

## Sponsorship Options

### FMI 2012 Energy & Store Development Conference

The Food Marketing Institute's Energy & Store Development Conference provides innovative ideas and tactical solutions to help retailers design, develop and maintain stores that are more energy-efficient, cost effective and meet changing consumer needs and desires. Attendees are retail and wholesale executives, as well as suppliers/service providers, responsible for store design, construction, engineering, maintenance, refrigeration and energy management. Conference sponsors receive priority access to retail attendees as well as enhanced brand recognition and industry good will.

Participating retail and wholesale companies at the 2011 ESD Conference included:

Ahold USA  
 Albertsons - Southern CA Division  
 Associated Food Stores, Inc.  
 Associated Grocers, Inc. (LA)  
 Associated Wholesale Grocers -  
   Springfield Division  
 Associated Wholesale Grocers, Inc.  
 Autry Greer & Sons, Inc.  
 Ball's Price Chopper/  
   Hen House Markets  
 Big Y Foods, Inc.  
 BI-LO, LLC  
 BJ's Wholesale Club, Inc.  
 Brookshire Brothers Ltd.  
 Brookshire Grocery Company  
 Buehler Food Markets, Inc.  
 Central Co-op, Inc.  
 Defense Commissary Agency  
 Dollar General Corporation  
 Dorothy Lane Market, Inc.  
 Fairway Group Holdings Corp.  
 Federated Co-Operatives Limited  
 Food Lion, LLC  
 Foodland Super Market, Ltd.  
 The Fred W. Albrecht Grocery  
   Co./Acme Fresh Markets

Fresh & Easy Neighborhood Market  
 The Fresh Market, Inc.  
 Gerlands Corporation  
 Giant Eagle, Inc.  
 Golub Corporation  
 Harmons Grocery  
 Harris Teeter Supermarkets Inc.  
 H-E-B  
 Heinen's Fine Foods, Inc.  
 Hy-Vee Weitz Construction, L.P.  
 Hy-Vee, Inc.  
 King Kullen Grocery Co., Inc.  
 The Kroger Co.  
 K-VA-T Food Stores, Inc.  
 Loblaw Companies Limited  
 Lowe's Food Stores, Inc.  
 Lowe's Pay and Save, Inc.  
 Market Basket Food Stores (TX)  
 Mars Super Markets, Inc.  
 Martin's Super Markets, Inc.  
 Meijer, Inc.  
 Metro Richelieu Inc.  
 Price Chopper Supermarkets  
 Publix Super Markets, Inc.  
 Raley's Family of Fine Stores  
 Redner's Warehouse Markets, Inc.

Retail Grocers Association of  
   Greater Kansas City  
 Riesbeck Food Markets, Inc.  
 Roche Bros. Supermarkets, Co.  
 Rouse's Enterprises, Inc.  
 Safeway Inc.  
 Save Mart Supermarkets  
 ShopRite Supermarkets, Inc.  
 Sobeys Inc.  
 Sobeys Quebec Region  
 Sobeys Western Region  
 Sprouts Farmers Market, LLC  
 The Stop & Shop Supermarket  
   Company  
 Strack & Van Til Supermarkets, Inc.  
 Sunflower Farmers Market  
 Supermarkets of Cherry Hill, Inc.  
 SUPERVALU INC.  
 Target Corporation  
 TopSource LLC  
 Wakefern Food Corporation  
 Wal-Mart Stores, Inc.  
 Wegmans Food Markets, Inc.  
 Weis Markets, Inc.  
 Winn-Dixie Stores, Inc.

## **FMI 2012 Energy & Store Development Conference**

### **SPONSORSHIP OPPORTUNITIES AND BENEFITS**

#### **PLATINUM LEVEL (\$11,000 and Up)**

##### **Benefits Include:**

- Registration for 2 company representatives at the FMI Retailer/Wholesaler rate (a savings of \$660.00)
- Complimentary four-color ad in conference directory (a \$500 value)
- Enlarged color logo on sponsor page in conference directory
- Enlarged logo on sponsor PowerPoint loop
- Recognition on signage at event
- Multiple recognition/thanks by conference chairperson
- Link to website on FMI ESD Conference web page
- Attendee list 2 weeks prior to conference

#### **Opportunities Available (6)**

- Sunday Reception
- Monday Reception
- Tuesday Social Event (can be co-sponsored)
- Golf Tournament
- Monday Luncheon
- Conference Breaks

