

FMI Technology Leadership Summit Sponsor Prospectus



October 23-24, 2012
Chicago, IL

Join the grocery industry for the second Food Marketing Institute Technology Leadership Summit. This unique meeting brings together the top names in grocery IT for a casual and revealing gathering that will address the issues that are top of mind. You do not want to miss this event.

Become a sponsor

Sponsorship puts you in front of the grocery industry's IT leaders as they talk about their opportunities and challenges. Grocery's issues are different from those of other retail segments. Collaborate with grocery IT leaders as they adapt to a changing customer base, react to new regulations, and leverage new technologies to better engage with customers. This FMI committee provides a forum for grocery IT leaders to compare notes, and for sponsors to create personal relationships that build business.

Grocery retailers say that the most important element of their selection process is their personal trust in you and your company. Here's a great way to get in touch with them.

Who came to the 2011 meeting

Our inaugural 2011 meeting attracted a who's who of grocery IT, including top leaders from 7-Eleven, Inc., Associated Grocers, Inc., Associated Wholesale Grocers, Inc., Big Y Foods, Inc., Bozzuto's Inc., Brookshire Grocery Company, Fairway Market, Giant Eagle, Inc., Harris Teeter, Inc., Hi-Lo Food Stores, KeHE Distributors, The Kroger Company, Longo Brothers Fruit Markets Inc., Price Chopper Supermarkets, Schnuck Markets, Inc., Spartan Stores, Inc., Unified Grocers, Inc., Wakefern Food Corporation, Wegmans Food Markets, Inc., WinCo Foods, LLC, and Winn-Dixie Stores, Inc.

Our central location -- Chicago

Crowne Plaza Chicago O'Hare Hotel & Conference Center



The Program

Tuesday, October 23, 2012

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| 8:00 am – 12:00 pm | Technology Leadership Board Meeting (closed) |
| 11:00 – 7:00 pm | Pre-Registration for the conference |
| 12:00 – 1:15 pm | Lunch for all Attendees |
| 1:30 – 2:30 pm | The Future of Retail – What will Retail look like in 2020 and what does the CIO need to do about it? Speaker – Joachim Pinhammer, Senior Retail Technology Analyst, Planet Retail |
| 2:45 – 4:00 pm | Roundtable Sessions (Moderated) A. Future Trends in Retail B. TBD |
| 4:15 - 5:15 pm | Seeing Around the Corner – Disturbing Trends in Retail Speaker – Jim McKelvey, Inventor and Co-Founder of Square |
| 5:30 – 6:30 pm | Cocktail reception |
| 7:00 pm | Sponsor dinners |

Wednesday, October 24, 2012

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| 7:00 – 12:00 pm | Registration |
| 7:00 – 8:00 am | Networking Breakfast |
| 8:00 – 8:15 am | Opening Remarks |
| 8:15 – 9:15 am | Using Social Data to Drive REAL Business Value Speaker – Abhishek Mehta, founder of Tresata |
| 9:30 – 10:30 am | How Mobile Transforms Engagement With Right Time Experiences Speaker – Maribel Lopez, Principal Analyst, Lopez Research LLC |
| 10:45am – 12:00 pm | Roundtable Sessions (Moderated) A. Big Data (Analytics) B. Problems, Fears and Mistakes |
| 12:00 – 1:30 pm | Networking Lunch |
| 1:45 – 2:45 pm | Cloud Computing: A New Delivery Platform for Big Data Analytics in Retail Speaker – Afshin Goodarzi, Vice President, Analytics, 1010data |
| 2:45 – 3:00 pm | Closing & Adjourn |

*Sponsors are invited to attend all general sessions and networking events

Benefits of sponsoring the meeting

Sponsors are the only non-retailers who may attend the meeting. There is a strict limit of ten sponsor companies at this event, ensuring a favorable ratio of retailers to sponsors. As a sponsor, you will enjoy specific benefits that put you in front of the most influential members of the grocery IT community.

Every sponsor will be recognized on signage; in the program that attendees receive; will be recognized from the podium; and may make collateral available to participants. Sponsors may also take our grocery IT leaders out to dinner. You will receive an advanced list of registered attendees, and afterward you will receive physical contact information for participants.

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| Basic sponsorship. Benefits outlined above, with one registration | \$10,000 |
| Add an additional participant | \$ 5,000 |
| Add branding (only one sponsor per branding opportunity) | |
| Opening cocktail reception | \$ 5,000 |
| Breakfast | \$ 2,500 |
| Lunch | \$ 2,500 |
| Networking breaks (both) | \$ 2,500 |
| Notebook | \$ 2,500 |
| Tote Bag | \$ 2,500 |
| Audience Response System | \$ 3,500 |
| Internet in our meeting rooms | \$ 2,500 |
| Introduce the in-store innovation session | \$ 2,500 |
| Introduce the payments session | \$ 2,500 |
| Introduce the mobility session | \$ 2,500 |
| Introduce the closing general session | \$ 2,500 |

About the Food Marketing Institute

FMI provides leadership to retailers and wholesalers of food and consumer products, as well as to their supplier partners, by fostering their growth and promoting their role in feeding families and enriching the lives of their customers.

FMI represents 1,500 food retailers and wholesalers. Our retail membership is composed of large multi-store chains, regional firms and independent supermarkets with a combined annual sales volume of \$680 billion (three-quarters of all retail food store sales in the United States). FMI membership includes:

- 26,000 retail food stores
- 14,000 pharmacies
- Associate members are supplier partners of its retail and wholesale members
- 200 companies from more than 50 countries

Reserve your space. Get in touch with Rhett Asher at rasher@fmi.org.