

2012

Sustainability Summit

October 3-5, 2012
Hyatt Regency Washington
on Capitol Hill
Washington, DC

Trading Partner Alliance
FMI and GMA

SPONSORSHIP PROSPECTUS

October 3-5, 2012
Capitol Hill Hyatt Regency
Washington, DC



Trading Partner Alliance
FMI and GMA



2012 Sustainability Summit

The Food Marketing Institute (FMI) and Grocery Manufacturers Association (GMA), working together as the Trading Partner Alliance (TPA), are pleased to announce the 2012 Sustainability Summit, bringing together retailers, manufacturers, government and advocacy groups around the common goal of environmentally and socially responsible business practices.

Designed by CPG manufacturers and retailers for CPG executives, the Sustainability Summit is the only event of its kind, 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.

For More Information, Please Contact Jackie Lodge
at 202-639-5910 or jlodge@gmaonline.org

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
Alberto-Culver Company
Bumble Bee Foods
Bush Brothers & Company
C&S Wholesale Grocers
C. H. Guenther & Son
Campbell Soup Company
Cargill
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
MOM Brands
Mars, Inc.
Mattel
McCain Foods Limited
McCormick & Company
Meijer
Nestle USA
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 Dial Corporation
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

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

Be the conference partner recognized as the company that provides conference attendees with a valuable networking experience and an opportunity to relax. The receptions will be organized by GMA & FMI and held in the exhibition area and will include an open bar and hors d'oeuvres. Sponsorship includes an exhibit space, three complimentary conference registrations, corporate name placed on event signage and recognition in conference materials.

One Available

\$15,000- GMA/FMI Member

\$18,000- 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 Available

\$10,000- GMA/FMI Member

\$12,500- Non-Members

SOCIAL SPONSORSHIPS

LUNCHEONS

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

Two Available

\$12,000- GMA/FMI Member

\$15,000- Non-Members



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

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.

Three Available

\$8,500 - GMA/FMI Member

\$11,500 - Non-Members

SOCIAL SPONSORSHIPS

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 first of its kind for this event. Your organization can be the one to help them wind down from a great day of problem solving and content. The reception will take place at 101 Constitution, a rooftop venue with breathtaking views of the Capitol and the surrounding downtown area.

Our partner, Main Event Caterers, provides a multitude of unique, creative corporate branding opportunities for sponsors of this event. GMA and FMI staff will work with your team and Main Events design team to create a truly memorable sponsorship opportunity for your company and the conference attendees.

Sponsorship includes an exhibit space, four complimentary registrations, corporate name placed on event signage, and recognition in conference materials.

Co-Sponsorships available
\$25,000– GMA/FMI Member
\$30,000– Non-Member



CONFERENCE COCKTAIL AND CUSTOMIZED BAR

Have the attendees do your marketing for you while they drink your customized specialty cocktail for this year's Sustainability Summit! Your company's logo will also be exclusively featured on one of the reception's customized "Glow Bars". Sponsorship includes one complimentary registration.

Three Available
\$15,000- GMA/FMI Member
\$18,000- Non-Members

For More Information, Please Contact Jackie Lodge
at 202-639-5910 or jlodge@gmaonline.org

SUMMIT SPONSORSHIPS

GENERAL SESSIONS

Have your organization recognized as the title sponsor of the 2012 GMA – FMI Sustainability Summit general sessions. Your team's logo will be prominently featured on the conference materials. Your organization will also have the opportunity to introduce the keynote speakers for either the opening or closing general sessions. This sponsorship opportunity includes three full complimentary registrations to the event and an exhibit space.

Two Available

\$15,000– GMA/FMI Member

\$20,000– Non-Members



CONTENT SPONSORSHIP

Have your organization recognized as a title sponsor of the 2012 GMA – FMI Sustainability Summit. Your team's logo will be prominently featured on the conference materials. Your organization will also have the opportunity to deliver a 45-minute breakout session organized by your team. This opportunity also includes an exhibit space and five full complimentary registrations to the event. This is your opportunity to show your full support of the CPG industry's sustainability focused initiatives and efforts.

Three Available

\$25,000– GMA/FMI Member

\$30,000– Non-Member

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

\$7,000- 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 Capitol Hyatt Regency 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

\$7,000- Non-Members

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

For More Information, Please Contact Jackie Lodge
at 202-639-5910 or jlodge@gmaonline.org

SUMMIT SPONSORSHIPS

EXHIBIT SPACE PACKAGE

Exhibit space (10' x 10' with basic electricity) includes two complimentary conference registrations.

\$6,500– GMA/FMI Member

\$9,000– Non-Members



Most conference sponsorships include a 10' x 10' area in the Sustainability Summit Exhibit Hall. The welcome reception, the continental breakfasts and the 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!

INTENT TO SPONSOR FORM

2012 SUSTAINABILITY SUMMIT SPONSORSHIP OPPORTUNITY

- | | |
|--|--|
| <input type="checkbox"/> Welcome Reception | <input type="checkbox"/> General Session Sponsorship (2) |
| <input type="checkbox"/> Breakfasts (2) | <input type="checkbox"/> Content Sponsorship (3) |
| <input type="checkbox"/> Luncheons (2) | <input type="checkbox"/> Lanyards |
| <input type="checkbox"/> Refreshment Breaks (3) | <input type="checkbox"/> Conference Program |
| <input type="checkbox"/> Special Summit Reception | <input type="checkbox"/> Hotel Room Key Cards |
| <input type="checkbox"/> Specialty Conference Cocktail and Bar (3) | <input type="checkbox"/> Exhibit Space |

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ FAX: _____

E--MAIL: _____

I AGREE TO SPONSOR THE SELECTED ITEM(S) ABOVE:

SIGNATURE: _____

DATE: _____

PLEASE RETURN FOR VIA E-MAIL OR FAX TO:

Jackie Lodge
Coordinator, Business Development & Industry Collaboration
Grocery Manufacturers Association

jlodge@gmaonline.org

P: (202) 639-5910

F: (202) 337-4508

