



2015 SPONSORSHIP OPPORTUNITIES

Make a stronger connection between  
food retailers and your brand.

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McCormick Place  
Chicago, Illinois, USA  
June 8-11, 2015  
[FMIConnect.net](http://FMIConnect.net)



McCormick Place  
Chicago, Illinois, USA  
June 8-10, 2015  
[www.fmi.org/futureleaders](http://www.fmi.org/futureleaders)

# 2015 Sponsorship Opportunities Overview



## Sponsorships (\$500-\$12,500)

Item	Price	Pg
• FMI Bistro	\$3K	pg 2
• Free-Standing Meter-Board Signs in FMI Expo area	\$3K	pg 2
• Free-Standing Meter-Board Signs in FMI Education area	\$5K	pg 3
• FMI Board of Directors Room Drop	\$5K	pg 3
• Create Your Own	\$5K	pg 3
• Grand Concourse Banner 7'x20'	\$7.5K	pg 3
• "Walk This Way" Pedometer Contest	\$7.5K	pg 4
• American Forests	\$7.5K	pg 4
• I.O. Hard Hat Tour	\$10K	pg 5
• Charging Stations	\$10K	pg 5
• FMI Learning Lounge	\$10K	pg 5
• FMI Meet & Learn Area Power Hours	\$10K-\$12.5K	pg 6



## Sponsorships (\$20,000-\$60,000)

Item	Price	Pg
• Social Media Vending Machine	\$20K	pg 7
• Registration Bag	\$20K	pg 7
• Shuttle Bus Advertising 2'x35'	\$20K	pg 7
• International Reception	\$20K	pg 8
• Hotel Key Cards	\$25K	pg 8
• FMI Connect Mobile App	\$25K	pg 8
• FMI Connect Aisle Signs	\$25K	pg 9
• FMI.tv Buzz Center & Social Media Engagement Lounge	\$30K	pg 9
• Tech Bar & Exhibit Pod	\$6K-30K	pg 10
• Keynote Sponsorship	\$50K	pg 11
• Tuesday Welcome Reception	\$35K-\$60K	pg 11
• Water-Bottle and Filling Station	\$35K-\$60K	pg 11



## Sponsorships (\$7,500-\$30,000)

Item	Price	Pg
• Open Tables	Free	pg 12
• Private Suites	\$20K-\$35K	pg 13
• Monday Lunch	\$20K	pg 13
• Info Desk	\$15K	pg 13
• CBX Wifi	\$10K	pg 14
• Scheduler & Onsite Computers	\$9.5K	pg 14
• Refreshment Breaks	\$7.5K	pg 14

## Feature Product Showcase

### Sponsorships (\$500-\$1,450)

Item	Price	Pg
• Feature Product Showcase	\$500-\$1.45K	pg 15



## Sponsorships (\$950-\$6,500)

Item	Price	Pg
• Private Brands Featured Product Showcase	\$950-\$1.45K	pg 16
• Private Brands Zone Brand Bites 20 Minute Talk	\$1K	pg 16
• Private Brands Reception	\$1.5K	pg 16
• Private Brands Food Science Display Host	\$1.5K	pg 17
• Private Brands Solutions Pod	\$5K	pg 17
• Private Brands Overall Sponsorship	\$6.5K	pg 17

## Fresh & Prepared Pavilion

### Sponsorships (\$1,500-\$10,000)

Item	Price	Pg
• Fresh Cooking/Grilling Station	\$1.5K	pg 18
• Fresh Bites	\$1.5K	pg 18
• Fresh & Prepared Pavilion Interactive Presentation Pod	\$6K	pg 18
• Fresh & Prepared Pavilion Overall Sponsorship	\$10K	pg 18



## Sponsorships (\$5,000-\$25,000)



Item	Price	Pg
• Notebook	\$5K	pg 19
• General Session	\$10K	pg 20
• Future Leaders Mobile App	\$10K	pg 20
• Workshop Track	\$15K	pg 20
• Breaks	\$20K	pg 21
• Opening Reception	\$20K	pg 21
• Breakfasts	\$25K	pg 21
• Tuesday Lunch	\$25K	pg 21





For more information contact [Peter Collins](mailto:pcollins@fmi.org) at 202.220.0737 or [pcollins@fmi.org](mailto:pcollins@fmi.org)

FMI Connect annually builds momentum as the dynamic industry platform, where food retailers and their merchandise along with service innovators push the boundaries of productivity and profitability together. Maximize the value of your booth and make your brand known among the best in food retail leadership.



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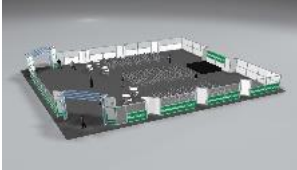
## FMI Connect Sponsorships - \$5,000-\$10,000




Opportunity	Description	Sponsorship Includes	Price	Inventory
FMI Bistro  	<p>New for 2015, we have created an area within the Expo for attendees to enter via a lunch ticket, be greeted by a hostess, customize their plate at the upscale lunch buffet and dine with colleagues on white linen tables with table service.</p> <p>À la carte tickets will be available for \$26 each to attendees via their registration or onsite.</p> <p>Bistro Buffet sample selections: Green salad, pasta salad, sandwiches, hot entrees to include chicken and beef, rice pilaf, vegetables and soup du jour and tea, coffee and sodas.</p>	<ul style="list-style-type: none"> <li>Give your customers and team a lunch ticket!</li> <li>Your company has the ability to own a table for the three days, decorate with a center piece how you wish, choose from a selection of five linen color choices, and have 20 tickets for each day with a total of 60 tickets. We will provide your tickets to you onsite.</li> <li>Lunch service each day is 11:30 am – 2:00 pm. If your team would like to occupy your table at different times during the day, you are welcome to do so.</li> </ul>	\$3,000	12
Free-Standing Meter-Board Signs in FMI Expo area  	<p>High visibility and multiple impressions throughout the convention are just two reasons to place your ad graphics and message on one side of a 4' X 8' meter board. Located strategically throughout high-traffic areas, this is a unique way to reach attendees with your important message.</p>	<ul style="list-style-type: none"> <li>Single-sided sign</li> <li>Art file due to FMI by May 15, 2015</li> </ul>	\$3,000	<del>8</del> 4 left

