



ANNUAL
BUSINESS
CONFERENCE

DISCOVERY

September 17 – 20, 2017 | JW Marriott | Chicago, IL

2017 Conference Sponsor Opportunities



2017 ABC + Discovery

The Food Marketing Institute's ABC + Discovery (formally known as the FMI Annual Business Conference) provides a tremendous opportunity for CPG suppliers to interact directly with their retail/wholesale trading partners. Within the ABC program, participants communicate strategies, goals, and operational concerns, in an effort to achieve greater efficiency and profitability.

FMI's ABC + Discovery is where top-level executives from retailer, wholesaler, sales agencies and CPG supplier companies come together for three intense days of collaborative business planning. This meeting is exclusive to FMI retail and wholesale member companies, FMI CPG Associate Members, and their sales agency partners.

C-Level and Senior Executive Teams from over 25 Retailer/Wholesaler Companies
Exceptional Sponsor Product Promotion Opportunities

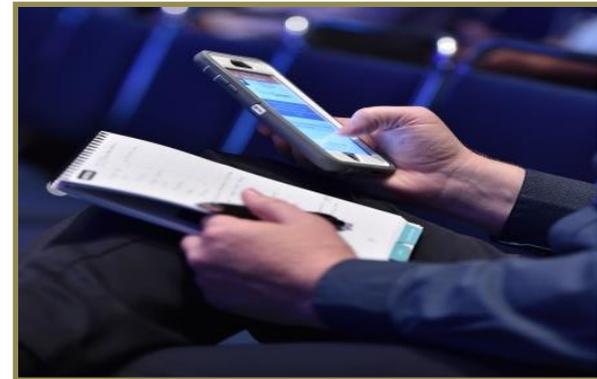
Call to reserve your opportunity today!

For more information, contact:



Marc Thomas

Senior Manager, Industry Events + Meeting Services
202.220.0804 | mthomas@fmi.org





Attendee Companies

Who Attends ABC :

- C-level and key senior executives for marketing, merchandising and/or supply chain from FMI retailer and wholesaler member companies
- Distributor and supplier senior executives with responsibilities for overall corporate goal-setting, business development and strategic alliances.



In 2016 Conference Sponsors promoted their brands directly to nearly 100 C-Level and Senior Retail Executives

2017 Participating Retailer + Wholesaler Companies

Acme Fresh Markets
Associated Food Stores, Inc.
Associated Grocers, Inc.
Associated Wholesale Grocers, Inc.
Bozzuto's
C & S Wholesale Grocers, Inc.
CSC Coborn's Retail Support
Festival Foods

Giant Eagle, Inc.
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
SAVE-A-LOT, LTD.
Schnucks Markets, Inc.
SpartanNash
Topco Associates LLC
Unified Grocers, Inc.
W. Lee Flowers & Co., Inc.
Weis Markets, Inc.



Conference Details

Location:

The 2017 ABC + Discovery will again be held at the JW Marriott in the heart of downtown Chicago. The venue is convenient to world-class restaurants and entertainment. Chicago O'Hare (ORD) and Midway International Airports (MDW) are less than a 20 minute taxi shuttle away.

Meetings:

- Supplier-hosted meetings are 45 minutes in length, with 15 minute breaks between meetings.
- Retailers and Suppliers schedule private meetings directly with each other using the easy FMI online scheduling tool.
- Participants control their schedule and number of trading partner appointments based on needs and availability. FMI encourages all participants to make and take as many appointments as possible but cannot guarantee any confirmed appointments.
- Each company will be responsible for securing its own trading partner meeting schedule and setting a discussion agenda.
- An executive and scheduler contact list is provided by FMI to facilitate networking.





