

RETAIL FOOD & PHARMACY

# HEALTH & WELLNESS

OPPORTUNITIES ACROSS THE STORE

MARCH 18-21, 2012 • LOEWS ROYAL PACIFIC RESORT • ORLANDO, FLORIDA



## SPONSORSHIP AND EXHIBIT OPPORTUNITIES

The FMI Health and Wellness Conference provides a unique and valuable venue for your organization to increase exposure, build relationships and enhance your company's image among decision-making health, wellness and pharmacy professionals in the grocery retail industry. Opportunities are limited, so make your selection today. Projected attendance is 300 +

### Attendee Profile:

- Pharmacy Executives
- Corporate Dietitians and Nutritionists
- Marketing, Merchandising, Communications and Consumer Affairs Executives
- Health and Wellness Category Buyers
- Human Resources Professionals
- Suppliers of Health and Wellness and Pharmacy Solutions, Products and Technologies

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

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Bi-Lo LLC</li><li>• Giant Eagle, Inc.</li><li>• Hannaford Brothers</li><li>• Hy-Vee, Inc.</li><li>• Jewel Osco</li><li>• K-VA-T Food Stores, Inc.</li><li>• Loblaw Companies Limited</li><li>• Lund Food Holdings, Inc.</li><li>• Marsh Drugs, LLC</li><li>• Meijer, Inc</li></ul> | <ul style="list-style-type: none"><li>• Roundy's Supermarket</li><li>• Safeway, Inc.</li><li>• Shoprite</li><li>• SUPERVALU Pharmacies, Inc.</li><li>• Target Corporation</li><li>• The Kroger Company</li><li>• Tops Markets</li><li>• United Supermarkets, LLC</li><li>• Wakefern Food Corporation</li><li>• Wegmans Food Markets</li></ul> |
|--|---|

- Price Chopper Food Markets, Inc.
- Publix Supermarkets, Inc.
- Weis Markets
- Winn Dixie

## 2011 Sponsors and Exhibitors:

- PepsiCo (2012 Title Sponsor)
- NuVal
- Kellogg's (2012 Platinum Sponsor)
- Mars Chocolate
- McCormick (2012 Silver Sponsor)
- LearnSomething (2012 Sponsor)
- IMS (2012 Bronze Sponsor)
- Novo Nordisk
- Unilever
- Pfizer
- Rodale Publishing
- Health Promotion Solutions
- Marketouch Media
- Live Healthy America
- Cook This, Not That
- California Almond Board
- Teva Pharmaceuticals (2012 Silver Sponsor)
- American Heart Association (2012 Bronze Sponsor)
- AmerisourceBergen (2012 Bronze Sponsor)
- Genco ATC
- Cardinal Health (2012 Bronze Sponsor)
- Guiding Stars
- Adflow Health Networks
- The California Endowment
- Catalina Marketing
- The Food Trust
- Robert Wood Johnson Foundation
- Progressive Grocer
- Supermarket News
- SoloHealth
- US Wellness
- The Monday Campaigns

ALL sponsors receive:

- Company logo in the sponsor section of the conference web page.
- Company logo and listing in the onsite directory
- Mention in conference marketing e-blasts, sent to thousands of contacts in retail and food safety industry.
- Recognition in on-site signage and from the podium.
- Conference attendee list prior to and after the conference

Exhibiting at or sponsoring the FMI 2012 Health and Wellness Conference provides the following outstanding benefits:

- The opportunity to meet with decision makers and top executives in the supermarket industry specializing in health and wellness and pharmacy and promote your brand
- A chance to discuss hot button health, wellness and pharmacy issues such as childhood obesity, diabetes, food deserts, nutrition labeling consumer trends, health care reform and cutting edge technologies.
- Dedicated expo hall with 8 hours of customer interaction
- Combination of up to 24 focused timed (20 minute) strategic business appointments and open expo area allows for both formal business discussions and hands-on practical demonstrations.
- Fantastic Orlando hotel location, just a 7 minute walk from Universal Studios City Walk and the Loews Portofino Bay Hotel, giving access to a wealth of dining options to entertain clients.

