



## FMI 2016 ASSET PROTECTION CONFERENCE SPONSORSHIP OPPORTUNITIES

### PEOPLE, REPUTATION AND PROPERTY

FMI's 2016 Asset Protection Conference, taking place March 14-17, 2016 in Tucson, AZ 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.



**NEW in 2016!** The FMI Asset Protection Conference will co-locate with the FMI Financial Executive and Internal Auditing Conferences, giving you increased exposure to more than 175 additional professionals in the retail industry.

**Projected attendance:** 450+

#### Attendee Profile:

- Asset Protection
- Loss Prevention
- Risk Management
- Crisis Management
- Operations
- Cyber Security
- Safety
- Loss Control

#### Brand Building:

We understand that exposure is crucial to success, which is why we're working with the Westin La Paloma and you to ensure we're meeting and exceeding all your signage, sponsorship and brand building needs. Our sponsorship opportunities offer your company the ability to create multiple platforms to establish brand awareness - including digital and print opportunities.

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

## Representing a broad range of retail and wholesale companies such as:

- Affiliated Foods Midwest Cooperative, Inc.
- Ahold USA
- Associated Grocers of Florida, Inc.
- Associated Grocers, Inc.
- AutoZone
- Bargain Barn, Inc.
- Bashas' Inc.
- Big Y Foods, Inc.
- BI-LO Holdings, LLC
- Brookshire Grocery Company
- Burriss Logistics
- Coborn's, Incorporated
- Colligas Family Market, LP
- Cuellar LLC DBA Shoprite Of Passaic
- CVS Caremark Corporation
- Delhaize America
- Festival Foods
- Fiesta Mart, Inc.
- Food City
- The Fred W. Albrecht Grocery Co.
- Giant Eagle, Inc.
- Giant Food Stores, LLC
- Gordon Food Service
- The Great A & P Tea Co.
- Great American Donut, Inc./Dunkin' Donuts
- Hannaford Supermarkets
- Harmons Grocery
- Harris Teeter LLC
- Heinen's Fine Foods, Inc.
- Hibbett Sporting Goods
- The Home Depot, Inc.
- Hy-Vee, Inc.
- J&J Foods, Inc.
- Jewel-Osco
- Koninklijke Ahold nv
- The Kroger Co.
- K-VA-T Food Stores, Inc.
- Loblaws Companies Limited
- Lowes Foods, LLC
- Lund Food Holdings, Inc.
- Martin's Super Markets
- Meijer, Inc.
- Milford Markets, Inc.
- New Albertson's, Inc.
- Northgate Gonzalez Market
- Price Chopper Supermarkets
- Publix Super Markets, Inc.
- Raley's Family of Fine Stores
- Riesbeck Food Markets
- Safeway Inc.
- Save-A-Lot, Ltd.
- Schnuck Markets, Inc.
- ShopRite Supermarkets
- Smart & Final Stores LLC
- Sobeys Inc.
- SpartanNash Company
- Sprouts Farmers Market
- The Stop & Shop Supermarket Company
- Supermarkets of Cherry Hill, Inc.
- SUPERVALU INC.
- Thrifty Foods Inc.
- Tops Markets, LLC
- Tractor Supply Company
- Unified Grocers, Inc.
- United Supermarkets, LLC
- Wakefern Food Corporation
- Walgreen Co.
- Wal-Mart Stores, Inc.
- Wegmans Food Markets
- Weis Markets, Inc.
- Whole Foods Market, Inc.

## 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 and mobile app
- 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, or to create a customized sponsorship, please contact:**

**PETER COLLINS**  
202-220-0737  
[pcollins@fmi.org](mailto:pcollins@fmi.org)

**SUZANNE GEORGE**  
202-220-0820  
[sgeorge@fmi.org](mailto:sgeorge@fmi.org)

**NOTE:** 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 [FMI Associate Membership](#) or contact Peter Collins at 202-220-0737 or [pcollins@fmi.org](mailto:pcollins@fmi.org)

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## SPONSORSHIP OPPORTUNITIES

### **PLATINUM PLUS LEVEL (Contact Peter or Suzanne 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 (1)
- 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 and mobile app
- 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**

- Welcome Reception (1)
- Networking Reception (2)
- Keynote Sessions (4)
- Wireless Internet (1)
- Conference Mobile App (1)
- Business Lounge (1)
- Business Suite (2)

### **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 and mobile app
- 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 (3)
- Luncheon (2)
- Conference Bags with Corporate Logo (1)
- Lanyards with Corporate Logo (1)
- Hotel Key Cards with Corporate Logo (1)
- Water Bottles with Corporate Logo (1)
- Floor Decals (2)

### **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 and mobile app
- 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 (3)
- Refreshment Breaks (5)
- Breakout Track (5)
- Room Drop (2)
- Yoga Sessions (1)
- TV Channel (1)

### **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 and mobile app
- 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 (1)
- Note Pages in conference directory with Corporate Logo (1)
- Registration Handout/Bag Insert (one per company)