Conference Agenda

Sunday, September 17, 2017

| | | |
|------------------|---|------------------|
| 8:00am - ongoing | Business Suite Set-Up | |
| 2:00pm - 7:00pm | Registration | Burnham Ballroom |
| 2:00pm - 4:30pm | Coffee Break | Burnham Ballroom |
| 4:30pm - 7:30pm | Insights Reception (Networking + Expert Insights Talk) | Burnham Ballroom |

Monday, September 18, 2017

| | | |
|------------------|-------------------------------------|-----------------------------------|
| 6:00am - 7:00pm | Registration Chairman's Club Open | Burnham Ballroom |
| 6:00am - 9:00am | Breakfast | Burnham Ballroom |
| 7:00am - 6:00pm | BCS Appointments | Individual Suites |
| 9:00am - 5:00pm | Coffee Break | Burnham Ballroom |
| 11:30am - 2:15pm | Lunch | Burnham Ballroom |
| 4:30pm - 6:30pm | Networking + Discovery Reception | Discovery Zone – Burnham Ballroom |

Tuesday, September 19, 2017

| | | |
|------------------|-------------------------------------|-----------------------------------|
| 6:00am - 7:00pm | Registration Chairman's Club Open | Burnham Ballroom |
| 6:00am - 9:00am | Breakfast | Burnham Ballroom |
| 7:00am - 6:00pm | BCS Appointments | Individual Suites |
| 9:00am - 5:00pm | Coffee Break | Burnham Ballroom |
| 11:30am - 2:15pm | Lunch | Burnham Ballroom |
| 4:30pm - 6:30pm | Networking + Discovery Reception | Discovery Zone – Burnham Ballroom |

Wednesday, September 19, 2017

| | | |
|------------------|-------------------------------------|-------------------|
| 6:00am - 4:00pm | Registration Chairman's Club Open | Burnham Ballroom |
| 6:00am - 9:00am | Breakfast | Burnham Ballroom |
| 7:00am - 3:00pm | BCS Appointments | Individual Suites |
| 9:00am - 3:00pm | Coffee Break | Burnham Ballroom |
| 11:30am - 2:15pm | Lunch | Burnham Ballroom |
| 3:00pm - 6:30pm | Tear-Down Begins | |



Chairman's Club Level

\$25,000 (Limit 2)

Exclusive to this level of investment, your company will have an opportunity to customize your sponsor package to create a high-value interactive engagement experience with conference attendees.

Sponsorship of Chairman's Club breakfasts or lunches are for the entire 3 days of the conference. Chairman's Club is the networking and socializing hub for the entire conference, located on the 4th floor of the JW Marriott Hotel in the Burnham Ballroom. Customized package selections will be made on a first reserve, first select basis.

Level Benefits:

- Logo and welcome on menus
- Opportunity for product to be showcased, or incorporated into daily breakfast or lunch menus
- Logo placement and brand promotion in Chairman's Club during breakfast or lunch hours each day of the conference
- Logo on mobile app, web publications, and printed materials
- Logo on pre-conference welcome information email to all attendees.

Two exclusive sponsor packages:

Chairman's Club Breakfast Package: Includes sponsorship of 3 breakfasts for all attendees in the Chairman's Club.

Chairman's Club Lunch Package: Includes sponsorship of 3 Lunches for all attendees in the Chairman's Club.



Chairman's Club Breakfast



Chairman's Club Lunch Buffet



Industry Level Sponsors

\$15,000 (Limit 5)

Industry Level sponsors will have an opportunity to select one of five opportunities to brand a reception, coffee break or technology services package aimed at keeping industry professionals connected to their peers throughout the conference.

Opportunities include sponsorship of the Discovery, Monday or Tuesday Chairman's Club receptions, Coffee Breaks or attendee Technology Services. Chairman's Club is the networking and socializing hub for the entire conference, located on the 4th floor of the JW Marriott Hotel in the Burnham Ballroom.

Package selections will be made on a first reserve, first select basis.

Level Benefits:

- Opportunity for product to be showcased, or incorporated into daily networking or happy hour menu (does not apply to the Attendee Technology Services Sponsor)
- Logo placement and brand promotion in Chairman's Club during reception hours on your selected day of the conference
- Logo on mobile app, web publications, and printed materials
- Logo on pre-conference welcome information email to all attendees.

Five exclusive sponsor packages:

Insights Reception (Sunday): Includes sponsorship of Sunday's reception that includes an expert talk on category insights. The Sunday Insights Reception is open to all conference attendees, and includes an open bar and hors d'oeuvres.

Monday Chairman's Club Reception: Includes sponsorship of the Monday evening networking happy hour with open bar and light hors d'oeuvres. The opportunity for product placement or incorporation into the menu is available for this sponsorship.