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>Free-Standing Meter-Board Signs in FMI Education area</p> 	<p>High visibility and multiple impressions throughout the convention are just two reasons to place your ad graphics and message on two sides of a 4' X 8' meter board. Located strategically throughout high-traffic areas, this is a unique way to reach attendees with your important message.</p>	<ul style="list-style-type: none"> <li>• Double sided sign</li> <li>• <i>Art file due to FMI by May 15, 2015</i></li> </ul>	<p>\$5,000</p>	<p>4</p>
<p>FMI Board of Directors Room Drop</p> 	<p>Be seen by the FMI leadership as by providing your special touch amenity in their rooms.</p> <ul style="list-style-type: none"> <li>• Monday June 8, 2015 available</li> <li>• Tuesday June 9, 2015 available</li> </ul>	<ul style="list-style-type: none"> <li>• You supply the amenity and we handle the rest, including the room drop fees.</li> <li>• The item must be contained into one package.</li> <li>• We are offering this sponsorship to FMI ICC Members and 2015 Exhibitors only.</li> </ul>	<p>\$5,000</p>	<p><del>2</del> 1 left</p>
<p>Create Your Own Sponsorship</p> 	<p>Do you have ideas that will serve the event and attendees well and match your business objectives? You can work directly with the FMI staff to create a unique sponsorship opportunity. Ideas will be evaluated on attendee value, logistics, space availability and implementation time frames.</p>	<ul style="list-style-type: none"> <li>• Sponsor to submit "Create Your Own" ideas no later than April 15, 2015.</li> <li>• The ideas must have an attendee benefit or service.</li> <li>• The FMI staff must see the attendee value and have the space or capacity to have the item at the event. Sponsor is responsible for all costs to implement the sponsorship item.</li> </ul>	<p>\$5,000</p>	<p>4</p>
<p>Grand Concourse Banner 7' X 20'</p> 	<p>Give your brand added visibility as attendees enter the event! Reserve a 7' x 20' lobby banner hung on the second level with great visibility.</p>	<ul style="list-style-type: none"> <li>• Banner hung Monday – Thursday, June 8 – 11, 2015</li> <li>• <i>Art file due to FMI staff by May 15, 2015.</i></li> </ul>	<p>\$7,500</p>	<p><del>3</del> 1 left</p>






Opportunity	Description	Sponsorship Includes	Price	Inventory
<p data-bbox="126 203 367 267">“Walk This Way” Pedometer Contest</p> 	<p data-bbox="430 332 1029 560">At FMI Connect, attendees will get their exercise with 5 football fields of exhibits! Help drive booth traffic to the FMI Health &amp; Wellness Retail Zone and have some healthy fun with attendees! Attendees will be encouraged to stop by the Health &amp; Wellness Pavilion on Tuesday, June 9th to pick-up and activate their pedometer.</p> <p data-bbox="430 592 1029 722">Staff in the Health &amp; Wellness Retail Zone will record steps attendees walk when they return and report their steps by Thursday, June 11th at 1 pm, so you can announce the winner(s)!</p>	<ul data-bbox="1102 235 1648 820" style="list-style-type: none"> <li>• Sponsor receives a white board (2' x 3') displayed in the Health &amp; Wellness Zone to record top contestants.</li> <li>• Sponsor logo printed on 750 pedometers</li> <li>• Sponsor will be able to announce the winners in the Health &amp; Wellness area on Thursday, June 11th at 1 pm and have pictures taken with the winners. (FMI will supply 3 \$250 gift cards for prizes)</li> <li>• Pre-show recognition on conference Pedometer Content materials</li> <li>• Recognition in the FMI Show Daily and promotion in the contest</li> <li>• FMI will mention contest on social media and two pre-event promotional emails</li> </ul>	<p data-bbox="1701 511 1806 544">\$7,500</p>	<p data-bbox="1879 495 1984 560">+ <b>SOLD</b></p>
<p data-bbox="136 917 357 950">American Forests</p> 	<p data-bbox="430 1063 976 1128">Give the gift of trees! Sponsor the American Forest Meeting ReLeaf.</p> <p data-bbox="430 1161 1018 1291">Each full convention registered retail attendee will appreciate that a tree will be planted in their honor in a carefully chosen forest restoration project in the U.S.</p>	<ul data-bbox="1102 966 1648 1388" style="list-style-type: none"> <li>• Donation information along with sponsor logo will be included in attendee registration emails starting in February 2015.</li> <li>• Pre-Show promotional recognition</li> <li>• Sponsor will receive recognition in the FMI Show Daily</li> <li>• FMI will include a slide of the program during the Tuesday and Wednesday breakout sessions.</li> <li>• Sponsor will be able to select a forest project from a list provided by American Forest.</li> </ul>	<p data-bbox="1701 1161 1806 1193">\$7,500</p>	<p data-bbox="1911 1161 1942 1193">1</p>




Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>I.O. Hard Hat Tour</p> 	<p>Looking to make contacts with FMI's independent operators? Host them on a tour of the exhibit floor before it opens, with a planned stop at your booth.</p>	<ul style="list-style-type: none"> <li>• Recognition on the outreach invites pre-event</li> <li>• One host from your company leads and max of 3 other personnel on tour</li> <li>• Logo on the hard hats</li> </ul>	<p>\$10,000</p>	<p>1</p>
<p>Charging Stations</p> 	<p>With almost all attendees using their phones, tablets and mobile devices throughout the event, a custom-branded charging station positioned in a high-traffic area of the convention center is an ideal way to garner impressions and appreciation from attendees, while enhancing your brand and message.</p> <p>New this year! Charging stations that have a locker for each phone so the attendee can have the convenience of returning after the charge.</p>	<ul style="list-style-type: none"> <li>• Your art graphics on all four sides of the station</li> <li>• Location #1 in West Shuttle Lobby includes relaxing furniture</li> <li>• Location #2 in the new FMI CBX with the one-to-one meetings</li> <li>• Location #3 the aisle by the FMI Bistro</li> <li>• Locations for charging stations are available on a first-come-first-served basis – call for details on style, branding and location options!</li> <li>• <i>Art file due to FMI by April 15, 2015</i></li> </ul>	<p>\$10,000</p>	<p>3</p>
<p>FMI Learning Lounge</p> 	<p>Designed specifically to meet the preferences of adult learners, the Learning Lounge theater offers your company the opportunity to engage attendees on a conceptual level, while spotlighting your innovation – right in the midst of the FMI Expo.</p>	<ul style="list-style-type: none"> <li>• Craft and present a one-hour presentation (<i>preapproved by FMI VP, Education by May 15, 2015</i>)</li> <li>• Pre-event promotions on the education schedule</li> <li>• Onsite recognition on Learning Lounge Schedule</li> <li>• Onsite Learning Lounge with audio visual and sound</li> </ul>	<p>\$10,000</p>	<p><del>7</del> <b>SOLD</b></p>





Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>FMI Meet &amp; Learn Area Power Hours</p>   	<p>New for 2015! FMI Meet &amp; Learn Area You can join in and network directly with attendees by hosting a Power Hour.</p> <p>Each hour will have an educational focus and 10 conference table areas for breakout topics and discussions</p> <p><b>The Power Hour Times are:</b></p> <ol style="list-style-type: none"> <li>Tuesday 12noon – 1:00 pm <i>(100 lunch tickets included)</i></li> <li>Tuesday 1:15 pm – 2:15 pm</li> <li>Tuesday 2:45 – 3:45 pm</li> <li><del>Wednesday 12:00 – 1:00 pm <i>(100 lunch tickets included)</i></del></li> <li><del>Wednesday 1:15 pm – 2:15 pm</del></li> <li>Wednesday 2:30 – 3:30 pm</li> <li>Thursday 10:30 am – 11:00 am</li> <li>Thursday 12noon – 1:00 pm <i>(100 lunch tickets included)</i></li> </ol>	<ul style="list-style-type: none"> <li>Please provide 10 personnel (they don't all have to be from your company) that can facilitate discussion at each conference table with seating for 10 people.</li> <li>You are welcome to have handouts at the tables, company literature and/or giveaways.</li> <li><i>50-word overview due by February 15, 2015, so that we can promote the Meet &amp; Learn Power Hours</i></li> <li>Note: There will be a device charging station in this area – see separate sponsorship description.</li> <li>If hosting a partial Power Hour with other companies interests you, please contact us to discuss possibilities</li> </ul>	<p>\$10,000 each for #2,3,5,6,7</p> <p>\$12,500 each for #1,4,8</p>	<p><del>5</del> 4 left</p> <p>and</p> <p><del>3</del> 2 left</p>




## FMI Connect Sponsorships - \$20,000-\$60,000




Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>Social Media Vending Machine</p> 	<p>Have your brand engage with the FMI attendees in a new and different way – a social vending machine! Attendees will come upon the branded vending machine and will participate in all action items (Tweet, take a quiz, survey, email capture etc.) provided by the sponsor. After completion a gift will be dispensed.</p> <p>First seen at the 2014 Consumer Electronics Show (CEs), this novel promotion will stop attendees in their tracks and have them interact with your brand and walk away with a treat from you. The machine can dispense t-shirts, stuffed animals or a small gift. The machine will be placed in a high-traffic area.</p>	<ul style="list-style-type: none"> <li>We can place this near the FMI.tv area in the front of the Expo or we can place this in the FMI Tech Bar – your choice!</li> <li>Sponsor logo/message on the outside of the vending machine</li> <li>Sponsor to provide an action item (twitter activation, taking a quiz, survey, email capture etc.) for attendees to participate in to receive a free gift</li> <li>Sponsor to provide the artwork, social media/action item and branded item to FMI no later than April 15, 2015</li> <li><i>Sponsor branded items to be dropped off onsite at the FMI office by Sunday, June 7, 2015 or shipped to the FMI office by May 5, 2015.</i></li> </ul>	\$20,000	1
<p>Registration Bag</p> 	<p>Your company will be branded so well on the Attendee Registration Bag as it's carried around the exhibit floor.</p>	<ul style="list-style-type: none"> <li>FMI Connect design on one side</li> <li>Sponsor on the second side</li> <li>5,500 bags</li> </ul>	\$20,000	-1 <b>SOLD</b>
<p>Shuttle Bus Advertising 2'X35'</p> 	<p>Be seen out and about! FMI Connect buses run all four days from early am to evening between attendee hotels and McCormick Place. Let your company be seen by many!</p>	<ul style="list-style-type: none"> <li>2 x 35' wide banner placed on up to 30 buses</li> <li>Your logo on pre-promotions and information on the event website</li> <li>Your logo on the shuttle bus printed paper schedules onsite and onsite signage in the West lobby</li> </ul>	\$20,000	-1 <b>SOLD</b>



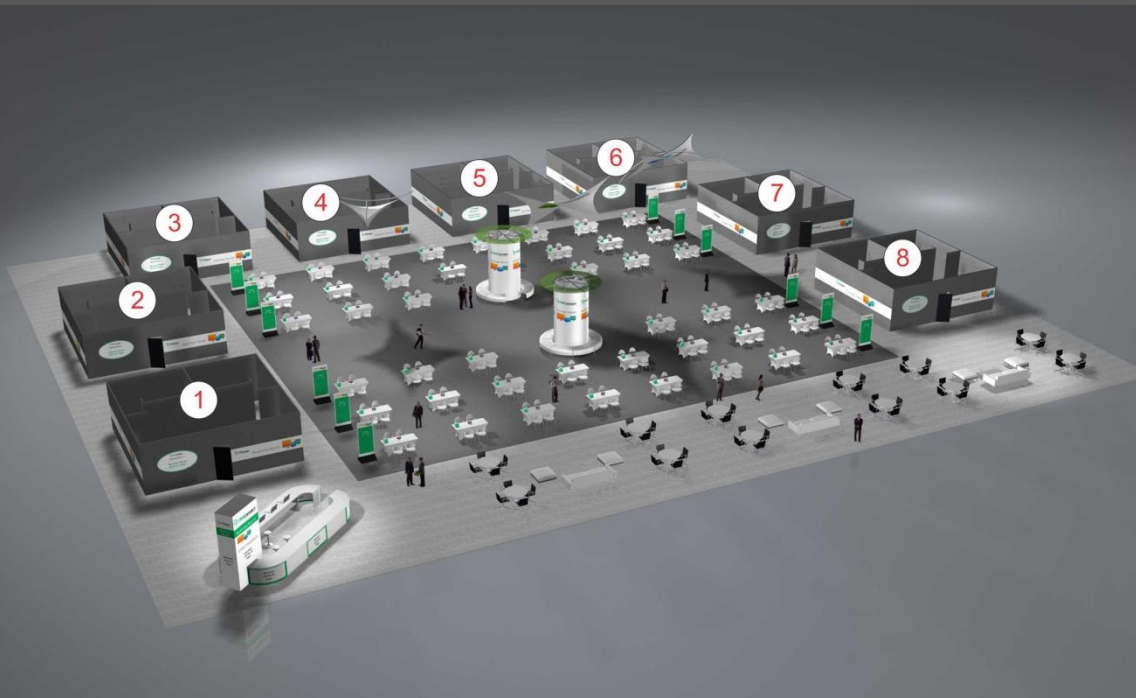
Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>International Reception</p> 	<p>Grow your brand's global presence with your name, logo and booth number on materials at the official welcome event for international participations from 75+ countries.</p> <p>To be held Tuesday night 4:00- 5:00 pm in the International Trade Center.</p>	<ul style="list-style-type: none"> <li>FMI Connect International reception hosted by Your Company Name on pre-event promotions</li> <li>Additional 4-minute or less welcome message from the podium</li> <li>2,000 cocktail napkins with two-color logo</li> <li>Signage at the reception</li> </ul>	<p>\$20,000</p>	<p>1</p>
<p>Hotel Key Cards</p> 	<p>Be the first to welcome attendees and place your brand in the attendee's pocket! We will handle the hotel key cards at these top five FMI Hotels so you will stand out.</p> <p><i>Chicago Marriott Downtown Magnificent Mile, Hilton Chicago, Hyatt Regency Chicago, Hyatt Regency McCormick Place and InterContinental Chicago Magnificent Mile</i></p> <p>*Bonus: hotel key cards will also be distributed to the FMI Board of Directors at the Langham Hotel!</p>	<ul style="list-style-type: none"> <li>Key cards for up to 2,000 guests</li> <li>Art file due to FMI by May 1, 2015</li> </ul>	<p>\$25,000</p>	<p>1</p>
<p>FMI Connect Mobile App</p> 	<p>Do not miss the opportunity to get your message directly to your customers and prospects. By sponsoring the FMI Connect Mobile App, your company will be recognized each time an attendee utilizes the App to navigate the show, download exhibitor information, coordinate schedules and more.</p> <p>The FMI Connect Mobile App will be promoted pre-event and available for download in late April for iPhone and Android technology. There will not be a printed onsite program, so the mobile app is the way to go!</p>	<ul style="list-style-type: none"> <li>1 sponsor promotional email to encourage attendees to download the app.</li> <li>1 rotating banner ad that is placed at the top of the app's dashboard page</li> <li>1 landing page – When the rotating banner is tapped, the user is taken to this page. (Specs: 320x418 pixels – page can contain up to 3 button graphics to lead the user to mobile optimized URLs)</li> <li>Sponsor onsite signage</li> <li>Art file due to FMI no later than March 1, 2015.</li> </ul>	<p>\$25,000</p>	<p>1</p>

