



# 2026 IFDA SPONSORSHIP PROSPECTUS

**CONNECT WITH THE LEADERS OF  
FOODSERVICE DISTRIBUTION**

# THE ONLY TRADE ASSOCIATION FOR FOODSERVICE DISTRIBUTION

IFDA is the premier trade association for the foodservice distribution industry, representing thousands of distributors and supply chain partners that keep America's professional kitchens running.

Our events bring together the largest gathering of foodservice distribution leaders, supply chain innovators, and industry partners committed to advancing operational excellence across the sector.

Industry partners play a critical role in the success of these programs, and we've designed sponsorship opportunities that deliver maximum visibility, engagement, and value for your brand.

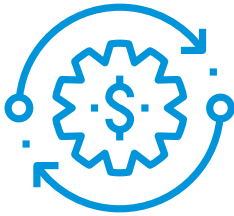


To learn more about sponsorship contact: David Coffield at [dcoffield@ifdaonline.org](mailto:dcoffield@ifdaonline.org)

# AS AN IFDA SPONSOR, YOU'LL GAIN:

- ✓ **Direct access to IFDA's leadership and the most influential network** of foodservice distribution executives and decision-makers
- ✓ **Enhanced brand visibility** through integrated digital and onsite marketing across event platforms, mainstage exposure, the event app, and official communications
- ✓ **Opportunities to secure high-impact branding placements** that elevate your presence and reach

Our sponsorship program is crafted to align closely with your brand's strategic goals. **We can offer a comprehensive range of packages that enable you to engage with our community in ways that resonate most with your brand.**



## OPTIMIZED ROI: MORE THAN JUST EXPOSURE

We understand that ROI is paramount. Our value-based approach goes beyond mere brand visibility, offering impactful touchpoints that provide genuine value to our audience – thus enhancing your brand equity and ensuring a higher return on your investment.



## THE POWER OF PARTNERSHIP

By focusing on delivering holistic benefits, we aim to build enduring relationships with our sponsors. Our program is designed to offer diverse, scalable opportunities that encourage long-term commitment, ensuring a stable partnership that evolves with your needs.



## ENHANCING THE ATTENDEE EXPERIENCE

Through our value-centric model, we create sponsorships that enrich the attendee experience rather than detract from it. Your brand can now be part of value-added hands-on learning, technologies or amenities that truly elevate the conference experience, boosting positive associations with your brand.

# YOUR TARGET AUDIENCE

IFDA represents the full breadth of the foodservice distribution industry. Our members are the supply chain experts who work tirelessly behind the scenes to deliver food safely and efficiently to every corner of America. When you sponsor IFDA, you're connecting with the decision-makers who power a **\$400 billion industry**.

## INDUSTRY AT A GLANCE



## 431,000 EMPLOYEES ACROSS THE INDUSTRY



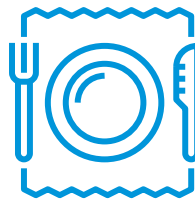
**135,000+**  
PROFESSIONAL  
TRUCK DRIVERS



**181,000**  
WAREHOUSE  
WORKERS



**17,100**  
DISTRIBUTION  
CENTERS



**1 MILLION+**  
RESTAURANTS AND  
FOODSERVICE OUTLETS  
SERVED DAILY



## WHO ATTENDS IFDA EVENTS

**Our events attract the industry's most influential decision-makers:**

C-Suite Executives, Vice Presidents and Directors of Operations, Transportation and Fleet Managers, Warehouse Leaders, Technology Officers, Sales and Marketing Executives, and HR and Safety Professionals.

# IFDA SOLUTIONS CONFERENCE

September 2026 • San Antonio, TX

The IFDA Solutions Conference is the premier annual event for foodservice distribution professionals. Leaders in operations, transportation, and technology gather with renowned speakers, innovators, and disruptors to chart the future of foodservice distribution. With 170+ exhibitors, 1,000+ attendees, and 40,000 sq. ft. of expo space, this is where the industry comes together.

