



glic+ffa
GREAT LAKES ICE CREAM + FAST FOOD ASSN.

AI is Here
How are You Using It?

2027 ANNUAL CONVENTION
FEBRUARY 11-13, 2027 | BATTLE CREEK, MI



glicffa.com



SHOW ATTENDEE STATS

78% Serve Soft Serve Ice Cream	82% Say the Show influenced their decision
79% Serve Food Items	82% Say the Show influenced their Vendor selection
82% Serve Hand Dip Ice Cream	83% Are Company decision makers

Exhibit Booth Features

- 10' x 10' Space
- Corner booths available
- \$200 deposit per booth required to secure exhibit space
- Carpet, pipe and drape, (2) chairs, booth sign & waste-basket.
- Free refrigeration and freezer storage

Who Should Exhibit?

Proactive businesses interested in growing their book of business in the ice cream and fast food industry.

**Real People,
Real Opportunities**

Five FREE Opportunities

You Can Capitalize on by

Exhibiting at the Great Lakes Ice Cream + Fast Food Show

Exhibitors can introduce or spotlight existing product lines and enhance customer relations. Included in your booth package are the following opportunities at traffic building and business development.

1. Web link from GLIC+FFA to your site
2. Exposure on GLIC+FFA website Supplier page
3. Promoted through eblasts to store operators
4. Directory Listing in the "Show Program"
5. Hospitality Room Access to connect with Store Operators



Five Goals you can reach by Exhibiting at the Great Lakes Ice Cream + Fast Food Show

1. Meet customers from all segments of the ice cream and the fast food industry
2. Ensure your company/brand is represented targeting the Midwest.
3. Market and sell items that you are seeking placement in the industry
4. Network and discover new business opportunities
5. Showcase new products, technologies, and supplies

Basic Booth Pricing

	Early Price Before 11/23/26	Price After 11/23/26
Inside Booth	\$945	\$1,145
Each Additional Inside Booth	\$750	\$850
Corner Booth	\$995	\$1,195
Each Additional Corner Booth	\$850	\$950

NOTE Freight Handling Fee: \$100, Electricity, Table, and Membership Dues (required) not included.

Move In:

Thursday, February 11, 2027
8:00 A.M. - 5:00 P.M.

Friday, February 12, 2026
8:00 A.M. - 11:00 A.M.

Move Out:

Saturday, February 13, 2027 4:00 P.M. - 9:00 P.M.

Show Floor Hours:

Friday, February 12, 2027
12:00 P.M. - 4:00 P.M.

Saturday, February 13, 2027
12:00 P.M. - 4:00 P.M.

Going Beyond The Booth

• ***NEW* Advertise in the Convention Program - Half and Full Page Opportunities**

- GLIC+FFA website presence
- Show Directory Listing
- GLIC+FFA Marketing Opportunities

Exhibiting at the Great Lakes Ice Cream + Fast Food Show Made Easy

- FREE Exhibitor parking
- Set up your own booth
- Hand carts available
- Hand carry materials to booth



Attendee Demographics

Soft Serve and Hand Dip Ice Cream Parlours
Pizza Operators • Deli & Quick Serve
Convenience Stores
Hospitals • Campgrounds
College/Universities • Entertainment Theaters

Contact Cherie Hime

Exhibit Sales/Sponsorships @ 608-354-7110 or info@glicffa.org

Sponsorship Opportunities

Diamond Sponsor - 1 Available - \$4,950 Host Fee

Sponsor of Friday Founders Dinner includes:

1 Exhibit Corner Booth

Early move in for booth set up

Recognition on Sponsor sign

Sponsor logo displayed on Exhibit Hall digital board

Recognition Badges with Sponsor Ribbons

Sponsor Logo on e-convention correspondence with link to Sponsor website

Full page color ad in the Show Directory

Attendee list provided before the Convention for use to send e-advertisements

2 Minute Sponsor Message at Founders Dinner

(1) VIP table for 8

Listing on the Sponsor page of GLIC+FFA website with Sponsor logo & link to Sponsor website

Listing on the Supplier page of GLIC+FFA website with Sponsor logo & link to Sponsor website

FB Post "Thank You " with all Sponsors and link to Sponsor FB page

Post e-advertisement on behalf of Sponsor to attendees, provided by sponsor

News magazine feature article, provided by sponsor

Listing in quarterly newsletter Marketplace Directory

NEW Hospitality Room Access in Arena



Gold Sponsor - 1 Available - \$4,250 Host Fee

Sponsor of Thursday's Welcome Reception includes:

1 Exhibit Corner Booth

Early move in for booth set up

Recognition on Sponsor sign

Welcome Reception Door Prize on behalf of Sponsor

Sponsor logo displayed on Exhibit Hall digital board

Recognition Badges with Sponsor Ribbons

Sponsor Logo on e-convention correspondence with link to Sponsor website

Full page color ad in the Show Directory

1 Pre-Convention e-advertisement sent to attendees on Sponsor behalf

2 Minute Sponsor Message at Welcome Reception

4 tickets to the Founders Dinner

Listed on the Sponsor page of GLIC+FFA website with Sponsor logo & link to Sponsor website

Listed on the Supplier page of GLIC+FFA website with Sponsor logo & link to Sponsor website

FB Post "Thank You " with all Sponsors and link to Sponsor FB page

News magazine feature article, provided by sponsor

Listing in quarterly newsletter Marketplace Directory



Exhibitor Sales @ 608-354-7110 or info@glicffa.org

Sponsorship Opportunities

Silver Sponsor - 4 Available - \$2,950 Host Fee

Sponsor one of the following Meals: Friday or Saturday Breakfast; Friday or Saturday Lunch.

