

“IFDA PARTNERS IS ONE OF THE MOST IMPORTANT MEETINGS WE PARTICIPATE IN ANNUALLY, ALIGNING OUR GOALS WITH VALUED PARTNERS FOR THE COMING YEAR.”

- MIKE SWEET, PRESIDENT, BEN E. KEITH



POWERFUL FIGURES. EXPONENTIAL RESULTS.

IFDA's annual signature event is the must-attend executive level meeting for distributors looking to maximize growth of their foodservice channels. Curated for the top level of foodservice executives, the IFDA Partners Executive Forum is the optimal intimate setting for strategic discussions between foodservice distributors and manufacturers.

PERSONALLY TAILORED. CONCIERGE-DRIVEN.

The Partners Executive Forum facilitates the meetings that will accelerate your business objectives. In three days, company teams may hold 30+ meetings to discuss goals, objectives, and strategies to improve your bottom line. IFDA is there every step of the way with tools and best practices insights to help you prepare and follow-up for maximum productivity and success.

THE PERFECT SETTING

From start to finish IFDA provides the tools, atmosphere and support distributors need to make the most of their time and investment in the Partners Executive Forum. The event schedule provides a variety of opportunities for peer networking in small and large group settings.

JOIN US

Participation is open to IFDA distributor members. Company registration begins in **September**, with scheduling in **October** and meeting preparation **October – January**.

Contact Heidi Weiss at IFDA at (703) 532-9400 or hweiss@ifdaonline.org for full details and registration form, or visit www.ifdaonline.org/events



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TOP TEN REASONS DISTRIBUTORS NEED TO ATTEND PARTNERS EXECUTIVE FORUM:



- 1** IFDA's annual signature event is the **must-attend executive level meeting for distributors looking to maximize the growth** of their foodservice channels. **This is NOT a food buying show.**
- 2** This format provides a **highly-focused platform** for distributor members to hold strategic meetings with important trading partners in a private setting and with the highest levels of company leadership.
- 3** **Your annual strategy and growth goals are front and center topics** in private 50 and 35 minute meetings with the leading industry manufacturer executives.
- 4** This January event **helps you lay a solid, meaningful foundation** to work collaboratively with important trading partners all year long.
- 5** Over three days of private meetings and social networking events, distributors and manufacturers focus on **profitably growing business together.**
- 6** IFDA is there every step of the way with **tools and best practices insights** to help you prepare for your meetings as well as follow-up after the meetings for **maximum productivity and success.**
- 7** Our members provide critical input on the **exclusive roster of sought-after manufacturers** invited to the Forum.
- 8** IFDA **provides the structure, framework, tools and opportunity.** Distributors and trading partners schedule up to 30+ of their own private meetings to be held in the manufacturer suites.
- 9** The Forum is also your opportunity for **peer-to-peer networking at the highest levels.**
- 10** The most engaged distributors tend to be the most successful in the industry—**leverage the Partners Executive Forum to enhance your professional network** and thought leadership skills.



90+
**PARTICIPATING
COMPANIES**



550+
**TOP LEADERSHIP
EXECUTIVES**



30+
**TRADING PARTNER
MEETINGS**

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