#### **GOLD LEVEL (\$6,000 - \$10,000)**

##### **Benefits Include:**

- Registration for 1 company representative at the FMI Retailer/Wholesaler rate (a savings of \$330.00)
- 50% discount four-color ad in conference directory (a savings of \$250.00)
- Color logo on sponsor page in conference directory
- Enlarged logo on sponsor PowerPoint loop
- Recognition on signage at event
- Recognition/thanks by conference chairperson
- Link to website on FMI ESD Conference web page
- Attendee list 2 weeks prior to conference

#### **Opportunities Available (8)**

- Conference Directory with Back Cover Ad
- Tuesday Luncheon
- Monday Breakfast
- Tuesday Breakfast
- Wednesday Breakfast
- Store and Facility Tours
- Lanyards
- Key Cards

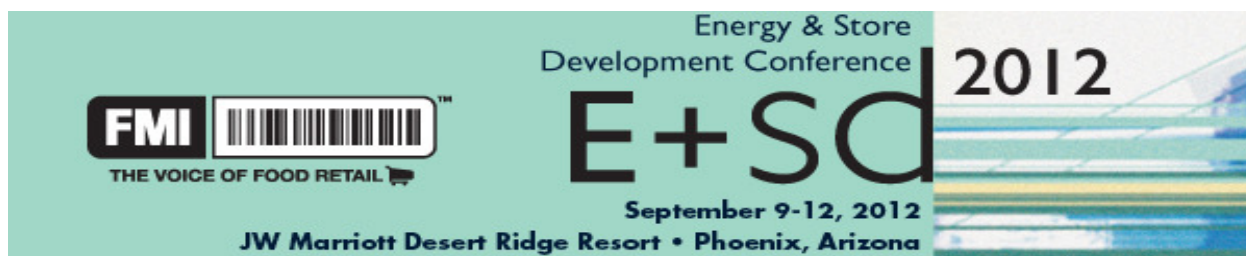
#### **SILVER LEVEL (\$5,000)**

##### **Benefits Include:**

- 50% discount four-color ad in conference directory (a savings of \$250.00)
- Color logo on sponsor page in conference directory
- Recognition in sponsor PowerPoint loop
- Recognition on signage at event
- Recognition/thanks by conference chairperson
- Link to website on FMI ESD Conference web page
- Attendee list 2 weeks prior to conference

#### **Opportunities Available (9) (all are general sessions)**

- Conference Opening Session
- Store Formats and Retail Innovations
- Political Update
- European Perspective on Energy, Refrigeration and Merchandising
- LED Lighting
- Energy Market Update
- Sustainable Design and ROI
- End-User Experience with CO<sub>2</sub>-Based Refrigeration Systems
- Motivational Closing Session



## **FMI 2012 ESD Conference Sponsorship Commitment Form**

Company Name (as it should appear on signage)\_\_\_\_\_

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

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

City:\_\_\_\_\_ State & Zip Code:\_\_\_\_\_

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

**DESIRED SPONSORSHIP – Please rank your top 3 choices:**

Sponsorship Option	Sponsorship Cost	Please mark your choices here:
<b>Platinum Level</b>		
Sunday Reception/MREs	\$15,000	<b>SOLD</b>
Monday Reception/MREs	\$15,000	<b>SOLD</b>
Tuesday Social Event	\$25,000	<b>SOLD</b>
Golf Tournament	\$13,000	<b>SOLD</b>
Monday Luncheon	\$12,000	<b>SOLD</b>
All Breaks (M/T/W)	\$12,000	<b>SOLD</b>
<b>Gold Level</b>		
Conference Directory w/Back Cover Ad	\$10,000	<b>SOLD</b>
Tuesday Luncheon	\$10,000	<b>SOLD</b>
Monday Breakfast	\$9,000	<b>SOLD</b>
Tuesday Breakfast	\$9,000	
Wednesday Breakfast	\$8,000	<b>SOLD</b>
Store and Facility Tours	\$8,000	<b>SOLD</b>
Lanyards	\$7,000	<b>SOLD</b>
Key Cards	\$7,000	<b>SOLD</b>
<b>Silver Level (all are general sessions)</b>		
Conference Opening Session	\$5,000	<b>SOLD</b>
Store Formats and Retail Innovations	\$5,000	<b>SOLD</b>
Political Update	\$5,000	
European Perspective on Energy, Refrigeration and Merchandising	\$5,000	
LED Lighting	\$5,000	<b>SOLD</b>
Energy Market Update	\$5,000	<b>SOLD</b>
Sustainable Design and ROI	\$5,000	
End-User Experience with CO2-based Refrigeration Systems	\$5,000	<b>SOLD</b>
Motivational Closing Session	\$5,000	

**Scan/email or fax your completed form to Laurie Gethin at [lgethin@fmi.org](mailto:lgethin@fmi.org), 202-220-0830.  
Questions? Call Laurie at: 202-220-0715.**