International Sweetener Colloquium

February 11-14, 2018
The Ritz-Carlton Grande Lakes
Orlando, Florida

Sponsorship Prospectus
OVERVIEW

Co-hosted by the Sweetener Users Association (SUA) and the International Dairy Foods Association (IDFA), the International Sweetener Colloquium is an annual gathering for leaders of the global sweetener industry. Participants include CEOs, CFOs, sales professionals, economists, procurement officers, marketers, commodities managers, U.S. government officials with responsibility for sugar policy and administration, risk management specialists and industry media from across the United States and around the world.

For more than thirty years, the International Sweetener Colloquium has been a popular place for industry professionals to meet, network and conduct business. The flexible meeting format and location encourage formal and informal discussions and collaboration, while a host of informative presentations highlight important trends and issues affecting the sweetener industry.

CONFERENCE BENEFITS

Sponsorship dollars reap great rewards at the International Sweetener Colloquium because the event offers so many opportunities to promote your company and your products to an interested industry audience.

EDUCATION

The sugar and sweeteners business is complex and always changing. From new trade agreements and regulatory policies to concerns about processing, distribution and product innovation, the issues affecting the natural and artificial sweeteners industry require a constant learning process. The Colloquium educates and informs attendees about the business and keeps them informed about significant issues that could affect their companies.

NETWORKING

The Colloquium is the ideal event for reaching out to colleagues and potential customers in both formal and casual settings. Receptions, sporting events, educational and policy sessions, informal meetings and meals are all perfect opportunities to make business connections and broaden your reach to new people.

COLLABORATION

The format of the Colloquium encourages collaboration across the industry, as colleagues, decision-makers and trading partners participate in educational sessions, meetings and in-depth discussions about industry issues. Opportunities for one-on-one connection and collaboration are a hallmark of the Colloquium, along with its reputation as an event that fosters industry cooperation.

BUSINESS

The International Sweetener Colloquium offers an extremely lucrative opportunity for identifying potential customers and fostering business relationships. When you promote your products and services at this annual gathering of sweetener professionals, you’ll gain maximum visibility in front of the most influential people working with sugar and sweeteners today.
WHO ATTENDS THE INTERNATIONAL SWEETENER COLLOQUIUM?

The Colloquium draws hundreds of professionals and decision-makers from the sweetener industry and from companies that use sweeteners in the products they make. Buyers, refiners, distributors and food companies actively participate in the Colloquium, using it as a springboard to enhance their business and trading-partner networks.

WHY SPONSOR?

Sponsoring during the Colloquium provides a wide range of benefits for our business partners. In addition to effectively targeting hundreds of attendees who are potential customers, you will build visibility, expand your reach and enhance your reputation within the industry.

**VISIBILITY AND ACCESS**

As a sponsor of the Colloquium, your company will gain visibility, access and respect among industry peers. Each increasing level of sponsorship offers additional opportunities to build awareness of your brand, promote your products and services and engage with the industry professionals you want to reach.

**MAXIMUM REACH, MINIMUM EFFORT**

IDFA and SUA have designed sponsorships to allow your company to reach a maximum number of sweetener and food executives far more quickly and efficiently than other methods of networking and promotion. It is an audience ready and eager to hear your message!

**EXCLUSIVITY AND VARIETY**

Only a limited number of Colloquium sponsorships are available, and they are offered on a first-come, first-served basis. The levels of engagement and investment vary widely to ensure opportunities will fit all business models and budgets.

**INTERNATIONAL SWEETENER COLLOQUIUM SPONSORSHIP OPPORTUNITIES**

Choose from four categories of sponsorship that are tailored to reach attendees in different ways.

- Social Sponsorships
- Content Sponsorships
- Promotional Sponsorships
- Exhibit Space
SOCIAL SPONSORSHIPS

Social events promote goodwill, communication and collaboration among leaders of the industry. Sponsoring a reception, coffee break or sports event is a great way to leave a positive impression on your peers. After all, the best memories of any conference usually come from sharing good times with friends and making new connections at the social events.

Opening Reception: $30,000

First impressions are important, so why not be the first to welcome every attendee to the International Sweetener Colloquium? Help set the tone for an exciting and productive conference by sponsoring the Opening Reception. This reception is always a prime opportunity for networking because attendees reconnect with old colleagues and meet new customers.

OPENING RECEPTION BENEFITS INCLUDE:
- Two-minute introduction of a general session
- Two complimentary conference registrations
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference
- Option to provide promotional materials to attendees
- Table Top Exhibit (optional)

After-Hours Party: $15,000

Give your industry colleagues a place to continue conversations and networking by sponsoring the After-Hours Party on the opening night of the conference. This special event is a perfect place for your company to reach everyone while they’re still fresh and anxious to mingle.