Tuesday Chairman's Club Reception: Includes sponsorship of the Tuesday evening networking happy hour with open bar and light hors d'oeuvres. The opportunity for product placement or incorporation into the menu is available for this sponsorship.

Chairman's Club Coffee Breaks: Includes sponsorship of the conference's coffee breaks. The opportunity for product placement or incorporation into the menu is available for this sponsorship.

Attendee Technology Services: Includes sponsorship of the technology services provided to keep attendees 'plugged in' while meeting. This opportunity includes company branding on the conference mobile app, Wi-Fi sign-in page, and conference Business Center.



Conference Partner Opportunities

\$2,000/day | \$5,000/3 days

Conference Partner opportunities include brand recognition privileges around daily snack and coffee break areas during the conference. Each conference day offers a coffee break set-up and a snacks tabletop area that is available throughout the day and is replenished by FMI Staff.

Sponsor at this level can select one day of the conference or all 3, for which they will have their logo visible on the placement cards and “brought to you by” signage on the snack and coffee break areas. They may also provide new or current food products from their brand lineup to be added to the snack display.

Level Benefits:

- Logo placement and brand promotion in Chairman’s Club during each day of the conference
- Logo on mobile app, web publications, and printed materials
- Logo on pre-conference welcome information email to all attendees.

Four exclusive sponsor packages:

Monday Break & Snacks Sponsor: Includes sponsorship of Monday’s snack and coffee break, open for all attendees. Product placement opportunity.

Tuesday Break & Snacks Sponsor: Includes sponsorship of Monday’s snack and coffee break, open for all attendees. Product placement opportunity.

Wednesday Break & Snacks Sponsor: Includes sponsorship of Wednesday’s snack and coffee break, open for all attendees. Product placement opportunity.

All conference Break & Snacks Sponsor: Includes sponsorship for all 3 days of the snack and coffee breaks, open for all attendees. Product placement opportunity. Includes the opportunity to display your product samples on and around the conference registration and information desk.



Registration Desk



Branded Snacks Area



ABC Discovery Zone

\$1,950 (Limit 8)

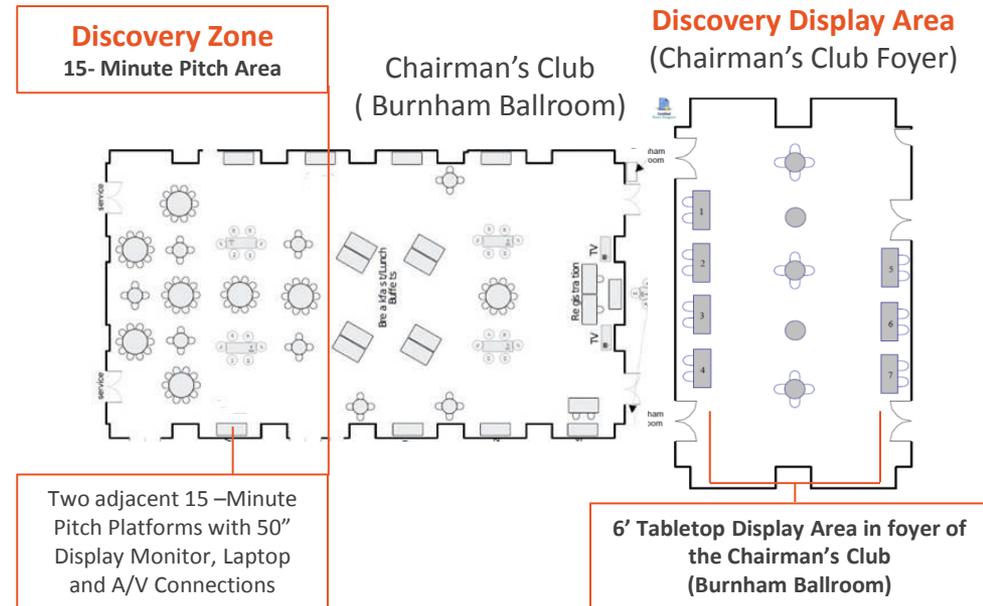
As the food retail industry continues to evolve, the needs for retailers to introduce new products from emerging brands to the marketplace is paramount to meeting the consumer demand for product diversity.

