

FINANCIAL EXECUTIVE CONFERENCE

MAY 22-24, 2011
SHERATON
SAN DIEGO
HOTEL & MARINA
SAN DIEGO, CA

INTERNAL AUDIT CONFERENCE

MAY 22-25, 2011
SHERATON
SAN DIEGO
HOTEL & MARINA
SAN DIEGO, CA

SPONSORSHIP OPPORTUNITIES

NEW! For the first time, FMI's 2011 Internal Auditing and Financial Executive Conferences will be co-located in San Diego, California and take place from May 22-24th/25th. While each conference will have its own comprehensive, targeted agenda, several joint sessions will be offered. The new format will give internal auditing professionals and c-suite financial executives in the grocery industry unparalleled access to both conferences and a more comprehensive educational experience, in addition to providing more valuable and diverse networking opportunities. Projected attendance is 200 +

The co-location of the conferences provides an unprecedented business opportunity for vendors. Don't miss out on this opportunity to promote your company to an even wider range of decision-making supermarket professionals 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 both the conference web pages.
- 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
- Conference promotion materials available at the registration desk throughout the conference

Example of Supermarkets Represented:

- Ahold USA, Inc.
- Associated Wholesale Grocers, Inc.
- Big Y Foods, Inc.
- Brookshire Grocery Company
- Food Lion, LLC
- Giant Eagle, Inc.
- Hannaford Bros. Co.
- HEB Grocery Company
- Hy-Vee, Inc.
- K-VA-T Food Stores, Inc.
- King Kullen Grocery Co., Inc.
- The Kroger Co.
- Publix Super Markets, Inc.
- Safeway Inc.
- Save Mart Supermarkets
- Schnuck Markets, Inc.
- SUPERVALU INC.
- Topco Associates LLC
- United Supermarkets, LLC
- Wegmans Food Markets, Inc.
- Weis Markets, Inc.
- WinCo Foods, LLC
- Winn-Dixie Stores, Inc.

For more information, please contact:

AMANDA BOND-THORLEY
Senior Manager, Education
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, visit www.fmi.org/associate/ or contact Peter Collins at 202-220-0737 or pcollins@fmi.org

SPONSORSHIP OPPORTUNITIES

Platinum Level (\$10,000) **SOLD**

Benefits include:

- Sponsorship of the selected event
- Full page color ad in the conference directory
- Company listing in the sponsor section of both conference web pages.
- 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 and from the podium.
- Conference attendee list prior to the conference
- FMI retailer/wholesaler registration rates for 2 company representatives (\$ 795 – a savings of \$ 330 / person)

Opportunities available (3)

- Welcome Reception (Sunday, May 22) - **SOLD**
- Monday evening reception (Monday, May 23) **SOLD**
- Tuesday Evening Social Event (Tuesday, May 24) **SOLD**

Gold Level (\$7,000)

Benefits include:

- Sponsorship of the selected event
- Corporate logo on merchandise distributed to all attendees (USB drives, key cards and lanyards only)
- Company listing in the sponsor section of both conference web pages.
- 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 and from the podium.
- Conference attendee list prior to the conference
- FMI retailer/wholesaler registration rates for 2 company representatives (\$ 795 – a savings of \$ 330 / person)

Opportunities available (5)

- Luncheon (2) **SOLD**
- USB drive with corporate logo (1) **SOLD**
- Lanyards with corporate logo (1) **SOLD**
- Hotel Key Cards (1)

Silver Level (\$4,000)

Benefits include:

- Sponsorship of the selected event
- Company listing in the sponsor section of both the conference web pages.
- 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)

- Monday Business Sessions (1)
- Tuesday Business Sessions (1) **SOLD**
- Wednesday Business Sessions (1)
- Monday Breakfast (1) **SOLD**
- Tuesday Breakfast (1) **SOLD**
- Wednesday Breakfast (1)

Bronze Level (\$2,500)

Benefits include:

- Sponsorship of the selected event
- Company listing in the sponsor section of both the conference web pages.
- 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 (3)

- Refreshment Breaks (3) – **ONE AVAILABLE**

Additional Opportunities

- Add a full page black and white ad - \$ 500

2011 Financial Executive and Internal Auditing Conference s Sponsorship Commitment Form

Company Name (as it will appear on signage): _____

Contact Name: _____ Title: _____

Billing Address: _____

City: _____ State and ZIP Code: _____

Phone: _____ Email: _____

Desired Sponsorship:

| Platinum Level | Sponsorship Cost | Directory Ad | Add on Cost (optional) | Total Due |
|---|------------------|--------------------------------------|------------------------|-----------|
| <input type="checkbox"/> Welcome Reception | \$ 10,000 | <input type="checkbox"/> Color | Included | \$ 10,000 |
| <input type="checkbox"/> Monday Reception | \$ 10,000 | <input type="checkbox"/> Color | included | \$ 10,000 |
| <input type="checkbox"/> Tuesday Social Event | \$ 10,000 | <input type="checkbox"/> Color | included | \$ 10,000 |
| Gold Level | | | | |
| <input type="checkbox"/> Luncheon | \$ 7,000 | <input type="checkbox"/> Black/White | \$ 500 | |
| <input type="checkbox"/> USB Drive | \$ 7,000 | <input type="checkbox"/> Black/White | \$ 500 | |
| <input type="checkbox"/> Lanyards | \$ 7,000 | <input type="checkbox"/> Black/White | \$ 500 | |
| <input type="checkbox"/> Hotel Keycards | \$ 7,000 | <input type="checkbox"/> Black/White | \$ 500 | |
| Silver | | | | |
| <input type="checkbox"/> Breakfast | \$ 4,000 | <input type="checkbox"/> Black/White | \$ 500 | |
| <input type="checkbox"/> Business Sessions | \$ 4,000 | <input type="checkbox"/> Black/White | \$ 500 | |
| Bronze | | | | |
| <input type="checkbox"/> Refreshment Break | \$ 2,500 | <input type="checkbox"/> Black/White | \$ 500 | |
| A La Carte | | | | |
| Ad only | \$ 500 | <input type="checkbox"/> Black/White | \$ 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. 3945-004-0222)

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

Please return completed form to:

Amanda Bond-Thorley

Phone: 202.220.0606

Fax: 202.220.0830

Email: abondthorley@fmi.org

FMI Use Only:

Batch Date: _____

Amount Received: _____

Check Number: _____

Acct No: _____