

ASSET | PROTECTION

March 6 - 9, 2011 • Buena Vista Palace Hotel & Spa • Orlando, Florida

SPONSORSHIP OPPORTUNITIES

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Asset Protection for the 21st Century

FMI's 2011 Asset Protection Conference, taking place March 6-9, 2011 in Orlando, Florida provides a forum for supermarket leaders and decision makers in Loss Prevention, Crisis Management, Fraud Prevention, Business Continuity, Safety, Insurance, Food Defense, Worker's Comp, and Risk Management to discuss, innovate, and create collaborative solutions to raise the profile of asset protection and make a valuable impact on their company's bottom line.

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 supermarket professionals in the risk management, safety and loss prevention 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 Asset Protection Conference web page
- Company logo and listing in the onsite directory
- Recognition in on-site signage, in the official conference directory and from the podium
- Complimentary ad in the conference directory (Platinum level)
- FMI retailer/wholesaler registration rates for 2 company representatives (Platinum and Gold level)
- Conference attendee list prior to the conference

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

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL (\$10,000)

BENEFITS INCLUDE:

- Sponsorship of the selected event
- Full page ad in the conference directory
- Company listing in the sponsor section of the Asset Protection Conference web page.
- Company logo and listing in the onsite directory
- 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.
- Conference attendee list prior to the conference
- FMI retailer/wholesaler registration rates for 2 company representatives

OPPORTUNITIES AVAILABLE (4)

- Welcome Reception
- Sunday, March 3
- Monday evening reception
- Monday, March 4
- Keynote Session (2)

GOLD LEVEL (\$7,000)

BENEFITS INCLUDE:

- Corporate logo on merchandise distributed to all attendees
- Company listing in the sponsor section of the Asset Protection Conference web page
- Company logo and listing in the onsite directory
- 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
- Conference attendee list prior to the conference
- FMI retailer/wholesaler registration rates for 2 company representatives

OPPORTUNITIES AVAILABLE (10)

- General Session (4)
- Luncheon (2)
- USB drive with corporate logo (1)
- Lanyards with corporate logo (1)
- Hotel Key Cards (1)
- Conference bags (1)

SILVER LEVEL (\$4,000)

BENEFITS INCLUDE:

- Sponsorship of the selected event
- Company listing in the sponsor section of the Asset Protection Conference web page
- Company logo and listing in the onsite directory
- Recognition in on-site signage, in the official conference directory and from the podium
- Conference attendee list prior to the conference

OPPORTUNITIES AVAILABLE (5)

- Breakouts (5)

BRONZE LEVEL (\$2,500)

BENEFITS INCLUDE:

- Sponsorship of the selected event
- Company listing in the sponsor section of the Asset Protection Conference web page
- Company logo and listing in the onsite directory
- Recognition in on-site signage, in the official conference directory and from the podium
- Conference attendee list prior to the conference

OPPORTUNITIES AVAILABLE (6)

- Breakfasts (3)
- Refreshment Breaks (3)

ADDITIONAL OPPORTUNITIES

- Add a full page black and white ad - \$500
- Add vendor court table - \$350 (Associate Members)

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	Directory Ad	Add On Cost	Vendor Table Assoc Member	Add On Cost	Total Due
PLATINUM LEVEL						
<input type="radio"/> Welcome Reception	\$ 10,000	<input type="radio"/> Color	Included	<input type="radio"/> Vendor table	\$350	
<input type="radio"/> Monday Reception	\$ 10,000	<input type="radio"/> Color	included	<input type="radio"/> Vendor table	\$350	
<input type="radio"/> Keynote	\$ 10,000	<input type="radio"/> Black/White	included	<input type="radio"/> Vendor table	\$350	
GOLD LEVEL						
<input type="radio"/> General Session	\$ 7,000	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
<input type="radio"/> Luncheon	\$ 7,000	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
<input type="radio"/> USB Drive	\$ 7,000	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
<input type="radio"/> Lanyards	\$ 7,000	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
<input type="radio"/> Hotel Keycards	\$ 7,000	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
<input type="radio"/> Conference Bag	\$ 7,000	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
SILVER LEVEL						
<input type="radio"/> Breakouts	\$ 4,000	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
BRONZE LEVEL						
<input type="radio"/> Refreshment Break	\$ 2,500	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
<input type="radio"/> Breakfast	\$ 2,500	<input type="radio"/> Black/White	\$500	<input type="radio"/> Vendor table	\$350	
A LA CARTE						
		<input type="radio"/> Black/White	\$500	Not available	N/A	

PAYMENT DETAILS:

Enclosed is a check in the amount of \$ _____ (U.S. funds drawn on a U.S. bank payable to FMI – Reference No. 3945-004-0163)

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