

2013

Global Sustainability Summit

August 14–16, 2013
Westin Seattle • Seattle, WA

Trading Partner Alliance
FMI and GMA



SPONSORSHIP PROSPECTUS

August 14 – 16, 2013

The Westin Seattle

Seattle, Washington



2013 Global Sustainability Summit

The Food Marketing Institute (FMI) and the Grocery Manufacturers Association (GMA), working together as the Trading Partner Alliance (TPA), have developed the Global Sustainability Summit to give companies the tools, connections and proactive solutions to take their sustainability programs to the next level. FMI and GMA's combined leadership in this area has produced the premier sustainability event for the food and consumer products industry, bringing together retailers, manufacturers, government and advocacy groups to learn together, network and seek common solutions.

Designed by CPG manufacturers and retailers for CPG executives, the Sustainability Summit is the premier sustainability event, bringing together trading partners to analyze emerging trends, share model practices, and facilitate enhanced collaboration throughout the CPG industry.

This conference will help drive sustainability into the core of your business by:

- Sharing policies, programs and model practices from companies that are realizing the benefits of sustainability strategy and innovation.
- Providing retailers and manufacturers with a roadmap for building successful environmental sustainability partnerships with trading partners.
- Raising the profile of the food, CPG and retailing industries with industry stakeholders, policymakers and NGOs that are open to collaboration around common goals.
- Providing strategic networking opportunities between stakeholders to share best practices and seek both common solutions as well as cutting-edge innovations to improve the environment, society and the bottom-line.

We offer a limited number of sponsorship opportunities to CPG industry suppliers and partners for this conference. These opportunities allow suppliers to enhance business relationships with current customers and attract potential new clients through exhibition, networking events and breakout sessions. There will be three types of sponsorship categories offered this year:

- > **Social Sponsorship**
- > **Content Sponsorship**
- > **Promotional Sponsorship**
- > **Exhibit Space**



Sponsorship opportunities are available on a first come first serve basis.

For More Information, Please Contact Jackie Lodge
at 202-639-5910 or jlodge@gmaonline.org

WHO ATTENDS?

Key decision makers from CPG retailers, manufacturers and wholesalers attend this annual event. This conference attracts the following attendee demographics:

**Chief Sustainability Officers as well as VPs,
Directors, Regional Managers, and Managers of:**
Environmental and Regulatory Affairs
Supply Chain Operations
Packaging and Manufacturing
Procurement
Sustainability

Personnel Responsible for:
Corporate Social Responsibility
Strategic Development
Sourcing
Store Design

SOME OF OUR RECENT ATTENDEES

Abbott Nutrition	Georgia-Pacific	Reckitt Benckiser
ACH Food Companies	Giant Eagle	Reily Foods Company
Acosta Sales & Marketing	Hallmark Cards	Reynolds Packaging Group
Ahold USA	Hannaford Bros.	S.C. Johnson & Son
Bumble Bee Foods	Harris Teeter	Safeway
Bush Brothers & Company	H-E-B	Seventh Generation
C&S Wholesale Grocers	Hormel Foods Corporation	Smithfield Foods, Inc.
C. H. Guenther & Son	Hy-Vee	Sobeys, Inc.
Campbell Soup Company	Johnson & Johnson	Sunny Delight Beverages Co.
Cargill	Johnsonville Sausage	SUPERVALU
Chicken of the Sea	Kellogg Company	The Coca-Cola Company
Colgate-Palmolive	Kimberly-Clark	The Dial Corporation
ConAgra Foods	Kraft Foods	The Hershey Company
Continental Mills	MOM Brands	The J.M. Smucker Company
CROSSMARK	Mars, Inc.	The Kroger Company
Daisy Brand	Mattel	The Procter & Gamble Co.
Dean Foods Company	McCain Foods Limited	The Schwan Food Company
Del Monte Foods Company	McCormick & Company	The Sun Products Corporation
Domino Foods	Meijer	Unilever
Driscoll Strawberry Associates, Inc.	MillerCoors	United Supermarkets
E. & J. Gallo Winery	Nestle USA	Wakefern Corporation
Energizer Holdings	PepsiCo , Inc.	Walmart Stores, Inc.
Ferrero USA	Pinnacle Foods Group	Wegmans Food Markets
Flowers Foods	Price Chopper Supermarkets	Welch Foods
General Mills	Publix Super Markets	Winn-Dixie Stores

SOCIAL SPONSORSHIPS

Enough hard work! Let conference attendees relax and enjoy conference down-time with a social function sponsored by your organization. The following social functions are available for sponsorship:

WELCOME RECEPTION

Welcome conference attendees to the conference with this casual reception the evening before the conference begins. The opening reception will be organized by GMA & FMI and be held in the exhibition area. Sponsorship includes an open bar and hors d'oeuvres with a "Taste of Seattle" theme. Sponsorship includes an exhibit space, three complimentary conference registrations, corporate name placed on event signage and recognition in conference materials.

One Available

\$12,500- GMA/FMI Member

\$15,000- Non-Members

BREAKFASTS

Continental breakfast, organized by FMI & GMA, will take place in the exhibit area. Opportunity includes an exhibit space, three complimentary conference registrations, corporate name placed on event signage and recognition in conference materials.

