Specialty Food Live! 2020
A Virtual Marketplace: Connect, Discover, Buy

Packages for SFA Alliance Members and Business Services Companies Only
Specialty Food Live!

Specialty Food Live! 2020 is the first virtual marketplace and event for Specialty Food Association maker members to showcase their unique specialty food products to thousands of specialty food buyers from a full array of buying channels, allowing specialty food retailers and manufactures to connect and do business right from the comfort of their homes or offices.

Specialty Food Live! 2020 is a four-day virtual event that combines amazing product discovery capabilities with buyer and supplier matchmaking, video conference meeting tools, live chats, virtual tastings, incredible educational sessions and even some fun along the way.

Specialty Food Live! 2020 is a great way to place your business service solutions in front of specialty food manufacturers and retail buyers over 4 days to generate new leads.

Specialty Food Live! Dates: September 21-24
Platinum Package - $2,995*

- Create your full digital showroom with everything you want in it. Videos, Product Catalogs, Images, pdfs, etc.
- 4 days of engagement
- Include unlimited products & brands
- Manage full privacy control of your showroom
- Invite customers and new buyers to your showroom
- Leads Module, manage and receive leads from buyers visiting your company profile page.
- Schedule unlimited Live virtual meetings with manufacturers and buyers.
- Full buyer matchmaking based on buyer product searches
- Access Daily Showroom Visitor Analytics by product, most popular and buyer
- Sponsor Recognition on event homepage (preferred service providers)
- Company listed in pre-show exhibitor list emailed to registered buyers
- Opportunity to introduce one education session
- Sponsor logo in one (1) education session, beginning and end slides
- Sponsor highlighted in one edition of Specialty Food eNewsletter pre-event
- Sponsor highlighted in one edition of Specialty Food eNewsletter post-event
- Access to attendee engagement sponsorship opportunities
- SFA Alliance Members receive 10% off, please send request to email below for discount code or call 646-878-0161

To Secure Your Participation, please send a request to memberdevteam@specialtyfood.com

Gold Package - $1,795*

- Create your full digital showroom with everything you want in it. Videos, Product Catalogs, Images, pdfs, etc.
- 4 days of engagement
- Include unlimited products & brands
- Manage full privacy control of your showroom
- Invite customers and new buyers to your showroom
- Leads Module, manage and receive leads from buyers visiting your company profile page.
- Schedule unlimited Live virtual meetings with manufacturers and buyers.
- Full buyer matchmaking based on buyer product searches
- Access Daily Showroom Visitor Analytics by product, most popular and buyer
- Sponsor Recognition on event homepage (preferred service providers)
- Company listed in pre-show exhibitor list emailed to registered buyers
- Opportunity to introduce one education session
- Sponsor logo in one (1) education session, beginning and end slides
- Sponsor highlighted in one edition of Specialty Food eNewsletter pre-event
- Sponsor highlighted in one edition of Specialty Food eNewsletter post-event
- Access to attendee engagement sponsorship opportunities
- SFA Alliance Members receive 10% off, please send request to email below for discount code or call 646-878-0161

To Secure Your Participation, please send a request to memberdevteam@specialtyfood.com
Specialty Food Live! 2020 – Education Benefits

Participate in Amazing SFA Educational Content & Events

- Watch live educational content streaming within the event or watch it later at your convenience.
- Hear from industry leaders on a variety of pressing topics facing the specialty food industry today.
- Take part in one of our fun activities at the end of the day to connect with your fellow industry participants.
Specialty Food Live! 2020 – Attendee Engagement Opportunities

**Provide Education Session (4 available) - $2,000**
Opportunity to run your own session. Content must be approved by SFA and topics must be relevant to SFA Member needs.

- One 45-minute speaking opportunity
- Session listed as Specialty Food Live! 2020 educational content

**Sponsor VIP Happy Hour (2 available) - $2,500**
The VIP Happy Hour will provide high-visibility branding opportunities and recognition with all Specialty Food Live! 2020 attendees. As the exclusive sponsor of the happy hour, you will receive the following:

- One-hour VIP Happy Hour, fun activity at the end of the day to connect with industry participants.
- Sponsor responsible for schedule and content (SFA will provide Zoom platform)
- Invite sent to all executive level attendees
- Recognition as sponsor in Specialty Food News article

**Premium Banner (4 available) - $500**
Create additional exposure and recognition for your brand with every Specialty Food Live! 2020 attendee.

- Full-width hero image on Event Home, Session and Buyer Landing Pages
- 2000x400 pixel image