



FMI 2015 ASSET PROTECTION CONFERENCE SPONSORSHIP OPPORTUNITIES

People, Reputation and Property

FMI's 2015 Asset Protection Conference, taking place March 9-12, 2015 in Memphis, TN provides a forum for retail food industry leaders and decision makers in Asset Protection, Loss Prevention, Crisis Management, Fraud Prevention, Business Continuity, Safety, Technology, Food Defense, Operations, 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 our supplier partners. Don't miss out on this opportunity to showcase your products, services and solutions to a wide variety of decision-making food retail professionals in this industry and reap the benefits of increased exposure and interaction from our attendees! Opportunities are limited, so make your selection today.

Sponsorship Benefits*

Minimum benefits included at each sponsorship level

- Company listing and link in the sponsor section of the Asset Protection Conference website.
- Company logo and listing in the official conference directory.
- Recognition on conference signage and from the speaker's podium.
- Table Placement selection priority in the Vendor Showcase.
- Conference attendee list 30 days prior to the conference.

For more information, please contact:

RHETT ASHER

202-220-0774

rasherr@fmi.org

JORDAN PIETRAK

202-220-0713

jpietrak@fmi.org

* Sponsors must be Associate Members of the Food Marketing Institute. Non-Member rate includes 1 year bronze level FMI associate membership. 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

***Separate registration forms must be submitted to participate in the Vendor Showcase. This sponsor commitment form does not automatically enroll company in Showcase.**

SPONSORSHIP OPPORTUNITIES

PLATINUM PLUS LEVEL (Contact Rhett or Jordan for details)

Benefits Include:

- Mention in conference marketing e-blasts, sent to thousands of contacts in the supermarket industry *(Title Sponsor Only)*
- All Platinum Level Benefits
- Complimentary full page color ad in the conference directory
- First choice of table assignment in Vendor Showcase

Opportunities Available

- Title Sponsor
- Social Event
- Golf
- Creative Selection

PLATINUM LEVEL (\$10,000)

Benefits Include:

- Sponsorship of the selected event
- Complimentary full page B/W ad in the conference directory
- Complimentary Vendor Showcase Package
- Company listing in the sponsor section of the Asset Protection Conference website
- Company logo and listing in the official conference directory
- Recognition on conference signage and from the speaker's podium
- Conference attendee list 30 days prior to the conference
- Sponsor ribbons on executives' badges

Opportunities Available

- Monday Welcome Reception
- Tuesday Networking Reception
- Keynote Sessions
- Wireless Internet
- Conference Mobile App
- Business Suite

GOLD LEVEL (\$7,500)

Benefits Include:

- Sponsorship of the selected event
- Discounted Vendor Showcase Package
- Company listing in the sponsor section of the Asset Protection Conference website
- Company logo and listing in the official conference directory
- Recognition on conference signage and from the speaker's podium
- Conference attendee list 30 days prior to the conference
- Sponsor ribbons on executives' badges

Opportunities Available

- General Session
- Luncheon
- Conference Bags with Corporate Logo
- Lanyards with Corporate Logo
- Hotel Key Cards with Corporate Logo
- Water Bottles with Corporate Logo

SILVER LEVEL (\$5,000)

Benefits Include:

- Sponsorship of the selected event
- Discounted Vendor Showcase Package
- Company listing in the sponsor section of the Asset Protection Conference website
- Company logo and listing in the official conference directory
- Recognition on conference signage and from the speaker's podium
- Conference attendee list 30 days prior to the conference
- Sponsor ribbons on executives' badges

Opportunities Available

- Breakfasts
- Refreshment Breaks
- Breakouts
- Vendor Presentation
- Room Drop
- TV Channel

BRONZE LEVEL (\$2,500)

Benefits Include:

- Sponsorship of the selected event
- Company listing in the sponsor section of the Asset Protection Conference website
- Company logo and listing in the official conference directory
- Recognition on conference signage and from the speaker's podium
- Conference attendee list 30 days prior to the conference
- Sponsor ribbons on executives' badges

Opportunities Available

- Stylus/Pens with Corporate Logo
- Note Pages in conference directory with Corporate Logo
- Registration Handout/Bag Insert (s)