Two Available

\$10,000- GMA/FMI Member

\$12,500- Non-Members

SOCIAL SPONSORSHIPS

LUNCHEON

The day's lunch will be organized by GMA & FMI and will feature a networking and an idea exchange. Sponsorship includes an exhibit space, three complimentary conference registrations, corporate name placed on event signage and recognition in conference materials.

SOLD!

\$15,000- GMA/FMI Member

\$17,500- Non-Members



Refreshment breaks and breakfasts take place in the exhibit hall, putting you in the middle of 400+ conference attendees!

REFRESHMENT BREAKS

Refreshment breaks will be organized by FMI & GMA and be served in the exhibit area. Sponsorship includes an exhibit space, two complimentary conference registrations, corporate name placed on event signage and recognition in conference materials.

ONLY TWO OPPORTUNITIES LEFT!

\$7,500 - GMA/FMI Member

\$9,500 - Non-Members

For More Information, Please Contact Jackie Lodge
at 202-639-5910 or jlodge@gmaonline.org

SOCIAL SPONSORSHIPS

SPECIAL SUMMIT RECEPTION

After a full day of meetings, GMA and FMI will offer the opportunity to come together for a special networking reception; the highlight of the Sustainability Summit! The reception will take place at the iconic Space Needle, a venue with breathtaking views overlooking the downtown Seattle area.

This event provides a multitude of unique, creative corporate branding opportunities for sponsors. GMA and FMI staff will work with your team to create a truly memorable sponsorship opportunity for your company and the conference attendees.

Sponsorship includes an exhibit space, six complimentary registrations, corporate name placed on event signage, and recognition in conference materials.

Co-Sponsorships available
\$50,000



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SUMMIT SPONSORSHIPS

CONTENT SPONSORSHIP

Have your organization recognized as a key sponsor of the 2013 GMA – FMI Sustainability Summit. Your team's logo will be prominently featured on the conference materials. Your organization will also have the opportunity to deliver a 45-minute breakout session organized by your team. This is your opportunity to show your full support of the CPG industry's sustainability focused initiatives and efforts.

ONLY 1 OPPORTUNITY LEFT!

\$25,000– GMA/FMI Member

\$30,000– Non-Member

OPPORTUNITIES INCLUDE:



- **Exhibit Space**
- **45 minute concurrent sponsor educational session delivered by the practitioner of your choice**
- **5 complimentary registrations**
- **Recognition in conference materials**

PROMOTIONAL SPONSORSHIPS*

LANYARDS*

Have the attendees do your marketing for you while they display your logo around their neck throughout the conference. Your company's logo will be printed on the lanyard for each attendee's badge.

SOLD!

\$5,000- GMA/FMI Member

\$7,000- Non-Members

CONFERENCE PROGRAM*

Your logo prominently displayed near the front of the program will give your company strong visibility and align it with the conference's main stage and educational content.

SOLD!

\$5,000- GMA/FMI Member

\$7,500- Non-Members

HOTEL ROOM KEY CARDS*

Each Sustainability Summit attendee staying at the Seattle Westin will view your company's logo every time they visit the room. Your logo will be prominently featured on every hotel room key card.

SOLD!

\$5,000- GMA/FMI Member

\$7,000- Non-Members

MOBILE APPLICATION*

Conference attendees will have the opportunity to receive unique content from your organization through this downloadable application to their personal devices. This opportunity will provide several creative opportunities to highlight your brand.

\$5,000- GMA/FMI Member

\$7,500- Non-Members

**These opportunities do not include complimentary registrations or an exhibit space*

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SUMMIT SPONSORSHIPS

EXHIBIT SPACE PACKAGE

Exhibit space (10' x 10' with basic electricity) includes two complimentary conference registrations.

\$6,500– GMA/FMI Member

\$9,000– Non-Members



Most conference sponsorships include a 10' x 10' area in the Sustainability Summit Exhibit Hall. The welcome reception, continental breakfasts, and refreshment breaks will be held in the exhibit hall, giving your booth a position in the middle of a high traffic area. Don't miss this opportunity to get face time with clients and potential new customers!

INTENT TO SPONSOR FORM

2013 SUSTAINABILITY SUMMIT SPONSORSHIP OPPORTUNITY

___ ~~Welcome Reception~~ **SOLD!**

___ Content Sponsorship (1 LEFT!)

___ Breakfasts (2)

___ ~~Lanyards~~ **SOLD!**

___ ~~Luncheons (2)~~ **SOLD!**

___ ~~Conference Program~~ **SOLD!**

___ Refreshment Breaks (2 LEFT!)

___ ~~Hotel Room Key Cards~~ **SOLD!**

___ Special Summit Reception

___ Mobile Application

___ Exhibit Space

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ FAX: _____

E--MAIL: _____

I AGREE TO SPONSOR THE SELECTED ITEM(S) ABOVE:

SIGNATURE: _____

DATE: _____

PLEASE RETURN FOR VIA E-MAIL OR FAX TO:

Jackie Lodge
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Grocery Manufacturers Association

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