

This toolkit was designed for use in promotion of the International Sweetener Colloquium, which will take place from February 22 – 25, 2026 in ChampionsGate, Florida.

Overview

Co-hosted by the Sweetener Users Association and the International Dairy Foods Association, the International Sweetener Colloquium provides a unique opportunity for key players from all sectors to discuss the most pressing issues facing the global sweetener industry.

Attendees will be given the opportunity to participate in content-rich sessions with presentations from a wide range of speakers, addressing the latest challenges and opportunities facing the industry. Topics will cover everything from government regulation and political outlook to current research findings and market trends.

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, processors, refiners, distributors and food companies actively participate in the Colloquium, using it as a springboard to enhance their business and trading-partner networks.

More information about the conference can be found by visiting www.idfa.org/international-sweetener-colloquium!

Social media toolkit

IDFA and SUA will be promoting this event on their social media platforms, and encourage partners, speakers, and sponsors to re-share that content with their audiences. In addition, below are several samples for social media copy and graphics that can be posted on your own platforms.

Social media graphics for each of the conference sessions, in addition to templates that attendees and sponsors can use, can be found [here](#). Please feel free to use any of these social media graphics in your promotion of the event and your participation.

Don't forget to use the conference hashtag #SweetenerColloquium and tag IDFA and SUA in any posts you share!

IDFA's Social Handles

LinkedIn: <https://www.linkedin.com/company/idfa>

X: @dairyIDFA

Instagram: <https://www.instagram.com/dairyidfa/>

Facebook: <https://www.facebook.com/dairyIDFA/>

SUA's Social Handles

X: @SweetenerUsers

If you have any questions or would like to request additional materials, please contact IDFA communications manager, Mariah Minnick, at mminnick@idfa.org.

Sample social media

Facebook / LinkedIn

Sample 1:

I'm looking forward to attending the International Sweetener Colloquium in just a few weeks! This event consistently delivers valuable insights into both the challenges and emerging opportunities shaping the global sweetener industry. It also provides an excellent forum to engage with decision-makers and industry leaders from across the supply chain.

I hope you'll consider joining me in ChampionsGate, Florida, from February 22–25, 2026. Registration is available here: www.idfa.org/international-sweetener-colloquium

Sample 2:

I'm excited to attend this year's International Sweetener Colloquium! Each year, this event brings together buyers, processors, refiners, distributors, and food companies to discuss key issues affecting the global sweetener market. It remains one of the most effective venues for strengthening business strategies and expanding professional networks.

I look forward to being there February 22–25 in the Sunshine State and encourage you to register too. Hope to see you there: www.idfa.org/international-sweetener-colloquium

X (character limited)

Sample 1:

Join me at this year's International Sweetener Colloquium, a leading event for professionals in the global sweetener industry. Looking forward to connecting with colleagues and discussing key issues shaping the market. Learn more: www.idfa.org/international-sweetener-colloquium

Sample 2:

I'm preparing take off to the Sunshine State for the 2026 International Sweetener Colloquium, where leaders across the supply chain gather to address challenges and opportunities in the industry. I hope you'll join me. Details: www.idfa.org/international-sweetener-colloquium

Instagram (it is suggested to include the weblink in profile bio or share the graphic on IG story with abbreviated text)

Sample 1:

I'm looking forward to joining industry leaders at the 2026 International Sweetener Colloquium! This event brings together buyers, processors, refiners, distributors, and food companies to discuss the most pressing issues facing the global sweetener industry.

Join me in ChampionsGate, Florida, from February 22–25, 2026, to hear from distinguished speakers and connect with peers across the sector. Link in my bio to learn more!

Sample 2:

I can't wait to join my industry colleagues at the 2026 International Sweetener Colloquium in ChampionsGate, Florida. This event offers a strong lineup of sessions addressing the latest challenges and opportunities impacting our industry, along with valuable networking opportunities. I hope you'll join me February 22–25!