The ABC Discover Zone is an initiative to accelerate trade from rising FMI Associate Member suppliers by facilitating the opportunity for them to introduce their high-quality products and services to the industry's leading retailers. Discovery Zone participants will have the opportunity to set up a tabletop display in the foyer area, just outside of the Chairman's Club (Burnham Ballroom).

Zone Benefits:

- Tabletop and 2 chairs for product display located in the Discovery Display Area (Chairman's Club Foyer)
- Two (2) days of conference exposure
- Two (2) comp registrations for company representatives
- Access to Sunday's Insights Reception
- Eligible to apply to give a 15-minute company pitch during Monday and Tuesday happy hour receptions in the Discovery Zone, located in the Chairman's Club (Burnham Ballroom).

Discovery Zone Details:



- Open to FMI Associate Members attending for the first time
- Discovery tabletop displays (6ft tables) on Sunday (During the Discovery Zone Reception), Monday, and Tuesday
- Display times from 9:00 AM to 6:30 PM Monday and Tuesday
- **Non FMI Member cost is \$3000**





2017 Annual Business Conference + Discovery Sponsor Agreement

September 17 - 20, 2017
JW Marriott
Chicago, IL

- We plan on participating as a 2017 Conference Sponsor
- We plan on participating in ABC Discovery Zone, only. \$1950 (\$3000 Non-Member)

COMPANY INFORMATION

COMPANY (As to appear on all promotional materials)

BUSINESS ADDRESS _____ CITY/STATE/ZIP _____

COMPANY PHONE _____ COMPANY WEBSITE _____

COMPANY CONTACTS

PRIMARY CONTACT _____

PHONE _____ EMAIL _____

ALTERNATIVE CONTACT _____

PHONE _____ EMAIL _____

ITEM SELECTION

Please indicate which opportunity your company would like to sponsor:

| LEVEL | ITEM | PRICE |
|-------|-------|-------|
| 1. | _____ | _____ |

- Yes! My company is interested in applying for a 15-minute pitch during Discovery Zone Happy Hour Reception. Open to companies that purchased tabletop displays.

Signature on form signifies that the you are an authorized company representative and that you have read and agree to the Terms and Conditions.

SIGNATURE _____ DATE _____

CREDIT CARD PAYMENT INFORMATION

VISA MASTERCARD DISCOVER AMEX

CREDIT CARD NUMBER _____ EXPIRATION DATE (MM/YYYY) _____

CARDHOLDER'S NAME (AS ON CARD) _____ CVV SECURITY CODE _____

I authorize FMI to use the above credit card to charge applicable sponsorship fees. Please see Terms and Conditions section for check payment information.

AUTHORIZED SIGNATURE _____

Terms and Conditions

»» Sponsor agrees to pay full payment of the total sponsorship amount within thirty (30) days after submitting the Sponsorship. Contract. Sponsorship benefits go into effect upon receipt of the signed contract and full payment.

»»The cost of the individual sponsorship opportunities cannot be shared or split between companies.

»»Should a sponsor elect to cancel their confirmed sponsorship, the sponsor is not entitled to a refund of monies paid to FMI. Cancellation deadline: **July 17, 2017.**

»»No sponsorship monies will be refunded:
1) In the event of conference cancellation; 2) Unavailability of a particular sponsorship opportunity due to results of a lottery; 3) If not all allocated sponsorship item selection dollars aren't sent; and 4) Cancellations made by speakers or entertainment of sponsored events

»»There will be no competitive company or category lockouts in any sponsor category, or for the duration of the conference.

»»Each sponsor agrees to submit a company logo to FMI at the time of the commitment. Preferred file format is 3" X 3" EPS and high-resolution JPEG file. Logos can only contain one company name. If a new logo is submitted to FMI after the original one is received, FMI will try to update all marketing materials for conference moving forward but it is not guaranteed.

»»Sponsorship deadline is **August 17, 2017.**

INSTRUCTIONS

Please email the completed contract to:

Marc Thomas
mthomas@fmi.org
(p) 202.220.0804 OR

Please send check payment and a copy of the contract to:

Food Marketing Institute
2345 Crystal Drive, Suite 800
Arlington, VA 22202