

IDDBA | 2025

New Orleans

June 1 - 3

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

	Co-Sponsor	Platinum	Gold	Silver	Bronze
Sponsorship Fees	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500
Number of products*	30	14	9	5	2
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	●	●			

*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 & 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



NEW THIS YEAR – 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 1st and 2nd from 11AM to 5PM central.
- 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)



	Premium	Basic
Sponsorship Fees	\$7,500	\$5,000
Live Demo Opportunity on Education Live Stage (1-1.5 hrs) <i>We will work together to figure out a day/time for this</i>	●	
(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 May 31st, 2025. **Scan the QR code or send an email to education@iddba.org to learn more!**



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