



# ANNUAL BUSINESS CONFERENCE

effective. fast. focused.

September 18-21, 2016

JW Marriott

Chicago, IL



## 2016 SPONSORSHIP OPPORTUNITIES

New dates....same great conference! The 2016 Annual Business Conference provides a unique and valuable venue for your organization to highlight your products in a casual, inviting experience for attendees during the hours of the Chairman's Club. Delight your customers with real samples of your products. Opportunities are limited and sold on a first come, first served basis. Projected attendance is a flow throughout the day ranging from 125 to 200+.

Please browse the selections below and return your commitment form to us. We'll be in touch to confirm your sponsorship and send you an invoice.

For more information, please contact:

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### 2016 participating retail and wholesale companies:

- Acme Fresh Markets (The Fred W. Albrecht Grocery Company)
- Associated Food Stores, Inc.
- Associated Grocers, Inc.
- Associated Wholesale Grocers, Inc.
- Bozzuto's, Inc.
- C & S Wholesale Grocers, Inc.
- CSC Coborn's Retail Support
- Festival Foods\*
- Giant Eagle, Inc.
- The Grocers Supply Company
- Harris Teeter LLC
- K-VA-T Food Stores, Inc.
- Key Food Stores Co-operative, Inc.
- Krasdale Foods, Inc.
- Lowes Foods
- Lunds & Byerlys
- Merchants Distributors, Inc.
- Mitchell Grocery Corporation
- Price Chopper Supermarkets
- Roundy's Supermarkets, Inc.
- Schnuck Markets, Inc.
- SpartanNash
- SUPERVALU INC.
- Topco Associates LLC
- Unified Grocers, Inc.
- W. Lee Flowers & Co., Inc.
- Wakefern Food Corporation
- Weis Markets, Inc.

### 2015 Sponsors

- ConAgra Foods
- Kellogg's
- MARS/Wrigley
- Mondelez International
- Post Consumer Brands
- WhiteWave

# FMI Annual Business Conference

## Partnership Opportunities

### Industry Partnership: Opening Reception

- Company logo and recognition in Conference Directory
- Pre-conference eblast recognition email to all attendees
- Company logo in the sponsor section of the conference web page
- Specific signage during event with company recognition
- Logo on conference signage

### Opportunities Available (1 or 2)

- Exclusive Opening Reception Sponsor
- Partial Opening Reception Sponsor

### Investment:

- \$ 15,000 (Exclusive)
- \$ 8,000 (Partial)

### Industry Partnership: Chairman's Club Breakfast

- Company logo and recognition in Conference Directory
- Pre-conference eblast recognition email to all attendees
- Company logo in the sponsor section of the conference web page
- Showcase your product and enhance menu with your products/recipes
- Specific signage during event with company recognition
- Logo on signage

### Opportunities Available (3)

- Monday Breakfast
- Tuesday Breakfast
- Wednesday Breakfast

### Investment:

- \$ 12,000 (One Day)\*
- \$ 20,000 (Two Days)\*
- \$ ~~30,000~~ (3-Days exclusive) **SOLD**

### Industry Partnership: Chairman's Club Lunch

- Company logo and recognition in Conference Directory
- Pre-conference eblast recognition email to all attendees
- Company logo in the sponsor section of the conference web page
- Showcase your product and enhance menu with your products/recipes
- Specific signage during event with company recognition
- Logo on signage

### Opportunities Available (3)

- Monday Lunch
- Tuesday Lunch
- Wednesday Lunch

### Investment:

- \$ 12,000 (One Day)\*
- \$ 20,000 (Two Days)\*
- \$ 26,000 (All Three Days exclusive)

### Industry Partnership: Chairman's Club All Day/Afternoon Refreshments

- Company logo and recognition in Conference Directory
- Pre-conference eblast recognition email to all attendees
- Company logo in the sponsor section of the conference web page
- Showcase your product and enhance afternoon refreshments with your products/recipes
- Specific signage during event with company recognition
- Logo on signage

