April or upon registration for a kiosk in The Startup Pavilion, you will be supplied a link to register for The Pitch. The link will also include guidance on what makes a stellar pitch.
- Pitch participants must complete the pitch form by June 30 to secure a spot in the competition.

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If interested, please contact IFT's exhibitor partner, Spargo to book today.

Space is limited and will sell out!



Companies that begin with the #-I should contact:

Sabrina Bracken, Sales Account Manager

IFT Exhibits Team c/o SPARGO, Inc.

Direct: sabrina.bracken@spargoinc.com

Phone: 571-207-8392



Companies that begin with the J-P should contact:

Laura Wills, Sales Account Manager

IFT Exhibits Team c/o SPARGO, Inc.

Direct: laura.wills@spargoinc.com

Phone: 703-592-4397



Companies that begin with the Q-Z should contact:

Walid Mansoor, Sales Account Manager

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**For general information about IFT FIRST 2023
go to IFTevent.org**