



International Food Blogger Conference



Seattle, August 27 – 29, 2010

2010 IFBC Sponsorship and Participation Opportunities

About the Conference:

The International Food Blogger Conference is a unique opportunity to connect with 250 members of the “new media” of the food world, getting your message and your product or service in front of key influencers who write about food and the food industry on a daily basis. Food bloggers are more than just enthusiastic about their food experiences. They are actively socializing their experiences by publishing their thoughts on the Internet and engaging their community of followers in conversations around their favorite topic - food. Register for sponsorship by clicking here:

<https://www.zephyradventures.com/IFBCSponsor.htm>.

Premier Sponsor

Level: \$10,000 sponsorship

Benefits:

- Logo above the fold on every website page
- Logo and mention in pre-conference email to attendees
- Logo on conference print materials and all event signage
- Option to hang one banner at conference
- Product placement at conference. For example, if your product is sparkling water we will place your water at the table during the lunches. Exclusivity is granted on a first come, first served basis and at the discretion of the conference organizers. Contact us for details.
- Two complimentary conference registrations
- Insert literature and/or product in participant goody bags (up to 275 bags)
- Sponsor Table at Friday Reception where you can meet all conference attendees and serve your food or beverage item or showcase your product – see Friday Reception details below
- Recognition during the event

Event Sponsor

Level: \$5,000 sponsorship

Benefits:

- Logo in left-hand column on every website page
- Mention in pre-conference email to attendees
- Small logo on conference print materials
- Option to hang one banner at conference
- One complimentary conference registration
- Insert literature and/or product in participant goody bags (up to 275 bags)
- Sponsor Table at Friday Reception where you can meet all conference attendees and serve your food or beverage or showcase your product – see Friday Reception details below
- Recognition during the event

Media Sponsor

Level: \$5,000 in-kind sponsorship of media exposure

Benefits: Same as Event Sponsor

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Participating Sponsor

Level: \$2,000 sponsorship

Benefits:

- Text listing on conference print materials
- Company name on sponsor page of IFBC site
- Insert literature or product in participant goody bags (up to 275 bags) **OR** staff a Sponsor Table at the Friday Reception where you can meet all conference attendees and serve your food or beverage or showcase your product – see Friday Reception details below
- Sponsorship does not include conference registration(s)

Friday Reception Details

The Friday Reception will be held from 5:30 – 8:00 PM on August 27 at the Monaco Hotel. Morgan Spurlock (Academy Award Nominee for his documentary Super Size Me) will headline the event. Sponsor Tables should be staffed from 5:30 to 7:30 PM. This is your best opportunity to showcase your food item, beverage, or other product and interact with all conference attendees. All food products must be “service ready” with little or no prep work to be done and will be served on small appetizer-sized plates. Sponsors will need to provide staff to prepare and serve their food or beverage.

Restaurant Sponsors

If you are a restaurant or chef who would like to share your prepared foods during the Friday night reception or during the conference meals please contact us for sponsorship details.

Beverage Sponsors at Meals & Receptions

We have a number of opportunities for wine, beer, and spirits providers to sponsor the conference meals and receptions. All of the following sponsorships also come with a logo and listing on the IFBC website, mention in pre-conference email to attendees, small logo on conference print materials, one complimentary conference registration, recognition during the event, and the ability to briefly address the conference. Glassware will be provided but each sponsor should provide staff to serve, which allows you the opportunity to meet all 250 conference participants.

- **\$2000 Friday Reception:** Please see Participating Sponsor information above.
- **\$5000 Saturday Lunch (sold):** Provide your wine during lunch from 1:00 – 2:45 PM on Saturday, August 28th, which will consist of four gourmet menu items prepared by prestigious local chefs. Each food item will be paired with one of your wines.
- **\$5000 Saturday Pre-Dinner Reception (sold):** Provide your wine or cocktail during Saturday’s pre-dinner reception from 5:30 – 7:00 PM. The reception will be held outside in a tented area and you will have the ability to meet all conference participants.
- **\$10,000 Saturday Dinner (sold):** Provide your wines for the featured meal at the International Food Bloggers Conference, from 7:00 – 9:00 PM. This dinner will feature keynote speaker James Oseland, editor-in-chief of Saveur Magazine. Confirmed chefs include Ethan Stowell (Food & Wine 2008 Best New Chefs, multi-James Beard Award nominee) & Tamara Murphy (Food & Wine 2008 Best New chefs, James Beard winner). This sponsorship includes website and on-site exposure equivalent to a Premier Sponsorship.
- **\$5000 Sunday Lunch (sold):** Pour your wine or beer during lunch, from 12:30 – 2:30 PM on Sunday, August 29th, which will consist of a number of gourmet food trucks providing food in a tented area outside the main conference room.
- **\$5000 Sunday Closing Reception:** Pour your wine, spirit, or cocktail during the Closing Reception which takes place from 4:15 to 5:45 PM. This event will take place outside under a large tent adjacent to the Theo Chocolate Factory and will be the final impression of conference attendees.