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>FMI Connect Aisle Signs</p> 	<p>Put your company at the center of attention. FMI Expo aisle signs hang above the aisles to help attendees navigate the busy exhibit floor.</p> <p>Enjoy your company logo prominently displayed on the aisle signs.</p>	<ul style="list-style-type: none"> <li>Sponsor logo displayed on the bottom half of the vertical-hanging aisle sign in a 3 ½'w x 3 ½' h space. Each aisle will have 2 signs; each sponsor will receive five 5 aisles.</li> </ul>	<p>\$25,000</p>	<p><del>2</del> 1 left</p>
<p>FMI.tv Buzz Center &amp; Social Media Engagement Lounge</p>   	<p>The Buzz Center is the social media and video hub during FMI Connect. There is space for video interviews, podcasts, live blogging and tweeting, media interviews, conversations between industry executives and attendees / media, etc. The Buzz Center hosts webcasts, moderated by industry thought leaders, FMI staff and bloggers. Participation is promoted to attendees and FMI encourages attendees to stop by and visit</p> <p>In addition, all video content and Buzz Center activities are promoted to potential future attendees.</p> <p>The FMI Buzz Center will be buzzing with activity at the June event! It's your one-stop hub for live social media coverage and FMI.tv.</p> <p>The FMI.tv and Buzz Center will be located near the FMI Registration area—a perfect spot to engage through social media and meet FMI staff. Make sure to use the official event hashtag to see your tweet on the big screen. #FMIconnect</p>	<ul style="list-style-type: none"> <li>You will receive recognition on the step &amp; repeat wall and onsite signage.</li> <li>Your company logo will be in the video frame design for FMI.tv that will play on the event website and on the FMI YouTube Channel.</li> <li>Your team can provide an interviewer/host for up to 5 interviews that will be captured content.</li> <li>The interview microphone will have 2 sides with your logo and 2 sides with FMI Connect.</li> <li>We will supply the video production equipment and crew to capture live content in this area.</li> <li>We will have a social media wall for Twitter-fall and other content</li> <li>If there is a Social Media vending machine sponsor, this item might be located near this space.</li> </ul>	<p>\$30,000</p>	<p><del>1</del> <b>SOLD</b></p>

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p data-bbox="191 207 306 233">Tech Bar</p>  	<p data-bbox="428 313 995 402">Position your company to offer a valuable attendee service by being the sole sponsor of the Tech Bar.</p> <p data-bbox="428 440 1033 659">During show hours, the bar will be staffed by three professionals who will be available for one-on-one consultations with their smart devices. Attendees can walk up and say, “Hey, I have an iPad but I don’t use it for work – any good apps I should consider?” etc. Position your company by providing this great service!</p> <p data-bbox="428 696 1005 786">Sponsoring the Tech Bar also includes hosting the Tech Bar Happy Hour, Tuesday, June 9, 3:30-5:00 pm.</p>	<ul data-bbox="1108 277 1677 704" style="list-style-type: none"> <li>• 1 Tech Bar Exhibit Pod Space</li> <li>• Branding in advance and onsite with Tech Bar promotions</li> <li>• You can host a 30-min talk each day (3 total) in the Tech Bar – FMI will do the promotion of your talks.</li> <li>• 200 branded cocktail napkins at the Tech Bar Happy Hour</li> <li>• Each attendee that uses the Tech Bar will be scanned and you will receive the data file so you can follow up after the show as you wish.</li> <li>• 4 FMI Connect full conference badges</li> </ul>	<p data-bbox="1713 472 1818 498">\$30,000</p>	<p data-bbox="1923 472 1940 498">1</p>
<p data-bbox="117 1053 380 1079">Tech Bar Exhibit Pod</p> 	<p data-bbox="428 1146 1003 1268">Showcase your new technology! As an alternative to an exhibit booth, a Tech Bar Exhibit Pod allow you to conduct business in a more intimate setting.</p>	<ul data-bbox="1108 1105 1667 1295" style="list-style-type: none"> <li>• One 2’w x 6’ x 43” Column with Counter Unit with graphics and 4 bar stools in a carpeted area</li> <li>• Ability to host one demo or talk from your space on the Tech Bar schedule.</li> <li>• 2 FMI Connect full conference badges</li> </ul>	<p data-bbox="1713 1146 1812 1172">\$6,000</p>	<p data-bbox="1898 1114 1965 1172"><del>7</del> 2 left</p>

