

## What's in Store Live 2020 – Dates for Sponsors to Note

### **Ongoing –**

We are open to accepting sponsorships for as long as we can effectively incorporate the product into a concept. This is to ensure you, the sponsor, gets full advantage of the sponsorship, e.g., the ad placement (with applicable sponsor levels), the right amount of notice to the merchandisers and chefs to an added sponsor item, and the ability to create an order and ship to the show location.

### **January 23, 2020 –**

Our first team planning meeting is the end of January/early February. Two of our teams will begin to develop the plans for concepts, and it is very beneficial to have the sponsored item details available for this ideation. If not already shared with us, you will be contacted to provide your sponsored product information before this initial meeting. We understand this is early. Please share as much as you can.

If you are a packaging sponsor, this is a great opportunity to let the merchandisers and chefs touch and feel the product and look at your sell sheets with dimensions and lists of product sizes/shapes/colors. You will be asked to send a set of samples to the Madison office to be taken to the meetings. We will do our best to save and reuse the samples for the two subsequent meetings but may need a few replacements along the way. Those initial communications and details will be sent to you in January.

### **February 7, 2020 –**

Even though this can be an ongoing process, our goal is to have all sponsorships lined up by February 7. This allows the sponsor plenty of time to decide which items will be offered and it allows the teams ample time to incorporate the items into the concepts.

**March 1, 2020 –**

Most of the sponsored items will have been shared with us by this point, but there is always opportunity to send updates. We understand availability changes – an item may become out-of-stock, or a new item may be confirmed as ready for the show dates – and you may want to update what is offered.

There is also the possibility that the IDDBA staff or our volunteers ask for a specific item as it would work great in a certain concept or trend representation.

While we all do our very best to have sponsored item details lined up by this date – in time for the first planning meeting for two teams, and the second planning meeting for all teams – we do understand the need for changes and flexibility.

**April 17, 2020 –**

So that there is time to create print and digital materials, please send your company logo by April 17. Also, if your sponsorship level includes an ad, the ad is also due this day. You will receive ad layout details prior to the due date.

**May 15, 2020 –**

We ask that all sponsorship fees are paid by May 15.

**May 22, 2020 –**

Our goal is to have all shipping information (labels and delivery dates) and show orders for What's in Store Live to you by May 22, we will send it earlier if we are able.

If at all possible, we ask that you follow the shipping information and send your labeled product to the What's in Store Live area via GES. The IDDBA team begins checking in the product as soon as we can the week of May 26 and organize it for the teams to work with when they arrive Thursday, May 28.

This also generally allows for identifying missing or lost orders and can give enough time to contact you with time to locate/send product to be used.