## Scheduled Exhibit Hours (8):

Monday, March 19      1:30 p.m. – 5:30 p.m.  
 Tuesday, March 20      1:30 p.m. – 5:30 p.m.

## Business Exchange Appointment Hours (8):

Monday, March 19      1:30 p.m. – 5:30 p.m.      12 x 20 minute sessions  
 Tuesday, March 20      1:30 p.m. – 5:30 p.m.      12 x 20 minute sessions

For more information, please contact:

AMANDA BOND-THORLEY  
 202-220-0606  
[abondthorley@fmi.org](mailto:abondthorley@fmi.org)



## SPONSORSHIPS

### Platinum PLUS Level \$ 25,000 - **SOLD**

#### *Additional Benefits*

- Exclusive title sponsorship with company logo on all conference materials identified as "Title Sponsor"
- Sponsorship of one evening reception
- Opportunity to host a post or pre-conference webinar
- Pre-conference welcome email to all attendees
- 4 complimentary registrations to the conference
- Discount sponsor registration rates for an unlimited number of company representatives
- Two complimentary 10 x 10 booth spaces or one 10 x 20 booth space
- 1 Business Session table
- Full page color ad in the conference directory (back cover)
- Logo on conference marketing eblasts
- Opportunity to present keynote speaker

#### *Opportunities available (1)*

- Evening Reception - **SOLD**

### Platinum Level \$15,000

#### *Additional Benefits*

- Sponsorship of the selected event
- 3 complimentary registrations to the conference
- Full page color ad in the conference directory (front or back inside cover)
- One complimentary 10 x 10 booth space
- 1 Business Session table
- Logo on conference marketing eblasts

#### *Opportunities available (2)*

- Evening Reception (2) **ONE SOLD, ONE REMAINING**

## Gold Level \$10,000

### *Additional Benefits:*

- Company Logo on selected merchandise
- 2 complimentary registrations to the conference
- Full page black and white ad in the conference directory

### *Opportunities available (3)*

- USB drive with corporate logo (1)
- Lanyards with corporate logo (1)
- Hotel Key Cards with corporate logo/design(1)

## Silver Level \$6,000 **SOLD**

### *Additional Benefits:*

- Sponsorship of selected event
- 1 complimentary registration to the conference
- Full page black and white ad in the conference directory

### *Opportunities available (2)*

- Lunch (Monday, March 19 or Tuesday, March 20 ) **SOLD**

## Bronze Level \$4,000

### *Additional Benefits:*

- Sponsorship of selected event
- 1 complimentary registration to the conference
- Full page black and white ad in the conference directory

### *Opportunities available (7)*

- ~~Morning OR~~ Afternoon Networking Breaks (Monday, March 19) **TWO SOLD**
- Morning OR Afternoon Networking Breaks (Tuesday, March 20)
- Breakfast (Monday, Tuesday or Wednesday) **TWO SOLD -1 REMAINING**
- Keynote **SOLD**



## EXHIBITS AND BUSINESS APPOINTMENTS

### Exhibit Space \$2,225

- One 10 x 10 booth space with pipe and drape
- Conference attendee list prior to and after conference
- Company listing in the onsite directory

*Opportunities available (30)*

*Scheduled Exhibit Hours (8):*

Monday, March 19      1:30 p.m. – 5:30 p.m.  
Tuesday, March 20      1:30 p.m. – 5:30 p.m.

Exhibitors are responsible for all incremental costs such as furniture, electricity, internet and samples, as outlined in the exhibit terms and conditions. Exhibit space does not include registration.

