



Technology Leadership Summit

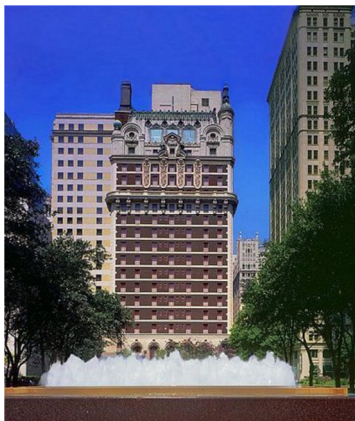
Sponsor Prospectus

Join the grocery industry for the first-ever meeting of the Food Marketing Institute's Technology Leadership Board. This committee meeting brings together the top names in grocery IT for a casual and revealing gathering that will address the issues that are top of mind. You will not want to miss this meeting.

Why should you become a sponsor?

The grocery industry's IT issues – and business opportunities – are different from those of other retail segments. Grocers are adapting to a changing customer base, reacting to new regulations, and leveraging new technologies to better reach customers. This new FMI committee provides a forum for grocery IT leaders to compare notes, and for sponsors to create personal relationships that build business.

Our central location -- Dallas



We'll be staying at the historic Adolphus Hotel in downtown Dallas. Impeccable service and architectural splendor make every stay at The Adolphus truly exceptional. Here, nothing is overlooked in making each guest feel welcome and at home. Book your reservations directly through this site for exceptional rates.

October 25-26, 2011
Adolphus Hotel
(214) 742-8200

The Program

Tuesday, October 25, 2011

10:00am – 4:00pm	Technology Leadership Board Meeting (Committee members only)
4:30 – 7:00pm	Pre-Registration for Summit
5:00 – 7:00pm	Summit Welcome Reception (Open to all Attendees)
7:00 on	Sponsor dinners

Wednesday, October 26, 2011

7:00 – 4:00pm	Registration
7:00 – 8:00am	<i>Networking Breakfast</i>
8:00 – 8:30am	Opening Remarks & Welcome
8:30 – 9:30am	10 Trends and Watch-Outs in Connecting with Customers John Moore, former Starbucks & Whole Foods Executive
9:45 – 10:45am	Interactive Roundtable Sessions (*Moderated) A. Cloud Computing - *Thomas Murphy B. Privacy (HIPPA) - *Terry Morgan C. Fresh - *Cathy Hotka
11:00am – 12:00pm	Mobile Payments – State of the Industry Don Kingsborough, VP / GM Retail & Prepaid, PayPal
12:00 – 1:15pm	<i>Networking Lunch</i>
1:30 – 2:30pm	Google @ Emerging Platforms for Mobile Commerce Jeremy Arnon - Strategic Partner Development, Google Wallet, Google
2:45 – 3:45pm	Interactive Roundtable Sessions (*Moderated) A. Mobility - *Thomas Murphy B. Disaster Recovery - *Terry Morgan C. Digital Coupons - *Cathy Hotka
3:45 – 5:00pm	Roundtable Wrap-up *Moderators from each Roundtable Session will share a summary of their discussion and highlight the top take-a-ways from each discussion.

**Sponsors are invited to attend all general sessions and networking events

Benefits For You

Sponsors of the meeting accrue specific benefits that put you in front of the grocery IT community. Your \$10,000 - \$15,000 - \$20,000 sponsorship may include:

Attendance: Up to 4 attendees depending on sponsorship level

Significant face time with grocery IT leaders. Retailers say that the most important element of their selection process is their personal trust in you and your company. Here's a great way to get in touch with them.

Presence with them at their first formal meeting. The new Technology Leadership Council has been formed this year. This is the first opportunity for these executives to gather in a formal way to address the key topics they have identified as challenges or opportunities for the industry.

Introduce a General Session. Some sponsors may introduce a general session speaker, and talk about how the topic relates to your company. Sponsors may attend each of the four general sessions and all meals.

Table during networking lunch: Some sponsors may have a table set up for your company at lunch.

Physical contact information for participants.

Visibility on signage, marketing materials and the conference program.

A paragraph about your company in the conference program.

About the Food Marketing Institute

FMI provides leadership to retailers and wholesalers of food and consumer products, as well as to their supplier partners, by fostering their growth and promoting their role in feeding families and enriching the lives of their customers.

FMI represents 1,500 food retailers and wholesalers. Our retail membership is composed of large multi-store chains, regional firms and independent supermarkets with a combined annual sales volume of \$680 billion (three-quarters of all retail food store sales in the United States). FMI membership includes:

- 26,000 retail food stores
- 14,000 pharmacies
- Associate members are supplier partners of its retail and wholesale members
- 200 companies from more than 50 countries

Interested in learning more? Get in touch with Rhett Asher at rasher@fmi.org