2015 Asset Protection Conference Sponsorship Commitment Form

Company Name: _____

Contact Name: _____ Title: _____

(All sponsor communication will be sent to this individual)

Billing Address: _____

City: _____ State and ZIP Code: _____

Phone: _____ Email: _____

Desired Sponsorship:

	Sponsorship Cost		Directory Ad	Add on Cost	Vendor Showcase Package*	Add on Cost	Total Due
Platinum Plus Level	Associate Member	Non-Member	Color	Included	Vendor package	Included	
Platinum Level							
<input type="checkbox"/> Welcome Reception	\$ 10,000	\$11,000	<input type="checkbox"/> Black/White	Included	<input type="checkbox"/> Vendor package	Included	SOLD
<input type="checkbox"/> Tuesday Reception	\$ 10,000	\$11,000	<input type="checkbox"/> Black/White	Included	<input type="checkbox"/> Vendor package	Included	
<input type="checkbox"/> Keynote Session	\$ 10,000	\$11,000	<input type="checkbox"/> Black/White	Included	<input type="checkbox"/> Vendor package	Included	1 SOLD
<input type="checkbox"/> Wireless Internet	\$ 10,000	\$11,000	<input type="checkbox"/> Black/White	Included	<input type="checkbox"/> Vendor package	Included	
<input type="checkbox"/> Conference Mobile App	\$ 10,000	\$11,000	<input type="checkbox"/> Black/White	Included	<input type="checkbox"/> Vendor package	Included	SOLD
<input type="checkbox"/> Business Suite	\$ 10,000	\$11,000	<input type="checkbox"/> Black/White	Included	<input type="checkbox"/> Vendor package	Included	1 SOLD
Gold Level							
<input type="checkbox"/> General Session	\$ 7,500	\$8,500	<input type="checkbox"/> Black/White	\$500	<input type="checkbox"/> Vendor package	\$1,000	1 SOLD
<input type="checkbox"/> Luncheon	\$ 7,500	\$8,500	<input type="checkbox"/> Black/White	\$500	<input type="checkbox"/> Vendor package	\$1,000	
<input type="checkbox"/> Conference Bags	\$ 7,500	\$8,500	<input type="checkbox"/> Black/White	\$500	<input type="checkbox"/> Vendor package	\$1,000	SOLD
<input type="checkbox"/> Lanyards	\$ 7,500	\$8,500	<input type="checkbox"/> Black/White	\$500	<input type="checkbox"/> Vendor package	\$1,000	SOLD
<input type="checkbox"/> Hotel Key Cards	\$ 7,500	\$8,500	<input type="checkbox"/> Black/White	\$500	<input type="checkbox"/> Vendor package	\$1,000	SOLD
<input type="checkbox"/> Water Bottles	\$ 7,500	\$8,500	<input type="checkbox"/> Black/White	\$500	<input type="checkbox"/> Vendor package	\$1,000	SOLD
Silver							
<input type="checkbox"/> Breakfast	\$ 5,000	\$6,000	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	\$1,750	1 SOLD
<input type="checkbox"/> Refreshment Break	\$ 5,000	\$6,000	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	\$1,750	
<input type="checkbox"/> Breakout	\$ 5,000	\$6,000	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	\$1,750	1 SOLD
<input type="checkbox"/> Vendor Presentation	\$ 5,000	\$6,000	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	\$1,750	3 SOLD
<input type="checkbox"/> Room Drop	\$ 5,000	\$6,000	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	\$1,750	
<input type="checkbox"/> TV Channel	\$ 5,000	\$6,000	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	\$1,750	
Bronze							
<input type="checkbox"/> Stylus/Pens	\$ 2,500	\$3,500	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	Standard rates apply	SOLD
<input type="checkbox"/> Note Pages	\$ 2,500	\$3,500	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	Standard rates apply	SOLD
<input type="checkbox"/> Registration /Bag Insert	\$2,500	\$3,500	<input type="checkbox"/> Black/White	\$ 500	<input type="checkbox"/> Vendor package	Standard rates apply	SOLD

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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 a 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: Jordan Pietrak Fax: 202.220.0885 Phone: 202.220.0713 Email: jpietrak@fmi.org