# 2016 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: \_\_\_\_\_

	Sponsorship Cost		Vendor Showcase Package*	Add-on Cost	Directory Ad	Add-on Cost	Total Due
	FMI Member	Non-Member					
<b>Platinum Plus Level</b>	Call for Details	Call for Details	<input type="checkbox"/> Vendor Package	Included	<input type="checkbox"/> Color	Included	<b>2 SOLD</b>
<b>Platinum Level</b>							
<input checked="" type="checkbox"/> Welcome Reception	\$10,000	\$11,000	<input type="checkbox"/> Vendor Package	Included	<input type="checkbox"/> Black/White	Included	<b>SOLD</b>
<input type="checkbox"/> Tuesday Reception	\$10,000	\$11,000	<input type="checkbox"/> Vendor Package	Included	<input type="checkbox"/> Black/White	Included	
<input type="checkbox"/> Keynote Session	\$10,000	\$11,000	<input type="checkbox"/> Vendor Package	Included	<input type="checkbox"/> Black/White	Included	
<input type="checkbox"/> Wireless Internet	\$10,000	\$11,000	<input type="checkbox"/> Vendor Package	Included	<input type="checkbox"/> Black/White	Included	
<input type="checkbox"/> Conference Mobile App	\$10,000	\$11,000	<input type="checkbox"/> Vendor Package	Included	<input type="checkbox"/> Black/White	Included	
<input type="checkbox"/> Business Lounge	\$10,000	\$11,000	<input type="checkbox"/> Vendor Package	Included	<input type="checkbox"/> Black/White	Included	
<input type="checkbox"/> Private Business Suite	\$10,000	\$11,000	<input type="checkbox"/> Vendor Package	Included	<input type="checkbox"/> Black/White	Included	
<b>Gold Level</b>			As a bonus and for an ADDITIONAL fee, the following items can be added on during your registration process: <ul style="list-style-type: none"> <li>Discounted Vendor Showcase Package - \$1000</li> <li>Black/White Directory Ad - \$500</li> </ul>				
<input type="checkbox"/> General Session	\$7,500	\$8,500					
<input type="checkbox"/> Luncheon	\$7,500	\$8,500					
<input checked="" type="checkbox"/> Conference Bags	\$7,500	\$8,500					<b>SOLD</b>
<input checked="" type="checkbox"/> Lanyards	\$7,500	\$8,500					<b>SOLD</b>
<input checked="" type="checkbox"/> Hotel Key Cards	\$7,500	\$8,500					<b>SOLD</b>
<input type="checkbox"/> Water Bottles	\$7,500	\$8,500					
<input type="checkbox"/> Floor Decals	\$7,500	\$8,500					
<b>Silver Level</b>			As a bonus and for an ADDITIONAL fee, the following items can be added on during your registration process: <ul style="list-style-type: none"> <li>Discounted Vendor Showcase Package - \$1750</li> <li>Black/White Directory Ad - \$500</li> </ul>				
<input type="checkbox"/> Breakfast	\$5,000	\$6,000					
<input type="checkbox"/> Refreshment Break	\$5,000	\$6,000					
<input type="checkbox"/> Breakout	\$5,000	\$6,000					
<input type="checkbox"/> Room Drop	\$5,000	\$6,000					
<input type="checkbox"/> Yoga Session(s)	\$5,000	\$6,000					
<input checked="" type="checkbox"/> TV Channel	\$5,000	\$6,000					<b>SOLD</b>
<b>Bronze Level</b>			For an ADDITIONAL fee, the following items can be added on during your registration process: <ul style="list-style-type: none"> <li>Vendor Showcase Package – Standard Rates Apply</li> <li>Black/White Directory Ad - \$500</li> </ul>				
<input checked="" type="checkbox"/> Stylus/Pens	\$2,500	\$3,500					<b>SOLD</b>
<input type="checkbox"/> Note Pages	\$2,500	\$3,500					
<input type="checkbox"/> Registration/Bag Insert	\$2,500	\$3,500					<b>3 SOLD</b>

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

☐ 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.

## Terms and Conditions:

- Sponsor agrees to pay the fees in accordance with the payment terms. Invoice will be sent upon receipt of this form. Payment is due in full upon receipt of invoice and in advance of conference.
- Should a sponsor elect to cancel their confirmed sponsorship, no refunds will be made after December 31, 2015
- FMI reserves the right to modify or cancel, at its discretion, any sponsorship opportunity at any time
- Sponsor agrees to submit their company logo to FMI at the time of commitment. Logos required in **both** EPS and JPEG file formats
- Unless expressly authorized by FMI, sponsors have no creative input into the production of any sponsored opportunity
- Exhibit space is allocated at FMI's discretion
- No additional complimentary registrations will be allocated in addition to the benefits stated above. There are no "exhibit only" badges.

I agree that by signing this form I agree to the terms and conditions outlined above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return completed form to: Suzanne George Email: [sgeorge@fmi.org](mailto:sgeorge@fmi.org) Fax: 202.429.4519