

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

Pharmacy, 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

* 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/ or contact Peter Collins at 202-220-0737 or pcollins@fmi.org

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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 **SOLD** with logo
- 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
PLATINUM LEVEL					
<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
GOLD LEVEL					
<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
SILVER LEVEL					
<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"/> SOLD	\$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	_____
BRONZE LEVEL					
<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	_____
OTHER					
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

FMI Use Only:

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
Roundy'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.