

Cutting Edge Solutions Leaders in  
Pharmacy, Nutrition, Technology  
Innovation, Manufacturing, & Other  
Grocery Executives Roadmaps to  
Success & Groundbreaking Research

2011

# HEALTH & WELLNESS

INTEGRATED APPROACHES FOR CUSTOMERS

April 3 - 5, 2011 • Omni Resort at ChampionsGate • Orlando, Florida

## SPONSORSHIP OPPORTUNITIES

Merging the Power of Food & Pharmacy  
Innovation Center Showcasing Emerging  
Tools & Trends Personal Wellness Zone  
to Recharge & Retool Optimized  
Meetings with Trading Partners to Explore  
New Business Opportunities

# Nutrition, Technology Innovation, Manufacturing, & Other Grocery Executives Roadmaps to Success Groundbreaking Research Health & Wellness

## SPONSORSHIP OPPORTUNITIES

### Optimizing Health & Wellness: Merging the Power of Food & Pharmacy

With "health and wellness" as the current key buzz words in the supermarket industry, companies are seeking cutting edge solutions to meet consumer health, wellness and pharmacy needs in every aisle of the store. FMI's 2011 Health & Wellness Conference, taking place April 3 - 5 in Orlando, Florida provides a forum for leaders and decision makers in Pharmacy, Nutrition, Technology Innovation, Manufacturing and Grocery Purchasing to discuss, innovate and create collaborative solutions to maximize customer health and wellness choices.

Attendees will benefit from:

- Education sessions providing roadmaps to success and groundbreaking research
- A Wellness Innovation Zone showcasing marketing and merchandising ideas for health, wellness and pharmacy professionals in the supermarket industry
- A Health and Wellness Showcase exhibiting the hottest new tools, trends, products and services
- Strategic Exchange Appointments with trading partners

Sponsorships offer an unprecedented business opportunity for suppliers. Don't miss out on this opportunity to showcase your products, services and solutions to a wide variety of decision-making stakeholders in the Health, Wellness and Pharmacy industry and reap the benefits of increased exposure and appreciation from our attendees! Opportunities are limited, so make your selection today.

## SPONSORSHIP BENEFITS\*

- Company listing in the sponsor section of the Health and Wellness Conference web page.
- Inclusion in conference marketing e-blasts, sent to thousands of contacts in the supermarket industry.
- Recognition in on-site signage, in the official conference directory and from the podium.
- Complimentary registration (Platinum level) to attend business sessions and networking social events
- Complimentary ad in the conference directory or logo on merchandise (Platinum and Gold levels)
- Complimentary exhibit space in the Wellness Innovation Zone (Platinum and Gold levels)
- Complimentary participation in the Health and Wellness Showcase (Platinum, Silver and Gold levels)

For more information, please contact:

**AMANDA BOND-THORLEY**  
202-220-0606  
[abondthorley@fmi.org](mailto:abondthorley@fmi.org)

\* 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/](http://www.fmi.org/associate/) or contact Peter Collins at 202-220-0737 or [pcollins@fmi.org](mailto:pcollins@fmi.org)

Health & Wellness Merging the Power of Food & Pharmacy Innovation Center Showcasing Emerging Tools & Trends Personal Wellness Zone to Recharge &

# SPONSORSHIP OPPORTUNITIES

Optimizing Health & Wellness: Merging the Power of Food & Pharmacy

## PLATINUM LEVEL (\$20,000)

BENEFITS INCLUDE:

- Sponsorship of the selected event
- Full page color ad on the back cover of the conference directory
- 1 complimentary registration
- Complimentary exhibit space at the Wellness Innovation Zone on Sunday, April 3
- Complimentary exhibit space in the Health and Wellness Showcase for the duration of the conference
- Company listing and link in the sponsor section of the Health and Wellness Conference web page.
- Mention in conference marketing e-blasts, sent to thousands of contacts in the supermarket industry.
- Recognition in on-site signage, in the official conference directory and from the podium.

## OPPORTUNITIES AVAILABLE (1)

- The NCAA Tournament Final Game Party and Networking Event  
- Monday, April 4

## GOLD LEVEL (\$15,000)

BENEFITS INCLUDE:

- Sponsorship of the selected event
- Full page ad in the conference directory
- Complimentary exhibit space at the Wellness Innovation Zone on Sunday, April 3
- Complimentary exhibit space in the Health and Wellness Showcase for the duration of the conference
- Company listing and link in the sponsor section of the Health and Wellness Conference web page.
- Mention in conference marketing e-blasts, sent to thousands of contacts in the supermarket industry.
- Recognition in on-site signage, in the official conference directory and from the podium.

## OPPORTUNITIES AVAILABLE (2)

- Opening Reception  
- Sunday, April 3
- Luncheon  
- Monday, April 4

## SILVER LEVEL (\$8,000)

BENEFITS INCLUDE:

- Sponsorship of the selected event/merchandise
- Complimentary exhibit space at the Wellness Innovation Zone on Sunday, April 3
- Corporate logo on merchandise distributed to all attendees (USB drives, conference bags, key cards and lanyards only)
- Company listing in the sponsor section of the Health and Wellness Conference web page.
- Recognition in on-site signage, in the official conference directory and from the podium.

## OPPORTUNITIES AVAILABLE (8)

- Closing Luncheon Keynote  
- Tuesday, April 5
- USB drive with logo
- Lanyards with logo **SOLD**
- General Session (2)
- Breakfast  
- Monday, April 4
- Conference Bags with logo
- Hotel Key Cards with logo

## BRONZE LEVEL (\$3,500)

BENEFITS INCLUDE:

- Sponsorship of the selected event
- Company listing in the Sponsor section of the Health and Wellness Conference web page.
- Recognition in on-site signage, in the official conference directory and from the podium.