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>Tuesday FMI Connect Welcome Reception/ Future Leaders Reception</p> 	<p>On Tuesday, June 9, 2015, you can be an exclusive sponsor or one of two sponsors to give a warm welcome to the FMI Connect attendees! This event also includes attendees from Future Leaders @ Connect, so it's double the exposure! To be held from 5:30- 8:00 pm at the Chicago Sports Museum</p>	<ul style="list-style-type: none"> <li>FMI Connect Welcome reception hosted by Your Company Name on event tickets and other pre-event promotions</li> <li>Additional 4-minute or less welcome message from the podium</li> <li>2,000 cocktail napkins with two-color logo</li> <li>Signage at the reception</li> <li>Digital photographer so attendees can have an instant photo with your brand to share on social media</li> </ul>	<p>\$35,000 for two sponsors  \$60,000 for one sponsor</p>	<p>2 or 1</p>
<p>FMI Connect Keynote Sponsorship</p> 	<p>Open to all FMI Connect and Future Leaders attendees, the FMI Keynote presentation sets the tone and the pace for the remainder of the event.</p> <p>Display your company leadership and by sponsoring a keynote, place your brand in lights.</p> <p>Keynote options include:</p> <ul style="list-style-type: none"> <li>Tuesday (joint with Future Leaders)</li> <li>Wednesday</li> <li>Thursday</li> </ul>	<p>Sponsorship of a keynote includes:</p> <ul style="list-style-type: none"> <li>Opportunity to distribute literature or promotional items outside the keynote room</li> <li>Your team can greet as attendees enter and exit the room</li> <li>10 VIP seats in the keynote</li> <li>10 VIP photos with the keynote (as speaker permits)</li> <li>Recognition and logo on event website</li> <li>Recognition and logo as keynote sponsor on onsite signage</li> <li>Thank you by keynote moderator prior to keynote presentation</li> <li>Recognition and logo on opening slide ("Brought to you by...")</li> </ul>	<p>\$50,000</p>	<p>3</p>
<p>Attendee Water-Bottle &amp; Water-Filling Stations</p> 	<p>Now, here is a thirst-quenching opportunity to be appreciated by all attendees. Your company name and/or logo can be featured on an attendee water bottle giveaway at attendee materials pick-up. There is no actual water in the bottle, but as part of the opportunity, we will place five water stations in key areas of the convention center for attendees to fill up their bottles. Water stations will also feature your company name.</p>	<p>In order to deliver this item, please secure this sponsorship <u>by April 1, 2015</u></p> <p>Water bottle details:</p> <ul style="list-style-type: none"> <li>22-ounce polycarbonate sport bottle made of shatter resistant material</li> <li>Pop-up drinking spout on lid and attached spout cover</li> <li>Approx dimensions 2.75" x 9.5H</li> <li>Decorating area: 1.5" x 1.5" H</li> <li>Colors available – red, blue and gray</li> </ul>	<p>\$35,000 for two sponsors  \$60,000 for one sponsor</p>	<p>2 or 1</p>

# FMI Connect Business Exchange (CBX)






New for 2015! FMI Connect Business Exchange (CBX) offers exhibiting manufacturers the ability to use the FMI scheduler to secure 20-minute meetings.




Access to the scheduling system is free of charge to FMI Exhibitors and you have a choice as to your meeting location. The choices are:

- 1. Your Booth
- 2. The CBX Open Tables
- 3. A Private Suite You Purchase within the CBX area

Opportunity	Description	Sponsorship Includes:	Price	Inventory
<p>Open Tables</p> 	<p>For FMI Exhibitors to have meetings in the CBX Open Tables or their exhibit booth, there is no charge. Each Exhibitor participant must have an Exhibitor Full Conference registration. Four (4) are allotted per 100 nsf booth space. If you need more, the registration is \$375 Early Bird by May 1, 2015 and \$450 after May 1, 2015.</p>	<ul style="list-style-type: none"> <li>• CBX scheduler is free for exhibitors to send and receive appointments</li> </ul>	<p>No charge for CBX Open Tables (but must have Exhibitor Full Conference Registration)</p>	<p>unlimited</p>



Opportunity	Description	Sponsorship Includes:	Price	Inventory
<p>Private Suites</p> 	<p>If you want to place personnel in position to knock out some private meetings, we have (8) Private Suites available that surround the CBX area. With the CBX hours in this area on Tuesday and Wednesday, you could host a total of 44 meetings in your suite. If you have more, you can have additional meetings in the Open Table area.</p>	<p>Each suite is 28' x 28' in size, has one entry door, two conference areas and the following:</p> <ol style="list-style-type: none"> <li>1. Outside door panel graphics and lockable front door</li> <li>2. Two conference rooms each having 2 30" tables with 4 arm chairs each</li> <li>3. Three tables 2' x 8' x 30" H skirted tables and 5 arm chairs and 2 wastebaskets <ul style="list-style-type: none"> <li>• 2 tables for displays</li> <li>• 1 table for a reception</li> </ul> </li> <li>4. Any catering in the Suite would be ordered by your company</li> <li>5. Each Suite has an allotment of 8 Exhibitor Full Conference registrations</li> </ol>	<p>\$20,000/suite for <b>Member Exhibitor</b></p> <p>\$30,000/suite for <b>Member Non-Exhibitor</b></p> <p>\$35,000/suite for <b>Non-Member Exhibitor</b></p>	<p><del>8</del> 5 left</p>
<p>Monday Lunch</p> 	<p>The CBX meetings will be hosted all day Monday with a complimentary lunch.</p> <p>Place your brand on this lunch and you will please a crowd.</p>	<ul style="list-style-type: none"> <li>• Onsite recognition signage in the CBX meeting area near the lunch</li> <li>• 600 branded lunch napkins</li> <li>• Up to ten of your team members can hang out in the lunch to network with the attendees</li> <li>• Ability to serve your product</li> </ul>	<p>\$20,000</p>	<p>1</p>
<p>Info Desk</p> 	<p>Be seen by all attendees who enter this area with your brand showcased with the CBX Info Desk.</p>	<ul style="list-style-type: none"> <li>• Your brand on the onsite info handout</li> <li>• You can provide branded shirts or buttons for the Info Desk staff</li> <li>• Event website recognition</li> </ul>	<p>\$15,000</p>	<p>1</p>

