

CHAIN REACTION

OCTOBER 26-28, 2003
NASHVILLE, TN • OPRYLAND CONVENTION CENTER

Implementing Collaborative Food Supply Chain Relationships



CHAIN REACTION

A PREMIERE EVENT FOCUSED ON IMPLEMENTING COLLABORATIVE SUPPLY CHAIN RELATIONSHIPS

SPONSORSHIP OPPORTUNITIES

\$20,000

Monday's Lunch and Luncheon Entertainment – sponsorship monies will cover all lunches for conference attendees and expenses associated with luncheon entertainment. Sponsor will have the opportunity to provide collateral or company gift for each attendee. (Collateral or company gift has to be pre-approved by FMI/GMA staff)

\$19,000

Sunday's Opening Keynote Speaker – Don Tapscott, author, *The Naked Corporation: How the Age of Transparency Will Revolutionize Business* (Fall 2003). Sponsorship monies will cover honoraria, travel expenses and the purchase of a copy of Tapscott's book for all attendees. Sponsor has the opportunity to include bookmark of other company specific collateral with the book (Collateral has to be pre-approved by FMI/GMA staff)

\$15,000

Monday Keynote Speaker – Henry Chesbrough, Professor, Harvard Business School and author, *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Sponsorship monies will cover honoraria, travel expenses and the purchase of a copy of Tapscott's book for all attendees. Sponsor has the opportunity to include bookmark of other company specific collateral with the book (Collateral has to be pre-approved by FMI/GMA staff)

\$15,000

Sunday Night Cocktail Reception – sponsorship monies would cover all expenses related to one hour cocktail reception: open bar and heavy hors d'oeuvres. Additional fees could be incurred if sponsor wants to lengthen reception, or hire entertainment. Sponsor will have the opportunity to provide collateral or company gift for each attendee. (Collateral or company gift has to be pre-approved by FMI/GMA staff.)

Monday Night Cocktail Reception – sponsorship monies would cover all expenses related to one hour cocktail reception: open bar and heavy hors d'oeuvres. Additional fees could be incurred if sponsor wants to lengthen reception, or hire entertainment. Sponsor will have the opportunity to provide collateral or company gift for each attendee. (Collateral or company gift has to be pre-approved by FMI/GMA staff.)

\$10,000

Coffee Breaks – sponsorship monies will cover all expenses associated with coffee breaks throughout the conference. Coffee breaks will consist of coffee, teas, sodas and water. Additional food items or extra amenities could be arranged at the request of the sponsor but will impact over costs of the sponsorship. Sponsor would have the opportunity to supply cocktail napkins with company logo if they desire.

Monday's Breakfast – sponsorship monies will cover costs for continental breakfast for all conference attendees. Additional food items or extra amenities could be arranged at the request of the sponsor but will impact over costs of the sponsorship. Sponsor will have the opportunity to provide collateral or company gift for each attendee. (Collateral or company gift has to be pre-approved by FMI/GMA staff.)

Tuesday's Breakfast – sponsorship monies will cover costs for continental breakfast for all conference attendees. Additional food items or extra amenities could be arranged at the request of the sponsor but will impact over costs of the sponsorship. Sponsor will have the opportunity to provide collateral or company gift for each attendee. (Collateral or company gift has to be pre-approved by FMI/GMA staff.)

Complete Conference CD-Rom – sponsorship monies will cover the design and production of conference CD-Rom. The CD will contain audio of all presentations (those approved for recording by the presenters), all handouts, links to all conference sponsors web pages, complete attendee list and speaker bios and contact information. The sponsor's logo will appear on the printed face of the CD and on the main interface page of the CD. In addition to a link to the sponsors web page, the sponsor will have the opportunity to provide a video "commercial" featuring information about their products and services that will be accessible from the main interface page.

\$8,000

Monday's Luncheon Entertainment Speaker – sponsorship monies will cover all expenses associated with luncheon entertainment. Sponsor will have the opportunity to provide collateral or company gift for each attendee. (Collateral or company gift has to be pre-approved by FMI/GMA staff)

For more information please contact Patrick Walsh, 202-220-0703, pwalsh@fmi.org or Chad Stark, 202-220-0706, cstark@fmi.org