



IDDBA | 2026

Orlando, FL | June 7 – June 9

SPONSOR

WHAT'S IN STORE LIVE!

Imagined by industry experts, What's in Store Live brings to life dairy, deli, and bakery **innovations, trends, and business solutions**. Industry Chefs and merchandisers fill the floor space with products, packaging, and technology – all choreographed to help grow sales and profits!

SPONSORSHIP LEVELS

Sponsorship Fees

Number of products*

Quarterly email highlighting WISL Sponsor Groups

Recognition on iddba.org with logo

Digital recognition WISL Show floor

IDDBA App Ad and mention (3,500 year-round users)

Recognition in one IDDBA association email

IDDBA Home Page Listing

IDDBA App Feature Highlight

Co-Sponsor	Platinum	Gold	Silver	Bronze
\$20,000	\$10,000	\$7,500	\$5,000	\$2,500
30	14	9	5	2
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●		
●	●	●		
●	●			
●	●			

*Each SKU = 1 product



ALL SPONSORSHIP LEVELS INCLUDE:

- Each sponsored SKU will have one shelf tag placed in one merchandising concept
- Each item tag will include a company logo, booth number and a QR code to the website
- Company inclusion in the sponsorship digital directory
- Sponsorship signage for company booth
- Increased trade press attention
- Plus, recognition on IDDBA owned media channels

SEE MORE NEXT PAGE!

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Workshop Stage Sponsorship = \$5,000 (Sunday), \$5,000 (Monday), \$2,500 (Tuesday)

Automation Equipment Sponsorship - Please contact wisl@iddba.org for information.

INTERESTED IN BEING A SPONSOR -OR- SPEAKER IN WHAT'S IN STORE LIVE? (Scan here)

For any additional questions: wisl@iddba.org



SALUMI'D SPONSORSHIP!



Salumi'd is our charcuterie board building event conducted by Certified Salumiere Professionals (CSPs). Boards are served to attendees at events throughout the IDDBA Show.

- Takes place June 7th and 8th from 11AM to 5PM ET.
- Basic Sponsorship: \$5,000 (includes Bronze WISL sponsorship)
- Premium Sponsorship: \$7,500 (includes Bronze WISL sponsorship and opportunity to demo for 1-1.5 hours on the Education Live Stage)

WHAT'S IN STORE LIVE!

Sponsorship Fees

Live Demo Opportunity on Education Live Stage (1-1.5 hrs)

We will work together to figure out a day/time for this

(2) product SKUs given secondary placement at the IDDBA Show through What's in Store Live, including shelf tag placed in one merchandising concept (features company logo, booth number, and QR code to website)

Company inclusion in the sponsorship digital directory

Sponsorship signage for company booth

Increased trade press attention

Recognition on IDDBA-owned channels

Recognition on iddba.org with logo

IDDBA Home Page Listing

IDDBA App AD and mention (3,500 year round users)

IDDBA App Feature Highlight

Digital recognition WISL Show floor

Recognition in one IDDBA association email

	Premium	Basic
	\$7,500	\$5,000
Live Demo Opportunity on Education Live Stage (1-1.5 hrs)	●	
(2) product SKUs given secondary placement at the IDDBA Show through What's in Store Live, including shelf tag placed in one merchandising concept (features company logo, booth number, and QR code to website)	●	●
Company inclusion in the sponsorship digital directory	●	●
Sponsorship signage for company booth	●	●
Increased trade press attention	●	●
Recognition on IDDBA-owned channels	●	●
Recognition on iddba.org with logo	●	●
IDDBA Home Page Listing	●	●
IDDBA App AD and mention (3,500 year round users)	●	●
IDDBA App Feature Highlight	●	●
Digital recognition WISL Show floor	●	●
Recognition in one IDDBA association email	●	●

Interested in becoming an IDDBA Certified Salumiere Professional (CSP)?

Sign up now for the in-person Charcuterie Professional Certification Exam, held at the IDDBA Show on June 6th, 2026. **Scan the QR code or send an email to education@iddba.org to learn more!**



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