Opportunity	Description	Sponsorship Includes:	Price	Inventory
<p>CBX Wifi Sponsor</p> 	<p>Be a resource to the attendees using the CBX and that need the Internet!</p> <p>The general areas of McCormick Place such as the shuttle lobby have Wifi. We will install a separate Wifi set up for the CBX area with the Sponsor showcased on the sign-in screen.</p>	<ul style="list-style-type: none"> <li>• Branded splash page</li> <li>• 1 Branded directional signage in CBX area</li> <li>• 1 Meter-board sign on exhibit floor</li> <li>• 15 table-top recognition signs</li> <li>• Recognition and logo on event website</li> </ul>	<p>\$10,000</p>	<p>1</p>
<p>CBX Scheduler (Online and Mobile) and Onsite Computers</p> 	<p>If you want your brand affiliated with “getting business done,” consider this opportunity - have your banner advertisement on the online CBX Scheduler tool starting in March and then also on 5 computers available for checking schedules.</p> <p>Your brand will also be showcased on the mobile version of the scheduler.</p>	<ul style="list-style-type: none"> <li>• Banner advertisement on the online CBX Schedule tool starting in March</li> <li>• Banner advertisement on 5 computers available for checking schedules</li> <li>• Brand showcased on the mobile version of the scheduler</li> </ul>	<p>\$9,500</p>	<p><del>1</del> <b>SOLD</b></p>
<p>Refreshment Break</p> 	<p>The CBX meetings will be hosted in the FMI Expo on Monday, Tuesday and Wednesday. Choose one of these Refreshment Break sponsorships and you will be much appreciated by the attendees who need a lift with beverages and snacks.</p> <p>Options include:</p> <ul style="list-style-type: none"> <li>• Morning Refreshment Breaks</li> <li>• Afternoon Refreshment Breaks</li> </ul> <p>If you have special snack items you would like to include, we can investigate the possibilities with you.</p>	<ul style="list-style-type: none"> <li>• Branded signage on-site</li> <li>• 500 branded napkins</li> <li>• Ability to provide branded special snack items, some additional fees may apply</li> </ul>	<p>\$7,500</p>	<p><del>2</del> <b>1 left</b></p>

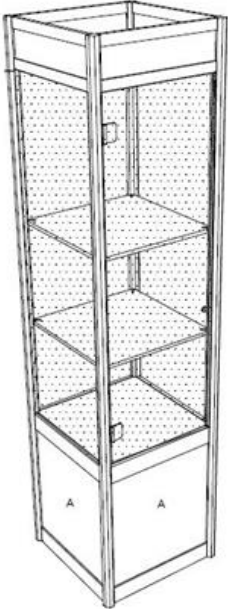
## Featured Product Showcase

Increase your product exposure at FMI Connect 2015. The Featured Product Showcase will spotlight your products in a high-traffic area of McCormick Place – generating interest that will drive attendees to your exhibit booth.



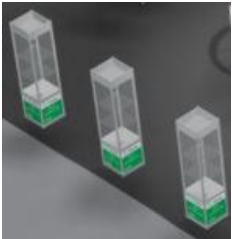


All entries will be grouped and presented by product type in alphabetical order by company in the following categories. **Please designate your category on the sponsorship contract.**


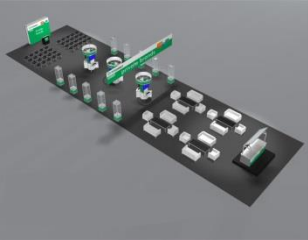
- Corporate Products
- Fresh Products
- Frozen Products
- HBC/Non-Foods
- Packaged Grocery
- Retail Technology
- Store Equipment/Design

Opportunity	Description	Sponsorship Includes:	Price	Inventory
<p>Featured Product Showcase</p> 	<p>Display Requirements:</p> <ul style="list-style-type: none"> <li>• No refrigeration will be provided; only empty packaging for refrigerated products can be displayed</li> <li>• For equipment or products too large for showcases, photographs, press releases, or signage will substitute for the actual product</li> <li>• Space locations will be determined by event management</li> </ul> <p>Set-up Times and Event Times:</p> <ul style="list-style-type: none"> <li>• Showcases available for product arrangement on Monday, June 8 from 9:00am – 1:00pm</li> <li>• Showcase area open for viewing during all regular expo hours                             <ul style="list-style-type: none"> <li>○ Tuesday, June 9, 11:00am – 4:00pm</li> <li>○ Wednesday, June 10, 11:00am – 4:00pm</li> <li>○ Thursday, June 11, 10:00am – 3:00pm</li> </ul> </li> </ul> <p><i>* set-up and event-times and showcase location subject to change</i></p>	<ul style="list-style-type: none"> <li>• Four-sided, 18” x 18” glass-enclosed shelving unit with two shelves</li> <li>• Option to buy 1 shelf for 1 product, or an entire case with 2 shelves for 2 products</li> <li>• Recognition in the FMI Connect 2015 Mobile App</li> <li>• Sign identifying your company name and booth number next to product in showcase</li> <li>• Featured Product Showcase sign to display in your booth</li> </ul>	<p style="text-align: center;">\$500 per product or \$950 per case <b>Members</b></p> <p style="text-align: center;">\$750 per product or \$1,450 per case <b>Non-Members</b></p>	<p style="text-align: center;">TBD</p>

## FMI Private Brands Summit




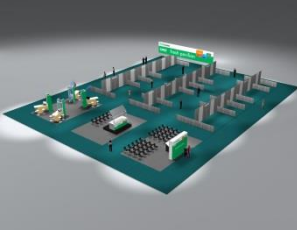
New for 2015 at FMI Connect, the Private Brands community is hosting programming, demonstrations, quality cuttings, product showcases and more! If you are in the business of private brands and want to meet retailers seeking business expansion and opportunities, explore options with us!

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>Private Brands Featured Product Showcase</p> 	<p>Show off your brands with private brand product showcase displays. Highlight new packaging, designs, products, categories, countries - your opportunities are endless.</p> <p>These displays will be situated within the Private Brands Zone on the show floor.</p>	<ul style="list-style-type: none"> <li>1 Product Showcase Display</li> </ul>	<p style="text-align: center;">\$950 <b>Members</b></p> <p style="text-align: center;">\$1,450 <b>NonMembers</b></p>	<p style="text-align: center;"><del>10</del> <b>3 left</b></p>
<p>Private Brands Zone “My Brand Bites” 20-Minute Talk</p> 	<p>Situated on the expo show floor in the heart of what’s happening. Take advantage of the Idea Exchange in the Private Brand Zone and have a more intimate discussion with your audience.</p> <p>Share your expertise with the audience, make new connections and earn new business.</p>	<ul style="list-style-type: none"> <li>1 20-minute speaking session</li> <li>Topic listed on Summit event website</li> <li>1 Private Brands exhibitor full conference badge (\$625 value)</li> </ul>	<p style="text-align: center;">\$1,000</p>	<p style="text-align: center;"><del>12</del> <b>SOLD</b></p>
<p>Private Brands Reception</p> 	<p>On Tuesday, June 9, 2015, you can be an exclusive sponsor or one of three sponsors to give a warm welcome to the FMI Private Brand Summit attendees! Reception will be held in the Private Brand Zone on the Expo show floor from 3:30-5:00 pm.</p>	<ul style="list-style-type: none"> <li>PB Summit welcome reception hosted by: Your Company Name on event tickets and other pre-event promotions</li> <li>Signage at the reception</li> <li>Logo on the Summit event website</li> <li>2,000 cocktail napkins with two color logo</li> </ul>	<p style="text-align: center;">\$1,500</p>	<p style="text-align: center;"><del>3</del> <b>SOLD</b></p>

