For Immediate Release
Contact: [name], [phone]
[email]

**[Company Name] to Exhibit at International Food Expo***The Institute of Food Technologists trade show enables companies to showcase their products and connect with numerous potential buyers***[location], WI. [release date], 2015** – [company name] will be among the official exhibitors with a booth on the trade show floor at IFT15, the international food industry expo taking place July 11-14, 2015, in Chicago.

The 75th annual IFT expo is expected to bring together more than 20,000 food science professionals from around the globe to see, touch, taste and experience the industry’s largest collection of ingredients, equipment, processing and packaging suppliers under one roof.

[company name] is one of about three dozen Wisconsin companies exhibiting at the show. An exhibit coordinated by the Wisconsin Economic Development Corporation (WEDC), along with partners including the University of Wisconsin (UW) System and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) will showcase the state’s strength in the food and beverage sector and support Wisconsin companies in achieving their objectives at the show. The Wisconsin exhibit will be found at booth 4956 on the trade show floor. [Insert booth number for exhibiting company here]

**QUOTE FROM COMPANY OFFICIAL ABOUT HOW EXHIBITING WILL BENEFIT THE COMPANY AND/OR WHY THE COMPANY CHOSE TO EXHIBIT**

**PARAGRAPH ABOUT THE COMPANY’S HISTORY/BACKGROUND INFO AND PRODUCTS/SERVICES**

“The vast majority of IFT attendees report that what they see and learn at the expo influences their companies’ buying decisions,” said Lee Swindall, vice president of business and industry development with WEDC. “The Wisconsin companies that have invested in exhibiting at the show are demonstrating a commitment to growth that will benefit the state’s economy as a whole. We are both proud of these companies’ decision to exhibit, and excited for the growth they will experience as a result.”

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**About the Institute of Food Technologists**

Since 1939, the Institute of Food Technologists (IFT) has been unlocking the potential of the food science community by creating a dynamic global forum where members from more than 95 countries can share, learn, and grow, transforming scientific knowledge into innovative solutions throughout the food system for the benefit of people around the world. We’ve helped the members of this community connect both in person, through scientific and technical education venues and forums such as the world’s largest annual food expo, and virtually, through our publications and other resources. By serving as an independent voice for food science and a catalyst for change around the world, we educate a variety of audiences—from consumers and the media to the public policy community and government agencies. As a scientific society with vision, IFT is feeding the minds that feed the world. Learn more at [www.ift.org](http://www.ift.org).

**About the Wisconsin Economic Development Corporation**
The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing Wisconsin’s business climate. WEDC nurtures business growth and job creation by providing resources, technical support and financial assistance to companies, partners and communities in Wisconsin. WEDC has four focus areas: business and industry development, economic and community development, entrepreneurship and innovation and international business development. Together with more than 600 regional and local business development partners, it represents a highly responsive and coordinated network. Visit [www.inwisconsin.com](http://www.inwisconsin.com) or follow WEDC on Twitter [@\_InWisconsin](https://twitter.com/_InWisconsin) to learn more.