

International Specialty Food Summit

March 10-11, 2020

SPONSORSHIP PROPOSAL

ORGANIZED BY



Italy-America
Chamber of
Commerce



VISIBILITY & BRAND BUILDING OPPORTUNITIES

Master Class Sponsor - \$7,500 (Exclusivity)

- Exclusive Title Sponsor of Master Class attended by select trade partners
- Opportunity to feature product(s) in Master Class
- Four seats (4) at the pre-event dinner
- Opportunity to provide brief remarks before Master Class
- Signage at Master Class
- Logo on website and printed materials, including event program
- Four (4) VIP seats at the Summit
- Full page advertisement in the event program

Pre-Event Dinner Sponsor - \$5,000 (Exclusivity)

- Title Sponsor of VIP Dinner attended by select event speakers, sponsors, trade partners, AFM Board, faculty and staff
- VIP Cocktail hour attended by agreed upon trade partners and AFM Board
- Four (4) seats at pre-event dinner at reserved VIP tables
- Opportunity to provide brief remarks before dinner
- Table signage and logo on dinner menu
- Logo on website and printed materials, including event program
- Four (4) VIP seats at the Summit
- Full page advertisement in the event program

Lunch Sponsor - \$5,000 (Exclusivity)

- Reserved VIP table(s) at lunch with select speakers, AFM Board members and agreed upon trade partners
- Title Sponsor of lunch for all attendees
- Opportunity to provide brief remarks about your company before lunch
- Signage in dining room including table signage
- Logo on website and printed materials, including event program
- Four (4) VIP seats at the Summit
- Full page advertisement in the event program

VISIBILITY & BRAND BUILDING OPPORTUNITIES

Lanyard Sponsor - \$3,500

- Name/logo on lanyards for all attendees
- Opportunity to sample and/or display product at Summit check-in
- Logo on website and printed materials, including event program
- Four (4) VIP seats at the Summit
- Half page advertisement in the event program

Breakfast Sponsor - \$3,000

- Exclusive access at VIP breakfast attended by speakers, select trade partners, AFM Board members and select faculty and staff
- Title Sponsor of continental breakfast for all attendees
- Signage in dining room including table signage
- On-screen recognition in meeting room
- Opportunity to provide brief remarks about your company during general session
- Logo on website and printed materials, including event program
- Four (4) VIP seats at the Summit
- Half page advertisement in the event program

Session Sponsor - \$3,000

- Opportunity to introduce a speaker and provide brief remarks about your company
- On-screen recognition in meeting room
- Logo on website and printed materials, including event program
- Four (4) VIP seats at the Summit
- Half page advertisement in the event program

Marketplace Sponsor - \$2,500

- Display/sampling table available throughout the summit
- Logo on website and printed materials, including event program
- On-screen recognition in meeting room
- Two (2) VIP seats at the Summit
- Half page advertisement in the event program

VISIBILITY & BRAND BUILDING OPPORTUNITIES

Event Sponsor - \$1,500

- Logo on website and printed materials, including event program
- On-screen recognition in meeting room
- Two (2) VIP seats at the Summit
- Quarter page advertisement in the event program

Sponsorship Comparison Chart

	Master Class	Pre-Event Dinner	Lunch	Lanyard	Breakfast	Session	Marketplace	Event	Program Ad
Seats at Pre-Event Dinner	4	4							
Reserved Seats at Summit	4	4	4	4	4	4	2	2	1
Logo on website and printed materials	x	x	x	x	x	x	x	x	
Signage	x	x	x		x				
Logo on attendee lanyards				x					
Opportunity to provide remarks at event	x	x							
Opportunity to provide remarks at Summit			x		x	x			
VIP Cocktail Hour before dinner		x							
Reserved VIP table w/requested guests		x	x		x				
On-screen recognition at event	x	x	x	x	x	x	x	x	
Display/sampling opportunity	x			x			x		
Advertisement in event program	x	x	x	x	x	x	x	x	x

About the International Specialty Food Summit (ISFS)

The 2nd Annual International Specialty Food Summit (ISFS) will be held from March 10-11, 2020, at Saint Joseph's University (SJU) in Philadelphia, PA. Co-organized by the Italy-America Chamber of Commerce and the Academy of Food Marketing at Saint Joseph's University, the ISFS is an exclusive forum for food industry executives to explore emerging and future trends, merchandising techniques, innovation, and customer engagement in international specialty food retail through the expertise of an incredibly diverse slate of international food experts. The ISFS kicks off with an invitation-only half-day Master Class designed to educate attendees about the important connection between certain international specialty food products and the specific geographic areas in which they are produced. After the Master Class, participants will enjoy an exclusive dinner prepared by members of the Association of Italian Chefs of New York (AICNY).

The following day, approximately 200 top-tier management professionals from the East Coast's leading big box and grocery retailers, along with established and emerging specialty food producers, will take a deep dive into the specialty food retail space through the lens of this year's theme: "Tastes and Trends: Making Mediterranean Local."

About the Organizers

SAINT JOSEPH'S UNIVERSITY ACADEMY OF FOOD MARKETING

Over the last 55 years, the Food Marketing program at Saint Joseph's University has been educating undergraduate and graduate students, performing research, managing Co-op's and helping our graduates find positions within the food and retailing industries. We are the only university that has both an undergraduate and post graduate level Food Marketing program. Saint Joseph's Food Marketing graduates are employed throughout the food and retailing industry at leading retailers, manufacturers, wholesalers and brokers.

ITALY-AMERICA CHAMBER OF COMMERCE, INC.

Founded in New York in 1887, the Italy-America Chamber of Commerce (IACC) is a private, not-for-profit, membership organization that represents the interests of companies that have, or that are interested in establishing business and commercial relations between the United States and Italy. We bring together businesses – ranging from individual entrepreneurs to large corporations – and advance the interests of our members through contacts and interaction with government agencies, trade associations and leading international organizations. The IACC is a member of Assocamerestero, the world association of Italian bi-national chambers, and is affiliated with the United States Chamber of Commerce and the European-American Chamber of Commerce.

IF YOU WOULD LIKE TO BE A SPONSOR OR HAVE
QUESTIONS, PLEASE CONTACT:

Italy-America Chamber of Commerce, Inc.

Alice Biagini

Deputy Executive Director

Tel: (212) 459-0044, ext. 115

Email: biagini@italchamber.org

Amie Servino

Director of Communications and Special Projects

Tel: (212) 459-0044, ext. 104

Email: servino@italchamber.org