### Business Exchange Appointments \$ 750

- One business exchange appointment table
- Conference attendee list prior to and after conference
- Access to the online appointment scheduler
- Opportunity to make up to 24 twenty minute appointments with decision-making retailers
- Company listing in the onsite directory

*Opportunities available (50+)*

*Business Exchange Appointment Hours (8):*

Monday, March 19      1:30 p.m. – 5:30 p.m.      12 x 20 minute sessions  
Tuesday, March 20      1:30 p.m. – 5:30 p.m.      12 x 20 minute sessions

The Business Exchange Appointments (BEA) allow suppliers of health and pharmacy-related products, services and technologies to engage in high-level, strategic business discussions with decision makers in the grocery and retail pharmacy industry. Suppliers are given access to an online scheduler which will allow them to make appointments with retailers in 20 minute increments. To register for a Business Exchange Appointment table, please register at least one company representative online and select the Business Exchange Appointment table(s) as an option. The cost of the table is \$ 750 and does NOT include the individual registration fee.

Combine your BEA table with a 10 x 10 ft. booth space to maximize your exposure to current and potential customers and allow for hands-on practical demonstrations in addition to formal business discussions. Exhibit space sold separately.





## SPONSOR COMMITMENT FORM

Company Name (as it will appear on signage): \_\_\_\_\_

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

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

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

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

Desired Sponsorship Level:

Platinum Plus	Sponsorship Cost	Directory Ad	Business Session Table	Exhibit	Registrations
<input type="checkbox"/> Title Sponsorship (1) <b>SOLD</b>	\$ 25,000	<input type="checkbox"/> Color (Back cover )	Yes – comp	Two 10 x 10	Four
<b>Platinum</b>					
<input type="checkbox"/> Reception (2) <b>ONE SOLD</b>	\$ 15,000	<input type="checkbox"/> Color (Inside cover)	Yes - comp	One 10 x 10	Three
<b>Gold</b>					
<input type="checkbox"/> USB Drive (1)	\$ 10,000	<input type="checkbox"/> Black/White	\$ 750 add'l	\$ 2,250 add'l	Two
<input type="checkbox"/> Lanyards (1)	\$ 10,000	<input type="checkbox"/> Black/White	\$ 750 add'l	\$ 2,250 add'l	Two
<input type="checkbox"/> Hotel Keycards (1)	\$ 10,000	<input type="checkbox"/> Black/White	\$ 750 add'l	\$ 2,250 add'l	Two
<b>Silver</b>					
<input type="checkbox"/> Lunch (2) <b>SOLD</b>	\$ 6,000	<input type="checkbox"/> Black/White	\$ 750 add'l	\$ 2,250 add'l	One
<b>Bronze</b>					
<input type="checkbox"/> Breakfast (3) <b>ONE SOLD</b>	\$ 4,000	<input type="checkbox"/> Black/White	\$ 750 add'l	\$ 2,250 add'l	One
<input type="checkbox"/> Keynote (2) <b>SOLD</b>	\$ 4,000	<input type="checkbox"/> Black/White	\$ 750 add'l	\$ 2,250 add'l	One
<input type="checkbox"/> Breaks (5)	\$ 4,000	<input type="checkbox"/> Black/White	\$ 750 add'l	\$ 2,250 add'l	One
<b>Exhibits and BEAs</b>					
Exhibit Space	\$ 2,250	Submit separate exhibit application form			N/A
Business Exchange Appointments	\$ 750	Register online at <a href="http://www.fmihealth-wellness.com">www.fmihealth-wellness.com</a>			N/A

### Payment Details:

Enclosed is a check in the amount of \$\_\_\_\_\_ (U.S. funds drawn on a U.S. bank payable to FMI – Reference No. 3945-004-0172)

### 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:

Amanda Bond-Thorley

Phone: 202.220.0606

Fax: 202.220.0830

Email: [abondthorley@fmi.org](mailto:abondthorley@fmi.org)

FMI/SQF Use Only:

Batch Date: \_\_\_\_\_

Amount Received: \_\_\_\_\_

Check Number: \_\_\_\_\_

Acct No: \_\_\_\_\_