



Global Sustainability Summit

August 19–21, 2015
Sheraton Denver Downtown
Denver, CO

SPONSORSHIP PROSPECTUS 2015

Trading Partner Alliance

FMI and GMA

2015 SPONSORSHIP PROSPECTUS

TPA 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.

Why Sponsor?

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.

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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
ACH Food Companies
Acosta Sales & Marketing
Ahold USA
Bumble Bee Foods
Bush Brothers & Company
C&S Wholesale Grocers
C. H. Guenther & Son
Campbell Soup Company
Cargill, Incorporated
Chicken of the Sea
Colgate-Palmolive
ConAgra Foods
Continental Mills
CROSSMARK
Daisy Brand
Dean Foods Company
Del Monte Foods Company
Domino Foods
Driscoll Strawberry Associates, Inc.
E. & J. Gallo Winery
EnerGizer Holdings
Ferrero USA
Flowers Foods
General Mills

Georgia-Pacific
Giant Eagle
Hallmark Cards
Hannaford Bros.
Harris Teeter
H-E-B
Hormel Foods Corporation
Hy-Vee
Johnson & Johnson
Johnsonville Sausage
Kellogg Company
Kimberly-Clark
Kraft Foods Inc.
MOM Brands
Mars, Inc.
Mattel
McCain Foods Limited
McCormick & Company
Meijer
MillerCoors
Mondeléz International, Inc.
Nestlé USA, Inc.
PepsiCo, Inc.
Pinnacle Foods Group
Price Chopper Supermarkets

Publix Super Markets
Reckitt Benckiser
Reily Foods Company
Reynolds Packaging Group
S.C. Johnson & Son
Safeway
Seventh Generation
Smithfield Foods, Inc.
Sobeys, Inc.
Sunny Delight Beverages Co.
SUPERVALU
The Coca-Cola Company
The Hershey Company
The J.M. Smucker Company
The Kroger Company
The Procter & Gamble Co.
The Schwan Food Company
The Sun Products Corporation
Unilever
United Supermarkets
Wakefern Corporation
Walmart Stores, Inc.
Wegmans Food Markets
Welch Foods
Winn-Dixie Stores

For More Information, Contact Chad Ross: (202) 295-3936 or cross@gmaonline.org



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 and includes an open bar and hors d'oeuvres with a "Taste of Denver" theme. Sponsorship includes an exhibit space, four complimentary conference registrations, corporate name placed on event signage and recognition in conference materials.

\$15,000 — GMA/FMI Member

\$17,500 — 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 Opportunities

\$10,000 — GMA/FMI Member

\$12,500 — Non-Members

Luncheon

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

Two Opportunities

\$12,500 — GMA/FMI Member

\$15,000 — Non-Members

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SOCIAL SPONSORSHIPS

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.

Two Opportunities

\$7,500 — GMA/FMI Member

\$9,500 — Non-Members



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

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 a venue that will capture the essence of Colorado.



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

\$40,000

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CONTENT SPONSORSHIP

Have your organization recognized as a key sponsor of the 2015 Global Sustainability Summit. Your team's logo will be prominently featured on the conference materials. Your organization will also have the opportunity to deliver an hour long 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.

\$25,000 — GMA/FMI Member

\$30,000 — Non-Members

BENEFITS INCLUDE:

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



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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.

\$5,000 — GMA/FMI Member

\$7,500 — 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.

\$5,000 — GMA/FMI Member

\$7,500 — Non-Members

Hotel Room Key Cards*

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

\$5,000 — GMA/FMI Member

\$7,500 — 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.

\$7,500 — GMA/FMI Member

\$10,000 — Non-Members

Cell Phone Charging Station*

Cell phone charging stations reach attendees while they charge their cell phones, iPads and other hand held devices. The table top power station is easily customizable for your company's logo...an optimal opportunity to have a lasting presence at the 2015 Sustainability Summit.

\$6,000 — GMA/FMI Member

\$7,500 — Non-Members

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

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EXHIBIT SPACE PACKAGE

Exhibit space (10' x 8' with basic electricity) includes one complimentary conference registration.

\$5,000 — GMA/FMI Member

\$6,500 — Non-Members

Most conference sponsorships include a 10' x 8' 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!



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INTENT TO SPONSOR FORM

2015 GLOBAL SUSTAINABILITY SUMMIT SPONSORSHIP OPPORTUNITY

- | | |
|---|--|
| <input type="checkbox"/> Welcome Reception | <input type="checkbox"/> Lanyards |
| <input type="checkbox"/> Breakfasts | <input type="checkbox"/> Conference Program |
| <input type="checkbox"/> Luncheons | <input type="checkbox"/> Hotel Key Cards |
| <input type="checkbox"/> Refreshment Breaks | <input type="checkbox"/> Mobile Application |
| <input type="checkbox"/> Special Summit Reception | <input type="checkbox"/> Cell Phone Charging Station |
| <input type="checkbox"/> Content Sponsorship | <input type="checkbox"/> Exhibit Space |

CONTACT NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ FAX: _____

E-MAIL: _____

On behalf of _____ (company), I agree to sponsor the selected item(s) above.

SIGNATURE: _____

DATE: _____

PLEASE RETURN FORM VIA E-MAIL OR FAX TO:

Chad Ross, *Member Recruiting and Associate Member Value Creation*

cross@gmaonline.org

P: (202) 295-3936