- 1 Exhibit Booth
- Early move in for booth set up
- Recognition on Sponsor sign
- Sponsor logo displayed on Exhibit Hall digital board
- Recognition Badges with Sponsor Ribbons
- Half page color ad in the Show Directory
- 1 Pre-Convention e-advertisement sent to attendees on Sponsor behalf
- 2 tickets to the Founders Dinner
- 2 tickets to the sponsored meal
- 1 Minute Sponsor Message at Event
- Listed on the Sponsor page of GLIC+FFA website with Sponsor logo & link to Sponsor website
- Listed on the Supplier page of GLIC+FFA website with Sponsor logo & link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- One Newsletter feature article, provided by sponsor
- Listing in quarterly newsletter Marketplace Directory
- *NEW*** Hospitality Room Access in Arena



Bronze Sponsor – 2 available - \$1,000 Host Fee

Sponsor one of the following; Friday or Saturday Educational Seminars

- Early move in for booth set up
- Recognition on Sponsor sign
- Sponsor logo on Exhibit Hall digital reader board
- Recognition Badge with Sponsor Ribbon
- Quarter page ad in the Show Directory
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- 1 Minute Sponsor Message at Seminars or Breakout Sessions
- Listed on the Sponsor page of the GLIC+FFA website with Sponsor logo & link to Sponsor website
- Listed on the Supplier page of the GLIC+FFA website with Sponsor logo & link to Sponsor website
- Listing in quarterly newsletter Marketplace Directory
- *NEW*** Hospitality Room Access in Arena



Exhibitor Sales @ 608-354-7110 or info@glicffa.org

Sponsorship Opportunities

Coffee Station - 1 Left - \$500 Host Fee

Coffee Station for Friday and Saturday in Arena and includes:

- Sponsor recognition sign displayed at Coffee Station, provided by sponsor
- Sponsor recognition on Sponsor sign
- Sponsor brochures available at Coffee Station, provided by sponsor
- Sponsor recognition logo displayed on Exhibit Hall digital board
- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listed on the Sponsor page of GLIC+FFA website with link to Sponsor website
- Listed on the Supplier page of GLIC+FFA website with link to Sponsor website
- Listing in quarterly newsletter Marketplace Directory



Hospitality Room - 1 Available - \$750 Host Fee

Hospitality Room in the Exhibit Hall is open Friday and Saturday and includes:

- Sponsor recognition on Sponsor sign
- Sponsor brochures available in Hospitality room, provided by sponsor
- Sponsor recognition logo on Exhibit Hall digital board
- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listed on the Sponsor page of GLIC+FFA website with link to Sponsor website
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- Listing in quarterly newsletter Marketplace Directory

Lanyards - 1 Available - \$1,000

- Sponsor logo on Name badge and Neck Lanyard
- Sponsor recognition on Sponsor sign
- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listing on the Sponsor page of GLIC+FFA website with link to Sponsor website
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Anniversary Pins - 1 Available - \$400

- 200 - 1.5" Hard enamel pins
- Sponsor recognition on Sponsor sign
- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listing on the Sponsor page of GLIC+FFA website with link to Sponsor website
- Listing on the Supplier page of GLIC+FFA website with link to Sponsor website
- Listing in the quarterly newsletter Marketplace Directory

Spotlight Sponsor - \$400

- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listing on the Sponsor page of GLIC+FFA website with link to Sponsor website
- Listing on the Supplier page of GLIC+FFA website with link to Sponsor website
- Sponsor recognition on Sponsor sign

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Kellogg Arena Exhibit Hall



Exhibitor Booth Includes

- 10' x 10' Space includes carpet, waste basket, pipe & drape
- Exhibitor Identification sign with company name
- Booth carpet cleaned daily
- Forklift service
- Ground level access
- Hand carts available
- Free wi-fi
- Free Refrigeration & freezer storage
- Complimentary Ice
- Dishwashing area & grease disposal
- (2) Chairs
- Set up of your own booth
- Hand carry materials to booth
- Discounted rates on official show services
- Free Exhibitor parking
- Complimentary Exhibitor name badges
- Discounted hotel rate
- Use of official event logo
- Exclusive Access to Hospitality Room
- Electronic Listing of Attendees & Members
- Exhibitor listing in Show Program & GLIC+FFA website

**Additional Fees apply for: Electricity, Table, more than (2) chairs, Freight Handling

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