

SUPERMARKET HEALTH & WELLNESS

INTEGRATED APPROACHES FOR CUSTOMERS

May 11 – 13, 2010 (May 10, optional) • The Mandalay Bay • Las Vegas, Nevada

Sponsorship Opportunities

Excitement for the inaugural FMI Supermarket Health and Wellness Conference is building and this promises to be one of the year's most anticipated business meetings in the industry!

Sponsorships offer an unprecedented business opportunity for suppliers. The Supermarket Health and Wellness Conference is co-located with FMI 2010, providing unparalleled access to supermarket retailers, wholesalers, distributors and importers from across North America.

Support this important industry meeting through sponsorship – and reap the benefits of increased exposure and appreciation from our attendees! Opportunities are limited, so make your selection today.

Sponsorship Benefits*

Company listing and link in the Sponsor section of the Supermarket Health and Wellness Conference web page.

Inclusion in Supermarket Health and Wellness Conference marketing e-blasts, which go to thousands of contacts in the supermarket industry.

Recognition in on-site signage and the official conference schedule.

Recognition from the podium multiple times throughout the conference.

Opportunity to attend Supermarket Health and Wellness Conference and FMI 2010 sessions and social events – a great chance to network, learn the latest trends and issues impacting supermarket operations and hear about health and wellness opportunities in the grocery industry.

Gratitude from the supermarket retail community, who know that supplier support is critical to this conference – the only meeting specifically focused on supermarket health and wellness.

Platinum and Gold Sponsors Only:

Inclusion in a special slide show that will be shown during the Supermarket Health and Wellness Conference. Platinum and Gold Sponsor slides will also be provided to conference attendees on the conference USB drive.

For more information, please contact the Food Marketing Institute:

LAURIE GETHIN
Senior Manager, Education
202.220.0715; lgethin@fmi.org

CATHY POLLEY, RPh
VP, Pharmacy/Health & Wellness
202.220.0631, cpolley@fmi.org

D'ANN LANNING
Director, Pharmacy, Public Affairs
202.220.0711, dlanning@fmi.org

See the reverse side of this form for specific sponsorship opportunities.

* Sponsors must be associate members of the Food Marketing Institute.
For information about the benefits of associate membership in FMI,
go to www.fmi.org/associate/



Sponsorship Opportunities

Opportunities at the "Platinum" Level (\$10,000):

- Opening Reception (*Tuesday, May 11th*)
- Reception following the Business Appointments (*Wednesday, May 12th*)
- Joint Supermarket Health and Wellness Conference / FMI 2010 Closing General Session (*Thursday, May 13th*)
- General Conference Grant

Opportunities at the "Gold" Level (\$7,500):

- On-site Program Directory (corporate ad on back cover) **SOLD**
- Conference Syllabus (corporate logo on USB drive given to every attendee)
- General Sessions (choose one): (*Thursday, May 13th*)
 - *Helping Shoppers Overcome Barriers to Choosing Healthful Foods*
 - *The New Health and Wellness Customer 2010*
 - *Conference Closing General Session: Living the Health and Wellness Message*
- Idea Exchange Luncheon (*Wednesday, May 12th*) **SOLD**
- Luncheon (*Thursday, May 13th*)
- Educators' Breakfast with Retailers (*Thursday, May 13th*) **SOLD**
- General Conference Grant

Opportunities at the "Silver" Level (\$5,000):

- Workshops: (*Thursday, May 13th*)
 - Organizational Structures to Deliver Health and Wellness
 - Corporate Health and Wellness Programs **SOLD**
 - Leveraging Your Company's Health Care Professionals **SOLD**
 - Enabling Personalized Care through Technology
 - Best Practices for Nutritionists/Dieticians
 - Health-Focused Partnership Opportunities with Government Agencies
- Breakfast (*Wednesday, May 12th*) **SOLD**
- General Conference Grant

Opportunities at the "Bronze" Level (\$3,500):

- Refreshments during Business Appointment Session (*Wednesday morning, May 12th*) **SOLD**
- Refreshments during Business Appointment Session (*Wednesday afternoon, May 12th*) **SOLD**
- Refreshments during Education Program (*Thursday morning, May 13th*) **SOLD**
- Refreshments during Education Program (*Thursday afternoon, May 13th*) **SOLD**
- General Conference Grant

My company is interested in sponsoring at the ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze Level

Name: _____

Company: _____

Phone: _____

Email: _____

Return this form to fax number 202.220.0830. Questions? Email us at pharm@fmi.org