EVENT SPONSORSHIP OPPORTUNITIES


EXPERIENCE SPONSORSHIPS			
<p><b>REGISTRATION &amp; ACTIVATION</b>      <b>\$20,000</b></p> <p>Make the first impression count. Premier branding at the registration area puts your company front and center as the very first touchpoint for all 1,000+ attendees arriving at the conference.</p>	<p><b>LANYARD SPONSOR</b>      <b>\$10,000</b></p> <p>Your logo on every attendee's badge lanyard throughout the three-day conference—continuous visibility in every session, on the expo floor, and at networking events.</p>		
<p><b>MOBILE APP SPONSOR</b>      <b>\$10,000</b></p> <p>Your custom graphic appears every time attendees open the conference app to check schedules, connect with exhibitors, or navigate the event.</p>	<p><b>WELLNESS LOUNGE</b>      <b>\$10,000</b></p> <p>Promote overall wellness and relaxation with a branded lounge where attendees escape for a few minutes of tranquility. They'll have your brand to thank for the recharge.</p>	<p><b>CONFERENCE WIFI SPONSOR</b>      <b>\$8,000</b></p> <p>Your brand displayed every time attendees connect to the network. In today's connected world, that's hundreds of impressions per person throughout the event.</p>	

NETWORKING EVENT OPPORTUNITIES	
<p><b>WELCOME RECEPTION</b>      <b>\$15,000</b></p> <p>Set the tone for the entire conference. Exclusive sponsorship of the opening night reception ensures your brand is associated with the excitement and energy that kicks off the event.</p>	<p><b>CLOSING RECEPTION</b>      <b>\$15,000</b></p> <p>Be the brand everyone remembers. Sponsor the final evening celebration and send attendees home with your company top of mind.</p>






**EXPO OPPORTUNITIES**

<p><b>EXPO AISLE SIGNS</b> <b>\$8,000</b></p> <p>Guide attendees through the 40,000 sq. ft. expo floor with prominent directional signage featuring your branding. High visibility, high traffic, high impact.</p>	<p><b>WALL CLINGS</b> <b>\$5,000–\$15,000</b></p> <p>Make a big statement with large-format branded graphics on convention center walls. Multiple sizes and locations available to match your visibility goals.</p>	<p><b>CONVENTION CENTER DIGITAL SIGNAGE</b> <b>TBD</b></p> <p>Your message on digital displays throughout the venue—dynamic content that captures attention in high-traffic areas.</p>
	<p><b>FLOOR ACTIVATIONS</b> <b>\$5,000 + PRODUCTION</b></p> <p>Create interactive branded experiences on the expo floor that draw attendees in and create memorable engagements with your brand.</p>	<p><b>EXPO MAP SPONSOR</b> <b>\$5,000</b></p> <p>Your logo featured prominently on the official expo map—the guide every attendee references throughout the event.</p>
<p><b>EXPO EXCHANGE</b> <b>\$2,500</b></p> <p>Sponsor the expo floor networking reception where exhibitors and attendees connect over refreshments. Where conversations become business relationships.</p>	<p><b>LEARNING LABS SPONSOR</b> <b>\$5,000</b></p> <p>Brand the educational breakout sessions where attendees gain actionable insights. Associate your company with the knowledge that drives the industry forward.</p>	<p><b>HOTEL KEY CARDS</b> <b>\$5,000 + PRODUCTION</b></p> <p>Your graphic on hotel key cards at conference hotels—multiple daily impressions for every attendee.</p>

**SPECIAL PROGRAMS**

<p><b>PRE-CONFERENCE CONTENT</b> <b>\$5,000</b></p> <p>Exclusive sponsor of the pre-conference content.</p>	
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# IFDA NATIONAL CHAMPIONSHIP

October 2026 • Orlando, FL

The IFDA National Championship brings together elite truck drivers and warehouse professionals to compete for the title of national champion. This family-friendly event at Disney’s Coronado Springs Resort honors roughly 300 of the industry’s top industrial athletes while celebrating their skill, dedication, and commitment to safety.

## PARTICIPANT SPONSORSHIPS



### LUNCH SPONSOR

**\$10,000**

Fuel the champions. Exclusive sponsorship of the championship lunch event brings together all competitors and their families under your brand’s hospitality.

### TRANSPORTATION SPONSOR

**\$10,000**

Keep the competition moving. Your brand featured on all transportation between the resort and competition venue at Osceola Heritage Park—visibility with every trip.

### COOL DOWN LOUNGE

**\$7,500**

Competitors work up a sweat demonstrating their skills. Your branded refreshment area provides a welcome retreat where they relax and recharge between events.

### DRIVERS LOUNGE

**\$7,500**

A dedicated relaxation space for professional drivers throughout the competition. Your brand provides comfort and care to the nation’s top truck drivers.