## OPPORTUNITIES AVAILABLE (9)

- Workshop Tracks (3 available)  
- Monday, April 4  
- Tuesday, April 5
- Refreshments during Strategic Exchange Meeting  
- Monday, April 4  
- Tuesday, April 5
- Conference Breaks

## ADDITIONAL OPPORTUNITIES

- Add a full page black and white ad - \$ 500
- Add exhibit space at the Wellness Innovation Zone on Sunday, April 3 - \$950
- Add exhibit space in the Health and Wellness Showcase for the duration of the conference - \$2,250

# 2011 FMI HEALTH AND WELLNESS CONFERENCE SPONSORSHIP COMMITMENT FORM

Company Name (as it will appear on signage): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State & ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## DESIRED SPONSORSHIP

	Sponsorship Cost	Add On		Add On		Add On	Total Due	
<b>PLATINUM LEVEL</b>								
<input type="radio"/> NCAA Party	\$20,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	Comp	<input type="radio"/> Color back page ad	Comp	\$20,000
<b>GOLD LEVEL</b>								
<input type="radio"/> Opening Reception	\$15,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	Comp	<input type="radio"/> Color inside cover ad	Comp	\$15,000
<input type="radio"/> Lunch (April 4)	\$15,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	Comp	<input type="radio"/> Color inside cover ad	Comp	\$15,000
<b>SILVER LEVEL</b>								
<input type="radio"/> Closing Keynote (April 5)	\$8,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<input type="radio"/> Breakfast Session (April 4)	\$8,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<input type="radio"/> General Session	\$8,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<input type="radio"/> USB Drive	\$8,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<input type="radio"/> <b>SOLD</b>	\$8,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<input type="radio"/> Hotel Key Cards	\$8,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<input type="radio"/> Conference Bags	\$8,000	<input type="radio"/> Innovation Zone Exhibit	Comp	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<b>BRONZE LEVEL</b>								
<input type="radio"/> Workshops	\$3,500	<input type="radio"/> Innovation Zone Exhibit	\$950	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<input type="radio"/> Refreshments	\$3,500	<input type="radio"/> Innovation Zone Exhibit	\$950	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<input type="radio"/> Breaks	\$3,500	<input type="radio"/> Innovation Zone Exhibit	\$950	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
<b>OTHER</b>								
A La Carte		<input type="radio"/> Innovation Zone Exhibit	\$950	<input type="radio"/> H & W Showcase	\$2,250	<input type="radio"/> Black and white ad	\$500	_____
Package Deal	\$3,000	<input type="radio"/> Innovation Zone Exhibit	included	<input type="radio"/> H & W Showcase	included	<input type="radio"/> Black and white ad	\$500	_____

### PAYMENT DETAILS:

Enclosed is a check in the amount of \$ \_\_\_\_\_ (U.S. funds drawn on a U.S. bank payable to FMI – Reference No. 3945-004-0172)

### TERMS AND CONDITIONS:

The sponsor agrees to pay the fees in accordance with the payment terms. Payment is due in full upon receipt of invoice, which will be sent upon receipt of this form. I agree that by signing this form I agree to the terms and conditions outlined above

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- My company is Member or an Associate Member of FMI
- My company is not an Associate Member of FMI.  
Please contact me regarding membership opportunities

<b>FMI Use Only:</b>
Batch Date: _____
Amount Received: _____
Check Number: _____
Acct No: _____

**Please return completed form to:**  
Amanda Bond-Thorley  
Phone: 202.220.0606  
Fax: 202.220.0830  
Email: abondthorley@fmi.org

## EXAMPLES OF PREVIOUS PARTICIPATING COMPANIES

Ahold USA, Inc.  
Albertsons - Southern CA Division  
Alliance for Patient Medication Safety  
American Pharmacists Association  
Associated Food Stores, Inc.  
Ball's Price Chopper/Hen House Markets  
Big Y Foods, Inc.  
BI-LO, LLC  
Bozzuto's Inc.  
Canadian Council of  
Grocery Distributors (CCGD)  
Cardinal Health  
Cargill Health & Nutrition  
Catalina Marketing Corporation  
Chain Drug Review  
Cisco Systems, Inc.  
Defense Commissary Agency  
Drug Store News Group  
GENCO Pharmaceutical Services  
Giant Eagle, Inc.  
GMDC  
Hannaford Bros. Co.  
Harmon City, Inc.  
Hy-Vee, Inc.  
Kellogg Company  
K-VA-T Food Stores, Inc.  
Live Healthy America  
Loblaw Companies Limited  
McCormick & Company, Inc.  
Meijer, Inc.  
National Alliance of  
State Pharmacy Associations  
Northgate Gonzalez Market  
Novo Nordisk, Inc.  
Price Chopper Supermarkets  
Progressive Pharmacies  
ProLogic Redemption Solutions  
Publix Super Markets, Inc.  
Quality Food Centers  
Rose Pharmacy  
Roundsy's Supermarkets, Inc.  
Rustan Supercenters, Inc.  
Sam's Club  
ScriptPro  
ShopRite Supermarkets, Inc.  
Sparboe Farms, Inc.  
Spartan Stores, Inc.  
St. Joseph Drugstore  
Sunrise ShopRite, Inc.  
SUPERVALU Pharmacies, Inc.  
Surescripts  
Teva Pharmaceuticals USA  
The Kroger Co.  
The Stop & Shop  
Supermarket Company  
Topco Associates LLC  
United Supermarkets, LLC  
Wakefern Food Corporation  
Wegmans Food Markets, Inc.  
Weis Markets, Inc.