INTERNATIONAL
SWEETENER COLLOQUIUM

Feb. 21–24, 2027
Palm Springs, CA

IDFA International Dairy Foods Association
SWEETENER USERS ASSOCIATION

For more than forty-five 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 fosters relationships, while a host of informative presentations highlight important trends and issues affecting the sweetener industry.

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.

$30,000
Opening Reception



SOLD OUT First impressions are important, so why not be the first to welcome every attendee to the Colloquium? The Opening Reception is always a prime opportunity for networking because attendees reconnect with old colleagues and meet new customers.

- Company featured during the welcome reception
- Two (2) complimentary conference registrations
- One (1) push notification to all attendees through mobile app prior to the start of the Welcome Reception (messaging created by IDFA and approved by sponsor company)
- Branded napkins during the Welcome Reception
- Option to provide a giveaway to conference attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$10,500
Golf Tournament



SOLD OUT 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!

- Company featured during the Golf Tournament
- Two (2) complimentary registration for the Golf Tournament
- Option to provide a giveaway to golf tournament participants
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

RESERVE NOW

LINDSAY GOLD
LGOLD@IDFA.ORG | 202-220-3534

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$10,000
Keynote Breakfast



Breakfast is the most important meal of the day, and the keynote address is one of the best-attended sessions. As the first session, this is a great opportunity to get your message out to industry leaders before they start their day of education and networking.

- Introduction of the breakfast session
- One (1) complimentary conference registration
- Company logo featured on menu at breakfast session
- Option to provide a giveaway item to breakfast attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$10,000
Tuesday Luncheon



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

- Introduction of the lunch session
- One (1) complimentary conference registration
- Company logo featured on menu at lunch session
- Option to provide a giveaway item to lunch attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$9,000
Hotel Key Cards



SOLD OUT Colloquium attendees who stay at the conference hotel will see your company's logo printed 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.

- Company logo featured on hotel key cards given to each hotel guest upon check-in
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$8,000
Mobile App



SOLD OUT The Colloquium mobile 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, speakers and social media updates. Your company logo and link will be right there whenever they sign on.

- Company featured throughout the mobile app
- Company name featured for the event app access code
- Permanent link to your company's website from the event app homepage
- Pre-event email featuring the app to all Colloquium attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$7,500
Lanyards



SOLD OUT 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.

- Company logo featured on conference lanyards
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$6,000
Notebooks



One of the most well-used and highly appreciated handouts at the conference is a single notebook. Always handy for jotting down new ideas, critical follow-up reminders and contact information for new customers, the notebook is the basic tool of the conference trade. When your company logo is printed on the cover of these notebooks, people will 'take note'.

- Company logo printed on notebooks distributed to all attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$5,000
Monday Reception



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 networking reception is ideal for a sponsor who wants to make an impression by hosting a great evening reception.

- Company featured during the networking reception
- Branded napkins during the networking reception
- Option to provide a giveaway to reception attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$5,000
Women in Sweeteners Reception



SOLD OUT Join us as we empower and support women in the sweetener industry. As a sponsor of the Women in Sweetener Reception your organization will gain visibility and respect among industry peers and showcase your commitment to investing in the diversity of the sweetener industry.

- Company featured during the reception
- Branded napkins during the reception
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$5,000
Printed Program



SOLD OUT Every attendee will receive a copy of the printed program when he or she picks up registration maters at the 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.

- Company logo featured on the front of the onsite printed program
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$5,000
Wi-Fi



SOLD OUT Wi-Fi is every conference attendee's connection to the outside world, and attendees will be connecting often to check social media updates and messages from the office.

- Company featured with Wi-Fi connection
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$5,000
Pickleball Tournament



SOLD OUT Grab your paddles and help kick off the Colloquium with high-energy networking on the court! Our inaugural pickleball tournament will give you a jump start on networking with an afternoon of community, wellness, and memorable attendee engagement.

- Company featured during the Pickleball Tournament
- Complimentary registration to the Pickleball Tournament for either two (2) individual participants
- Opportunity to provide giveaway item to participants of the Pickleball Tournament
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$3,500 (Each)
Coffee Breaks



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

- Company featured during the coffee break
- Branded napkins and coffee sleeves during the coffee break
- Option to provide a giveaway item to coffee break attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$3,500
Continental Breakfast



Some say that breakfast is the most important meal of the day! Help attendees start their day strong by providing breakfast to fuel them for the busy day ahead. The continental breakfast will be held just outside the meeting room doors.

- Company featured during the continental breakfast
- Branded napkins and coffee sleeves during the continental breakfast
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$3,500
Giveaway Item



Get your logo and company message in the hands of conference attendees by providing a promotional item (pen, tote bag, water bottle, hand sanitizer, etc.) to be distributed to all conference attendees.

- Giveaway provided by sponsor for distribution to conference attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$3,500
Golf Beverage Cart



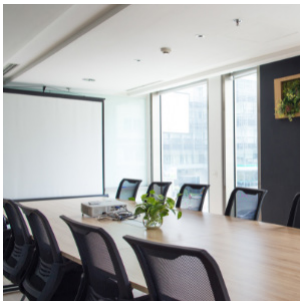
SOLD OUT Golfers get thirsty out there on the links. You can help their scores and extend their stamina by sponsoring a beverage cart at the Colloquium golf tournament. Provide a cool beverage along the way, and every golfer will want to be your friend.

- Company featured during the golf tournament
- Option to provide a giveaway item to golf tournament participants
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$500 (One Day)
$1,000 (Conference)
Meeting Room



Planning to hold a meeting during the 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 at the conference hotel. Space is limited.

- Use of private meeting room at the conference hotel
- Companies are responsible for organizing setup, audio visual and food and beverage requests

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Custom Sponsorship

Don't see anything that fits your exact marketing desires? We'll customize a sponsorship package created specifically to meet your goals and objectives.

Contact IDFA Vice President of Events Management and Sponsorship, Lindsay Gold, with any questions or to inquire about sponsoring this event.

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