### WAREHOUSE LOUNGE

**\$5,000**

Rest area for warehouse athletes between competition events. Your brand supports the professionals who power distribution center operations.

## FAMILY & EXPERIENCE SPONSORSHIPS

### ICE CREAM SPONSOR

**\$5,000**

Treat competitors and their families to branded frozen refreshments—a sweet touch that creates smiles and memories associated with your brand.

### KIDS CONTEST SPONSOR

**\$5,000**

Support the heartwarming art and essay competition where children honor their competing parents. A sponsorship that celebrates the families behind the champions.

### SPOUSE WELCOME GIFTS

**\$5,000**

Branded gift bags welcoming partners and spouses of competitors. Recognize the support system behind every champion with a thoughtful branded gift.



**BRANDING & VISIBILITY**

**LANYARD SPONSOR** **\$4,000**

Your logo on every competitor, judge, staff member, and attendee badge throughout the championship weekend.

**ON-SITE DEMOS** **\$5,000**

Hands-on engagement showcasing your products or technology directly to competitors and attendees. Let them experience your innovations firsthand.

**COOLING TOWELS** **\$3,500**

Your logo on high-quality cooling towels distributed to competitors and attendees—practical branded items they'll use and appreciate.

**IN-KIND SNACKS** **IN-KIND**

Provide branded snacks and refreshments throughout the event. Keep the energy high while keeping your brand visible.

**LIVE BROADCAST SPONSOR** **TBD**

Stay tuned for more info.



# PARTNERS EXECUTIVE FORUM

January 2027 - Orlando, FL

The Partners Executive Forum is an exclusive gathering where allied members connect directly with foodservice manufacturer executives. This intimate setting provides unparalleled access to decision-makers and opportunities for strategic collaboration in a relaxed, relationship-focused environment.

EVENT SPONSORSHIP OPPORTUNITIES

## BRANDING SPONSORSHIPS

<p><b>MOBILE APP SPONSOR</b>      <b>\$7,200</b></p> <p>Your custom graphic will appear on the opening page of the conference app every time attendees access it. With constant engagement throughout the event, your brand stays top of mind from the first tap to the last.</p>	<p><b>LANYARD SPONSOR</b>      <b>\$7,200</b></p> <p>Put your company's logo around the neck of every attendee. This high-visibility opportunity keeps your brand front and center throughout the event—and in future IFDA marketing materials featuring event photography.</p>	<p><b>HOTEL KEY CARD SPONSOR</b>      <b>\$8,750 + PRODUCTION</b></p> <p>Optimize brand exposure by greeting attendees every time they enter their room. Your custom graphic will appear on the official IFDA hotel key cards at the conference hotel.</p>	<p><b>IFDA CENTRAL SNACK STATION</b>      <b>\$5,200</b></p> <p>Fuel the conversation with a branded refreshment station in a high-traffic networking area. Attendees will associate your brand with the energy that keeps collaboration going.</p>
<p><b>ROOM DROP / HOTEL GIFT</b>      <b>\$2,600 + FEES</b></p> <p>Deliver your literature, product sample, or welcome gift directly to each attendee's hotel room. A personal touch that makes a lasting impression.</p>	<p><b>PRODUCT PLACEMENT</b>      <b>\$2,600 + FEES</b></p> <p>Strategic placement of your products at event functions and networking areas ensures your offerings are seen in context by decision-makers.</p>	<p><b>HAND SANITIZING STATIONS</b>      <b>\$5,200</b></p> <p>Demonstrate your commitment to attendee wellbeing with branded sanitizing stations displayed in high-traffic locations throughout the event.</p>	<p><b>NAPKINS, CUPS &amp; MORE</b>      <b>\$2,600 + FEES</b></p> <p>Your branding on disposable items used throughout the event—constant visibility with every refreshment.</p>

## NETWORKING EVENT SPONSORSHIPS



<p><b>HAPPY HOUR SPONSOR</b>      <b>\$9,500</b></p> <p>Be the brand behind the best networking moments. Exclusive sponsorship of happy hour events puts your company at the center of meaningful connections.</p>	<p><b>NFL WATCH PARTY SPONSOR</b>      <b>\$7,800</b></p> <p>Touchdown! Sponsor the watch party during championship games. Recognition on on-site signage, IFDA website, and mobile app. Discounted rates available for Platinum (20%), Gold (10%), and Silver (5%) members.</p>
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# YEAR-ROUND OPPORTUNITIES

Extend your brand's reach beyond events with IFDA's portfolio of educational programs, publications, recognition initiatives, and digital advertising.