AFTER-HOURS PARTY BENEFITS INCLUDE:
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference
- Sponsor may provide branded items to be used during the sponsored event
SOCIAL SPONSORSHIPS (CONTINUED)

Golf Tournament: $10,500

Ever stop to wonder how many deals are done on a golf course? Probably more than anyone can count. That may be one reason the Colloquium golf tournament is always so popular. This sponsorship is a guaranteed winner!

**GOLF TOURNAMENT BENEFITS INCLUDE:**
- One complimentary registration for golf tournament
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the tournament
- Option to provide a giveaway item at the tournament

Monday Evening Reception: $8,500

After a full day of informative sessions and meetings, everyone will be looking for a place to relax, unwind and make some new contacts. The Monday evening reception is ideal for a sponsor who wants to make an impression by hosting a great evening of tasty food, cool drinks and warm camaraderie.

**MONDAY EVENING RECEPTION BENEFITS INCLUDE:**
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference

Closing Reception: $7,500

Sponsorship of the closing reception will strategically position your company as the last great experience attendees will remember about the Colloquium. Send everyone back home feeling good about the conference and feeling good about your company.

**CLOSING RECEPTION BENEFITS INCLUDE:**
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference
Registration Lounge: $6,500
The Registration Lounge is in a strategic location that guarantees your company name will be one of the first things every attendee sees as they arrive at the International Sweetener Colloquium. The prominent placement of the lounge also ensures that most attendees will spend time there throughout the conference, having impromptu business meetings and gathering for networking. If you’re looking for visibility, the Registration Lounge is a good choice for your sponsorship dollars.

REGISTRATION LOUNGE SPONSORSHIP BENEFITS INCLUDE:
• A lounge in the registration area with company branding
• Recognition in conference materials and on conference website
• Company name placed on event signage
• Live recognition at the conference

Monday Happy Hour: $5,000
The mid-conference Happy Hour comes when attendance is fierce, content is being digested, and rich discussion is at its peak. Work with our team to create your very own happy hour at the conference venue with your company prominently featured as the host.

MONDAY HAPPY HOUR BENEFITS INCLUDE:
• Recognition in conference materials and on conference website
• Company name placed on event signage
• Live recognition at the conference
• Sponsor may provide branded items to be used during the sponsored event

Coffee Breaks: $3,500 each
Coffee breaks are a glittering oasis during a long day of meetings. Nothing makes conference attendees happier than knowing a cup of coffee, a snack or a relaxing conversation is waiting for them just outside the meeting room door.

COFFEE BREAK BENEFITS INCLUDE:
• Recognition in conference materials and on conference website
• Company name placed on event signage
• Live recognition at the conference
Golf Beverage Cart: $3,500 each

Golfers work up an appetite out there on the links. You can help their scores and extend their stamina by sponsoring a beverage cart at the Colloquium golf tournament. Provide a cool beverage and snack along the way, and every golfer on the course will be your friend.

**GOLFD CEVERAGE CART BENEFITS INCLUDE:**
- Recognition in conference materials and on conference website
- Company name placed on event signage and beverage cart
- Live recognition at the tournament
- Option to provide a giveaway item at the tournament

Golf Hole Contests (three available): $2,500 - $5,000 each

Golf contests are a fun way to make the game more exciting and raise the level of competition among players. To sweeten the pot and raise the stakes at this tournament, there are three golf contests available for sponsorship:

- Hole-In-One Contest: $5,000
- Longest Drive Contest: $2,500
- Closest-to-the-Pin Contest: $2,500

The winner of each contest will receive recognition, valuable prizes and the honor of posing for a photo in the winner’s circle with your company logo prominently featured for all to see!

**HOLE-IN-ONE CONTEST BENEFITS INCLUDE:**
- Winner receives a $10,000 cash prize
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference
- Option to provide a giveaway item at the tournament

**LONGEST DRIVE AND CLOSEST-TO-THE-PIN CONTEST BENEFITS INCLUDE:**
- Winner receives a $100 resort gift certificate
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference
- Option to provide a giveaway item at the tournament
Meeting Rooms On Demand:
$1,000 (One Day); $2,500 (Full Conference)

Planning to hold a meeting during the International Sweetener Colloquium or need a private space to conduct business? Expand your capacity for dedicated face-to-face discussions by reserving a private meeting room for your company to use at the conference hotel. Space is limited! Day and room size are subject to availability. No meetings or events may be held during the International Sweetener Colloquium program hours.