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>Private Brands Solutions Pod</p> 	<p>As an alternative to an exhibit booth. Solutions Pods allow you to conduct business in a more intimate setting in the heart of the Private Brand Zone. Have a service, new research, or technology that you would like to showcase? This fully outfitted solution Pod will meet your need.</p>	<ul style="list-style-type: none"> <li>• 24" monitor, electrical, designated internet connection</li> <li>• 2 Private Brands exhibitor full conference badges (\$1,250 value)</li> <li>• Access to CBX B2B meetings</li> <li>• 2 stools</li> </ul>	<p>\$5,000 per side</p>	<p><del>6</del> 1 left</p>
<p>Private Brands Overall Sponsorship</p> 	<p>Take advantage of all the Private Brand Zone's offerings. This sponsorship combines many of the Private Brands offerings into one overall package that will ensure strong engagement opportunities and presence at the Private Brand Summit.</p>	<ul style="list-style-type: none"> <li>• Logo and recognition in pre-event promotions, on-site, and event website</li> <li>• 1 Feature Product Display</li> <li>• 1 Idea Exchange Session in the Private Brands Zone</li> <li>• Solutions Pod to include 24" monitor, electrical, designated Internet connection, 2 stools + plus 4 Private Brands exhibitor full conference badges (\$2500 value)</li> <li>• Access to CBX B2B Meetings</li> </ul>	<p>\$6,500 <b>Members only</b></p>	<p><del>4</del> <b>SOLD</b></p>



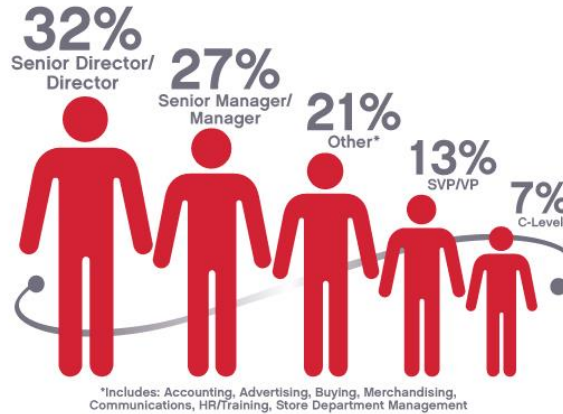
## Fresh & Prepared Pavilion

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>Fresh Cooking/Grilling Station</p> 	<p>Show your company's expertise in fresh foods and educate the Expo attendees. Create recipes using fresh products and while assembling the ingredients, talk to the attendees about the value and performance of your products. Mix your culinary skills with company messaging to enhance the viewers' experience in the Fresh &amp; Prepared Pavilion at FMI Connect.</p>	<ul style="list-style-type: none"> <li>• Logo signage at the Fresh Cooking/Grilling Station</li> <li>• Logo on Fresh &amp; Prepared Pavilion page of the FMI Connect website</li> <li>• Promotion of the demo in the FMI Connect App</li> </ul>	\$1,500	-4 <b>SOLD</b>
<p>Fresh Bites</p> 	<p>Situated on the expo show floor in the heart of what's happening. Take advantage of the Fresh Bites in the Fresh &amp; Prepared Pavilion and have a more intimate discussion with your fresh audience. Share your expertise with the audiences, make new connections and earn new business.</p>	<ul style="list-style-type: none"> <li>• One 30-minute speaking session</li> <li>• Topic listed on the FMI Connect website and event app</li> </ul>	\$1,500	-10 <b>SOLD</b>
<p>Fresh &amp; Prepared Pavilion Interactive Presentation Pod</p> 	<p>Showcase your new fresh insights! As an alternative to an exhibit booth, a Fresh &amp; prepared Pavilion Exhibit Pod allow you to conduct business in a more intimate setting to share your strategic perspectives with conference attendees.</p>	<ul style="list-style-type: none"> <li>• One 2'w x6' x 43" Column with Counter Unit with graphics and 4 bar stools in a carpeted area</li> <li>• 24" monitor</li> <li>• Electrical</li> <li>• designated internet connection</li> <li>• 2 exhibitor full conference badges</li> <li>• Access to CBX</li> </ul>	\$6,000	-2 <b>SOLD</b>
<p>Fresh &amp; Prepared Pavilion Overall Sponsorship</p> 	<p>Take advantage of all the Fresh &amp; Prepared Pavilion offerings. This sponsorship combines many of the Fresh offerings into one overall package that will ensure strong engagement opportunities and presence at the Fresh Pavilion at FMI Connect.</p>	<ul style="list-style-type: none"> <li>• Logo and recognition in pre-event promotions, on-site, and event website</li> <li>• 1 Fresh Bite session in the Fresh &amp; Prepared Pavilion</li> <li>• Interactive Presentation Pod to include 24" monitor, electrical, designated internet connection, 4 stools plus 4 exhibitor full conference badges</li> <li>• Access to CBX B2B Meetings</li> </ul>	\$10,000 <b>Members only</b>	-1 <b>SOLD</b>

# 2015 Sponsorship Opportunities

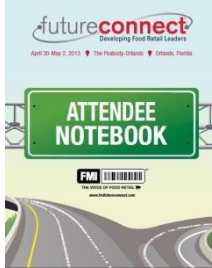
At Future Leaders, more than 1,000 senior supermarket retail and wholesale executives, along with their teams of aspiring leaders, will discover the most effective ways to ensure future success. Take advantage of hours of networking, exposure to corporate leadership, and opportunities to cultivate *new* business connections.




## Job Titles of Retailer/Wholesaler Attendees







For more information contact [Peter Collins](mailto:pcollins@fmi.org) at 202.220.0737 or [pcollins@fmi.org](mailto:pcollins@fmi.org)

## Future Leaders Sponsorship \$5,000 - \$15,000

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>Notebook</p> 	<p>Get exposure in the exclusive Future Leaders notebook, an important tool and attendee takeaway.</p> <p>Options include:</p> <ul style="list-style-type: none"> <li>• Inside Front Cover</li> <li>• Inside Back Cover</li> </ul>	<ul style="list-style-type: none"> <li>• Notebook provided to each attendee</li> <li>• Branding opportunity in an important take-away that is kept and used for follow-up by attendees</li> <li>• <i>Art file due to FMI by April 15, 2015</i></li> </ul>	\$5,000	2