YEAR-ROUND OPPORTUNITIES

## IFDA MEMBER WEBINARS

INVESTMENT: \$5,000

Position yourself as an industry thought leader by sponsoring an IFDA member webinar. Present your expertise to a qualified audience of foodservice distribution professionals actively seeking solutions. Benefits include direct audience access, extensive marketing and promotion, prominent branding, lead generation through registration data, and on-demand recording access.

## RECOGNITION & AWARDS PROGRAMS

CUSTOM OPTIONS AVAILABLE.

Associate your brand with excellence by sponsoring IFDA's prestigious recognition programs: Truck Driver Hall of Fame (honoring 25+ years of safe driving) and the Mike Roach Leadership Award.



To learn more about sponsorship contact: David Coffield at [dcoffield@ifdaonline.org](mailto:dcoffield@ifdaonline.org)

# DIGITAL ADVERTISING OPPORTUNITIES

Reach foodservice distribution decision-makers year-round through IFDA's digital platforms.

## EMAIL NEWSLETTER ADVERTISING

<b>MID-CONTENT BANNER</b>  Embedded within newsletter content for contextual engagement. Specs: 600 x 150 pixels, JPG/PNG/GIF, max 150KB.	<b>\$1,800/MONTH OR \$15,000/YEAR</b>	<b>DEDICATED E-MAIL</b>  Your message delivered exclusively to IFDA's member database—no competing content. Includes performance reporting with open rates and click-through data. Specs: 600px width HTML email.	<b>\$3,500 SINGLE OR \$9,000 FOR 3-PACK</b>
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## WEBSITE DISPLAY ADVERTISING

<b>FOOTER BANNER</b>  Premium placement on ifdaonline.org homepage. Specs: 728 x 90 pixels. Save 20% with annual commitment.	<b>\$1,500/MONTH</b>	<b>SIDEBAR RECTANGLE</b>  High-visibility placement in the website sidebar. Specs: 300 x 250 pixels.	<b>\$2,000/MONTH 3-PACK</b>
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## SOCIAL MEDIA, CONTENT & PODCAST

<b>LINKEDIN SPONSORED POST</b>  Reach IFDA's 10,800+ LinkedIn followers with your branded message. Specs: 1200 x 627 pixels, up to 150 words.	<b>\$750/POST</b>	<b>FACEBOOK OR INSTAGRAM SPONSORED POST</b>  Connect with industry professionals on Facebook. Specs: 1200 x 630 pixels, up to 250 words.	<b>\$500/POST</b>	<b>SPONSORED BLOG POST</b>  Sponsored posts let you tell your story organically positioning your company as a thought leader while providing genuine value to readers. Every post is featured in the IFDA Daily Update and promoted across our social media channels.	<b>\$1,500/POST</b>
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<b>CRAVE PODCAST SEASON SPONSOR</b>  Premier podcast presence with branded intro/outro, all episode benefits, website logo placement, and newsletter recognition.	<b>\$50,000 (12 EPISODES)</b>		<b>CRAVE PODCAST EPISODE SPONSOR</b>  Align your brand with compelling audio content on Crave: The IFDA Podcast. Includes 30-second pre-roll ad, mid-roll mention, show notes, and social promotion.	<b>\$5,000/EPISODE</b>
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**Want to Create a Custom Digital Sponsorship Package?** We can build a tailored digital advertising package that fits your goals and budget. Combine newsletter ads, e-mail, website placements, social media, and podcast sponsorships into a comprehensive digital strategy designed to keep your brand in front of foodservice distribution decision-makers all year long.

# READY TO CONNECT WITH THE LEADERS OF FOODSERVICE DISTRIBUTION?



## LET'S BUILD A SPONSORSHIP PACKAGE THAT DELIVERS RESULTS FOR YOUR BRAND.

Whether you're looking to make an impact at a single event or establish year-round visibility with the foodservice distribution community, IFDA offers flexible sponsorship opportunities designed to meet your marketing objectives and budget.

Our team will work with you to identify the right mix of sponsorships to maximize your brand exposure, generate qualified leads, and build lasting relationships with the decision-makers who power this \$400 billion industry.

To learn more about sponsorship opportunities, secure your package, or customize a partnership that fits your goals, contact:



**David Coffield**

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