



# 2019 IFWTWA Conference

## Marketplace Exhibitor & Sponsorship Opportunities

**MARKETPLACE EXHIBITOR SPOTS AND SPONSORSHIPS ARE NOW AVAILABLE FOR THE 2019 International Food, Wine and Travel Writers Association (IFWTWA) Conference in the exciting and historic city of Santa Fe, New Mexico, November 11 – 13, 2019.**

- The conference focuses on professional development, networking and exhibitor/sponsor brand exposure.
- Conference attendees are IFWTWA members and non-members who are media professionals and influencers in food, wine and travel.
- To secure a marketplace exhibitor and/or a sponsorship spot, contact Linda Milks, IFWTWA Conference Chair, at [lindamilks.ifwtwa@yahoo.com](mailto:lindamilks.ifwtwa@yahoo.com).

### MARKETPLACE EXHIBITOR OPPORTUNITIES

Direct engagement with media professionals and influencers is one of the most effective ways of promoting your brand. At the IFWTWA Conference, destination marketing organizations and hospitality/tourism providers meet with food, wine and travel media in both one-on-one sessions and in a trade-show forum. The marketplace is limited to only 14 exhibitors, increasing exclusivity and access to media.

#### Marketplace exhibitors get:

- a complimentary 1-year Associate Membership in IFWTWA, a \$305 value (see [Member Benefits](#))
- a 6-foot skirted exhibit table with space for promotional materials, table-top displays and stand-up banners
- one-on-one meetings with IFWTWA-member attendees to promote your brand and inspire coverage
- registration for up to two representatives for the full conference, including all organized conference meals and activities
- brand promotion on the IFWTWA website and on social media prior to and six months after the conference
- access to IFWTWA member attendees' names and contact information.

**Marketplace exhibitor cost: \$725**

## SPONSORSHIP OPPORTUNITIES

Sponsorship of the IFWTWA Conference amplifies the sponsor’s brand message in front of food, wine and travel media professionals and influencers. Sponsorships lend crucial support to the IFWTWA conference.

| <b>Sponsorship Benefits</b>  | <b>Platinum<br/>\$1000</b> | <b>Gold<br/>\$750</b> | <b>Silver<br/>\$500</b> |
|--|----------------------------|-----------------------|-------------------------|
| Full-page comp ad in conference program  | X                          |                       |                         |
| Up to 2 sponsor representatives may attend the full conference, including organized meals and activities | X                          |                       |                         |
| Spot for 10-minute presentation at welcome reception   | X                          |                       |                         |
| ½-page comp ad in conference program   |                            | X                     |                         |
| Complimentary 1-year Associate Membership in IFWTWA (see <a href="#">Member Benefits</a> )               | X                          | X                     |                         |
| Attendee social media contest for first/best posts about platinum sponsors                               | X                          | X                     |                         |
| Promotion of sponsor on IFWTWA social media channels   | X                          | X                     |                         |
| ¼-page comp ad in conference program   |                            |                       | X                       |
| Logo projected on screen during general session breaks   | X                          | X                     | X                       |
| Logo in conference program   | X                          | X                     | X                       |
| Logo on IFWTWA website prior to the conference and six months after                                      | X                          | X                     | X                       |
| Verbal recognition and introduction (if in attendance) in the conference general session                 | X                          | X                     | X                       |
| Promotional material placed in attendee tote bags  | X                          | X                     | X                       |
| Promotional gifts from sponsors placed in attendee hotel rooms (optional)                                | X                          | X                     | X                       |
| Certificate of appreciation  | X                          | X                     | X                       |

## HOTEL ROOM GROUP RATE

Exhibitors and sponsors are encouraged to take advantage of the IFWTWA guest room group rate at the conference hotel, La Fonda on the Plaza ([www.lafondasantafe.com](http://www.lafondasantafe.com)), located in the heart of Santa Fe.

### ABOUT IFWTWA

The membership of International Food Wine & Travel Writers Association (IFWTWA) is comprised of hundreds of seasoned, vetted media professionals and influencers. IFWTWA is a non-profit, volunteer-run organization. Its members promote food, wine and travel through a variety of platforms, including print and digital publications, social media and broadcasting. IFWTWA publishes an online magazine FWT (food, wine, travel), showcasing members’ work with an audience of 15,000 views per month; broadcasts on Big Blend Radio, with a radio and podcast audience of more than 3 million; and sponsors a hospitality scholarship program. Learn more at [www.ifwtwa.org](http://www.ifwtwa.org).