### Opportunities Available (Multiple)

- All Day/Afternoon Refreshment Sponsor

### Investment:

- \$ 12,000 (All Three Days)
- \$ 5,000 (Each Day) – **(1) SOLD**

### Industry Partnership: Chairman's Club Coffee Breaks

- Company logo and recognition in Conference Directory
- Pre-conference eblast recognition email to all attendees
- Company logo in the sponsor section of the conference web page
- Showcase your product and enhance coffee break with your products/recipes
- Specific signage during event with company recognition
- Logo on signage

### Opportunities Available (3)

- Coffee Break Sponsorship

### Investment:

- \$ 12,000 (All Three Days)
- \$ 5,000 (Each Day)

**Industry Partnership: Chairman's Club Snacks**

- Company logo and recognition in Conference Directory
- Pre-conference eblast recognition email to all attendees
- Company logo in the sponsor section of the conference web page
- Showcase your products in the Chairman's Club
- Specific signage during event with company recognition

**Opportunities Available (Multiple)**

- Snack Sponsorship

**Investment:**

- \$ 3,000 (All Three Days) – **(3) SOLD**

**Technology Partnership: Chairman's Club Wi-Fi**

- Company logo and recognition in Conference Directory
- Pre-conference eblast recognition email to all attendees
- Company logo in the sponsor section of the conference web page
- Logo on landing page for complimentary Chairman's Club Wi-Fi
- Specific signage during event with company recognition

**Opportunities Available (1)**

- Wi-Fi Sponsorship

**Investment:**

- \$ 8,000 (Exclusive)

**Industry Partnership: Conference Directory Back Cover**

- Company full color ad on the back cover of Conference Directory
- Company logo and recognition in Conference Directory
- Company logo in the sponsor section of the conference web page
- Logo on conference signage

**Opportunities Available (1)**

- Directory Sponsor

**Investment:**

- \$ 5,000 (Exclusive)

# FMI 2016 ANNUAL BUSINESS CONFERENCE SPONSOR COMMITMENT FORM

Company Name \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Sponsorship information will be sent to this individual**

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State and ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please indicate the desired sponsorship:**

Partnership Level	Investment Associate Member	Logo in Conference Directory	Logo on Conference Signage	Total
Opening Reception (Sunday)	<input type="checkbox"/> \$ 15,000 (Exclusive) <input type="checkbox"/> \$ 8,000 (Partial)	Yes	Yes	
Chairman's Club Breakfast* *Indicate which days for multiples:	<input type="checkbox"/> \$ 30,000 (Exclusive) <input type="checkbox"/> \$ 20,000 (Two days) <input type="checkbox"/> \$ 12,000 (One day)	Yes	Yes	<b>SOLD</b>
Chairman's Club Lunch* *Indicate which days for multiples:	<input type="checkbox"/> \$ 26,000 (Exclusive) <input type="checkbox"/> \$ 20,000 (Two days) <input type="checkbox"/> \$ 12,000 (One day)	Yes	Yes	
Chairman's Club All Day/Afternoon Refreshments	<input type="checkbox"/> \$ 12,000 (Three days) <input type="checkbox"/> \$ 5,000 (Each day) - <b>(1) SOLD</b>	Yes	Yes	
Chairman's Club Coffee Breaks	<input type="checkbox"/> \$ 12,000 (Three days) <input type="checkbox"/> \$ 5,000 (Each day)	Yes	Yes	
Chairman's Club Snacks	<input type="checkbox"/> \$ 3,000 (Three days) - <b>(3) SOLD</b>	Yes	Yes	
Chairman's Club Wi-Fi	<input type="checkbox"/> \$ 8,000 (Exclusive)	Yes	Yes	
Conference Directory Back Cover	<input type="checkbox"/> \$ 5,000 (Exclusive)	Yes	Yes	

**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: \_\_\_\_\_

**Please return completed form to:**

Marc Thomas  
 Phone: 202.220.0804  
 Fax: 202.220.0830  
 Email: mthomas@fmi.org

*\* If a company wants an exclusive sponsorship we will work with the partial sponsor to find an alternative option.*