



## SPONSORSHIP OPPORTUNITIES



**The Annual FMI Retail Store Development (RSD) Conference is the industry's largest gathering of supermarket store development professionals. It's a great opportunity to discuss your products and services with dozens of decision-makers in the grocery industry! Sponsor benefits include:**

- "Captive audience" sponsor space offering extensive interaction with attendees. (Each sponsor gets a 6-foot table in our Sponsor Showcase area to highlight information on their company's products/services.)
- Sponsor-focused time built into the agenda (Sponsor Showcase Reception on Sunday evening and Sponsor Breakfast Tuesday morning).
- Complimentary and/or discounted registration fee (depending on level of sponsorship – see below).
- Company listing and link on the FMI RSD Conference web page.
- Inclusion in RSD Conference marketing materials and e-blasts, which go to over 1,000 store development contacts in the supermarket industry.
- Recognition in on-site signage.
- Recognition from the podium multiple times throughout the conference.
- Inclusion in the Conference USB Drive and in an on-site Sponsor Slide Show. (Each sponsor can submit several PowerPoint slides about their products/services, which will be included on the USB Drive and shown in a video-loop before and after general sessions.)
- Opportunity to introduce speaker(s) in your sponsored session.
- Sponsors can attend ALL conference sessions, the store tours and social events. Network with retailers and learn the latest store development trends and issues in the grocery industry!

### Special Registration Fee Discounts by Sponsorship Level:

#### **Platinum (\$8,000)**

FREE Conference Registration for ONE representative of your company (a \$1,350 Value!)  
FMI Member Rate for ALL additional company representatives (a \$550 savings on each!)

#### **Gold (\$6,000)**

FREE Conference Registration for ONE representative of your company (a \$1,350 Value!)  
FMI Member Rate for ONE additional company representative (a \$550 savings!).

#### **Silver (\$4,000)**

Conference Registration for up to TWO representatives at the FMI Member rate (a \$550 savings on each!)

**Please review and choose from the sponsorship options on the next page.**

## **Sponsorship Opportunities (please check item of interest and fax form to 202-220-0830)**

### **Opportunities at the "Platinum" Level (\$8,000):**

- Sunday Night Reception
- Monday Night Reception
- Off-Site Store Tours and Luncheon (Monday)
- Conference USB Drive (corporate logo printed on the drive)
- General Conference Grant

### **Opportunities at the "Gold" Level (\$6,000):**

General Sessions (choose one):

- Global Economic and Political Overview (Sunday)*
- Session Preceding Store Tours (Monday)*
- Design/Format/Marketing Trends and Emerging Opportunities (Tuesday)*
- Closing Session/Motivational Speaker (Tuesday)*
- Monday Idea Exchanges
- Monday Breakfast and "Facts" Presentation
- Hotel Key Card Branding
- General Conference Grant

### **Opportunities at the "Silver" Level (\$4,000):**

Workshops (choose one):

- Real Estate Financial Climate (Sunday)*
- Designing for Labor Savings (Sunday)*
- Store Development Tools (Sunday)*
- Landlord's Perspective on the Economic Environment (Sunday)*
- Remodeling for Relevancy (Sunday)*
- Water Conservation and Reuse (Sunday)*
- Market Analysis and Consumer Research Tools and Methods (Tuesday)*
- Communicating Value In-Store (Tuesday)*
- Store Planning Best Practices (Tuesday)*

- General Conference Grant

<b>Name:</b> _____	<b>Company:</b> _____
<b>Phone:</b> _____	<b>Email:</b> _____

**Return this form to FMI (fax: 202-220-0830). Thank you for your support!**

**For more information, please contact Laurie Gethin at FMI, 202-220-0715, [lgethin@fmi.org](mailto:lgethin@fmi.org)**