**MEETING ROOMS ON DEMAND BENEFITS INCLUDE:**
- Use of a private meeting room in the conference hotel
- Meeting rooms will come equipped with standard tables and chairs. Companies are responsible for organizing set up and food and beverage requests directly with the hotel.
CONTENT SPONSORSHIPS

Sponsoring an educational session at the Colloquium will position your company as a thought leader among the most innovative, interesting and influential people in the global sweetener industry. Sharing top billing with popular and respected presenters is an added bonus.

Keynote Breakfast: $15,000

Breakfast is the most important meal of the day, and the keynote address is one of the best-attended sessions. Always the first general session, when everyone is still fresh and paying close attention, the Monday morning breakfast will feature a well-known and well-respected keynote speaker.

KEYNOTE BREAKFAST BENEFITS INCLUDE:
- Two-minute welcome and introduction of keynote session
- One complimentary conference registration
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference
- Option to place promotional materials on seats during the event
- Table Top Exhibit (optional)

Tuesday Luncheon: $15,000

Gain maximum exposure by sponsoring the Tuesday Luncheon at the International Sweetener Colloquium. One of the conference best attended sessions, the Tuesday luncheon is a great opportunity to gain added visibility among sweetener executives enjoying conversations with industry colleagues.

TUESDAY LUNCHEON BENEFITS INCLUDE:
- Two-minute welcome and introduction of luncheon session
- One complimentary conference registration
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference
- Option to place promotional items on seats during the event
- Table Top Exhibit (optional)
PROMOTIONAL SPONSORSHIPS

Promotional sponsorships are extremely simple and effective ways to generate visibility for your company among colleagues, trading partners and potential customers. Displaying your company logo and contact information on anything from the conference mobile app and printed program to every hotel key card and lanyard is a sure way to attract positive attention for your brand.

Hotel Key Card: $8,500

Colloquium attendees who stay at the conference hotel will see your company’s logo printed prominently on their hotel room key cards. Your company name will be the first thing they see as they head out in the morning and the last thing they see as they turn in for the night.

**HOTEL KEY CARD SPONSORSHIP BENEFITS INCLUDE:**
- Company logo on the hotel key card given to each guest upon check-in
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference

WiFi: $7,500

WiFi is every conference attendee’s connection to the outside world, and each one will be connecting often to check social media updates and messages from the home office. When you sponsor WiFi service during the Colloquium, your company logo and a link to your company website will appear every time they log in. That’s how real connections are made.

**WiFi Sponsorship Benefits Include:**
- Sponsor logo and link on landing page
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference
Mobile App: $6,500

The Colloquium mobile app, will contain unique, detailed content that can be easily downloaded to personal mobile devices. The app offers a great opportunity to highlight your brand before, during and after the conference. Attendees will access the app often to look up conference schedules, floor plans, bios, photos and social media updates. Your company logo and link will be right there whenever they check in.

MOBILE APP BENEFITS INCLUDE:
- Sponsor logo on app landing page
- Sponsor page with company and contact information, including link to sponsor website
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference

Registration Lanyards: $6,500

Every attendee at the Colloquium will receive a name badge that is required for entrance to all sessions and conference events. Those name badges hang from lanyards that can be emblazoned with your company logo. Imagine the visual impact of your industry colleagues sporting your company name throughout the entire conference.

REGISTRATION LANYARD SPONSORSHIP BENEFITS INCLUDE:
- Logo on registration lanyards
- Recognition in conference materials and on conference website
- Company name placed on event signage
- Live recognition at the conference

On-Site Printed Program: $5,000

Every attendee will receive a copy of the onsite printed program when he or she picks up registration materials at the International Sweetener Colloquium. This program is a primary reference tool for everyone at the conference. Prominent placement of your company name and logo virtually guarantees that every attendee will think of your company many times throughout the course of the event.

ON-SITE PRINTED PROGRAM SPONSORSHIP BENEFITS INCLUDE:
- Sponsor page with company and contact information
- Company name placed on event signage
- Live recognition at the conference
EXHIBIT SPACE

The exhibit area is one of the event’s sweet spots for displaying your company’s products or services. You won’t be starved for attention in this exhibit area because it’s also the location for the coffee breaks and continental breakfasts. That means you’ll be within easy reach of the most powerful decision-makers in the sweetener industry, and everyone will be hungry for information about your company.

Exhibit Area Display Table: $2,500 (members) $5,000 (non-members)

EXHIBIT AREA DISPLAY TABLE BENEFITS INCLUDE:

- Six-foot table for display
- Recognition in conference materials and on conference website
- Company name placed on event signage

CONTACT US

We hope one or more of our sponsorship packages fit your company’s marketing and promotional goals. Sponsorship opportunities are limited, so contact us soon.

FOR INFORMATION ON SPONSORING THIS EVENT CONTACT:

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