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>General Session</p> 	<p>Choose to sponsor any one of the four educational sessions below that is the best fit for your company:</p> <ol style="list-style-type: none"> <li>1. Conference Kick-Off/General Session</li> <li>2. Insights from Industry Leaders</li> <li>3. Managing Four Generations in the Workforce</li> <li>4. Living Life at Performance Level</li> </ol>	<ul style="list-style-type: none"> <li>• 2 free registrations to Future Connect</li> <li>• Podium time with Future Leaders' emcee for introduction of the speaker</li> <li>• Signage recognition at sponsored session</li> <li>• On-site notebook listing</li> <li>• On-site signage</li> <li>• Website recognition</li> <li>• Mobile app recognition</li> </ul>	<p>\$10,000</p>	<p><del>4</del> 3 left</p>
<p>Future Leaders Mobile App</p> 	<p>Do not miss the opportunity to get your message directly to your customers and prospects. By sponsoring the Future Leaders Mobile App, your company will be recognized each time an attendee utilizes the App to navigate the conference, review sessions, coordinate schedules and more.</p> <p>The Future Leaders Mobile App will be promoted pre-event and available for download in late April for iPhone and Android technology.</p>	<ul style="list-style-type: none"> <li>• 1 sponsor promotional email to encourage attendees to download the app.</li> <li>• 1 rotating banner ad that is placed at the top of the app's dashboard page</li> <li>• 1 landing page – When the rotating banner is tapped, the user is taken to this page. (Specs: 320x418 pixels – page can contain up to 3 button graphics to lead the user to mobile optimized URLs)</li> <li>• On-site signage</li> <li>• Sponsor to provide artwork materials to FMI no later than March 1, 2015.</li> </ul>	<p>\$10,000</p>	<p>1</p>
<p>Workshop Track</p> 	<p>Choose to sponsor any of the three education tracks:</p> <ol style="list-style-type: none"> <li>1. Managing Operations (3 sessions)</li> <li>2. Leading Others (4 sessions)</li> <li>3. Developing Yourself (4 sessions)</li> </ol>	<ul style="list-style-type: none"> <li>• 2 free registrations to Future Connect</li> <li>• Serve as host of the entire track</li> <li>• Signage recognition at sponsored track</li> <li>• On-site notebook listing</li> <li>• On-site signage</li> <li>• Website recognition</li> <li>• Mobile app recognition</li> </ul>	<p>\$15,000</p>	<p><del>3</del> 2 left</p>

Opportunity	Description	Sponsorship Includes	Price	Inventory
<p>Breaks</p> 	<p>Choose to sponsor all of the breaks including:</p> <ol style="list-style-type: none"> <li>1. Monday Afternoon Break</li> <li>2. Tuesday Morning and Afternoon Breaks</li> <li>3. Wednesday Morning Breaks</li> </ol>	<ul style="list-style-type: none"> <li>• 2 free registrations to Future Leaders</li> <li>• Signage recognition at sponsored event</li> <li>• On-site notebook listing</li> <li>• On-site signage</li> <li>• Website recognition</li> <li>• Mobile app recognition</li> </ul>	<p>\$20,000</p>	<p>1</p>
<p>Opening Reception</p> 	<p>Choose to sponsor the premium Opening Reception for Future Leaders taking place Monday June, 8, 2015 from 6-7pm at McCormick Place.</p>	<ul style="list-style-type: none"> <li>• 2 free registrations to Future Leaders</li> <li>• Signage recognition at sponsored event</li> <li>• On-site notebook listing</li> <li>• On-site signage</li> <li>• Website recognition</li> <li>• Mobile app recognition</li> </ul>	<p>\$20,000</p>	<p>1</p>
<p>Breakfasts</p> 	<p>Choose to sponsor one of the two exclusive breakfasts at Future Leaders:</p> <ol style="list-style-type: none"> <li>1. Tuesday Breakfast</li> <li>2. Wednesday Breakfast</li> </ol>	<ul style="list-style-type: none"> <li>• 2 free registrations to Future Leaders</li> <li>• Signage recognition at sponsored event</li> <li>• On-site notebook listing</li> <li>• On-site signage</li> <li>• Website recognition</li> <li>• Mobile app recognition</li> </ul>	<p>\$25,000</p>	<p>2</p>
<p>Tuesday Lunch</p> 	<p>Choose to sponsor the lunch on the show floor for Future Leaders attendees.</p>	<ul style="list-style-type: none"> <li>• 2 free registrations to Future Leaders</li> <li>• Signage recognition at sponsored event</li> <li>• On-site notebook listing</li> <li>• On-site signage</li> <li>• Website recognition</li> <li>• Mobile app recognition</li> </ul>	<p>\$25,000</p>	<p>1</p>

# 2015 Sponsorship Contract



- YES**, we will be a sponsor of **FMI Connect**
- YES**, we will be a sponsor of **Future Leaders @Connect**

## Sponsor Information

COMPANY (As you wish to appear in promotional material)

BUSINESS ADDRESS

CITY/STATE/ZIP

COMPANY PHONE

COMPANY WEBSITE

## Sponsor Contacts

**PRIMARY CONTACT**

PHONE

EMAIL

**ALTERNATIVE CONTACT**

PHONE

EMAIL

## Item Selection

Please indicate which sponsorship(s) you would like to sponsor:

	Item:	Qty:	Price:
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

- YES**, we want to purchase a Featured Product Showcase

Category: \_\_\_\_\_ Qty: \_\_\_\_\_ Price: \_\_\_\_\_

*Signature on form signifies that the company representative is an authorized company representative and has read and agrees to the Terms and Conditions.*

SIGNATURE

DATE

PRINTED NAME

### 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 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: **March 15, 2015**.
- No sponsorship monies will be refunded:
  - In the event of a conference cancellation
  - Unavailability of a particular sponsorship opportunity due to results of the lottery
  - If not all allocated sponsorship item selection dollars aren't spent
  - Cancellations made by speakers or entertainment of sponsored events
- FMI Management must approve all sponsorship recognition including, but not limited to, introductions, presentations, signage, handouts and giveaways.
- FMI may, at its discretion, replace any speaker or entertainment with what it deems comparable talent.
- FMI reserves the right to modify or cancel, at its discretion, any sponsorship opportunity at any time.
- Unless expressly authorized by FMI, the sponsor will have no creative input into the production of any sponsored opportunity.
- There will be no competitive company or category lockouts on any event.
- All sponsors must participate in the 2015 FMI Connect Exposition.
- Each sponsor agrees to submit their company logo to FMI at the time of the commitment. Preferred file format is **3" X 3" EPS and 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 conference materials moving forward but it is not guaranteed.
- Sponsorship deadline is **May 15, 2015**. Sponsors will not be accepted after the deadline.

### Instructions

Please fax, email, or mail back completed contract and payment to:

**Peter Collins** | [pcollins@fmi.org](mailto:pcollins@fmi.org) |  
(p) 202.220.0737 | (f) 202.429.4519  
FMI, 2345 Crystal Drive, Suite 800,  
Arlington, VA 22202