

Private Brands Summit

September 29-30, 2022 Westin Arlington Gateway Arlington, VA

Sponsorship Prospectus



Private Brands Summit



The Private Brands Summit is a two-day event to explore, prioritize, and seek solutions on issues impacting private brands in food retail.

Mid and senior level executives in merchandising, supply chain, marketing, digital and e-commerce, as well as private brands and category management are encouraged to attend.

Preliminary content areas:

- Impact of inflation on consumer behavior
- The Power of Private Brands
- Omnishopper behaviors
- Future of promotions
- Regulatory challenges
- Packaging updates

REGISTRATION RATES

Private Brands
Summit



Retailer/Wholesaler/Product Supplier Member

\$499/attendee

Associate Member

\$599/attendee

Nonmember

\$799/attendee

PRELIMINARY EVENT SCHEDULE

Private Brands
Summit



Thursday, September 29, 2022

7:00 – 8:00 am	Breakfast
8:00 – 8:45 am	Opening Keynote
9:00 am – 12:00 pm	Education & Discussion Sessions
12:00 – 2:00 pm	Lunch & Networking
2:00 – 5:00 pm	Education & Discussion Sessions
5:00 – 6:00 pm	Happy Hour

Friday, September 30, 2022

7:00 – 8:00 am	Breakfast
8:00 – 11:00 am	Education & Discussion Sessions
11:00 am – 12:00 pm	Closing Keynote

BUILD YOUR OWN SPONSORSHIPS

Private Brands
Summit



Sponsorships for the 2022 Private Brands Summit are **build-your-own**.

Customize your own sponsorship package and choose from among the opportunities listed, both **premium sponsorships** and **enhancements**.



PREMIUM SPONSORSHIPS

Private Brands
Summit



Registration

1 available

\$5,000 (member pricing)

\$6,500 (nonmember+Affiliate membership annual dues)

Have your brand be featured on each attendee's conference lanyard and within the attendee registration confirmation email.

Additional benefits include:

- Two (2) complimentary conference registrations

Keycards

1 available

\$5,000 (member pricing)

\$6,500 (nonmember+Affiliate membership annual dues)

Be featured within the hotel check-in process and receive optimal visibility with all attendees staying in the host hotel. Opportunity includes a custom designed graphic or message printed on the official conference hotel room keys.*

Additional benefits include:

- Two (2) complimentary conference registrations

*[Contact us](#) for more design specifications for the event's keycards.

**Product is subject to prior FMI and hotel approval.

PREMIUM SPONSORSHIPS

Keynote Address

\$5,000 (member pricing)

\$6,500 (nonmember+Affiliate membership annual dues)

Receive optimal visibility at a keynote address. Opportunity includes two (2) minutes of introductory remarks* to the show's audience.

Additional benefits include:

- Two (2) complimentary conference registrations

Wifi

\$5,000 (member pricing)

\$6,500 (nonmember+Affiliate membership annual dues)

Reach potential customers with your company's brand.

Benefits include:

- Opportunity to customize the conference wifi password.
- Two (2) complimentary conference registrations

1 available



1 available



PREMIUM SPONSORSHIPS

Innovation Showcase Tabletop Exhibit

\$5,000 (member pricing)

\$6,500 (nonmember+Affiliate membership annual dues)

Highlight your organization's thought leadership and showcase your new products and services at the central welcome back lounge for the conference.

Benefits include:

- Opportunity to provide one pull-up banner and promotional handouts at your tabletop display in the Welcome Back Lounge.
- Two (2) complimentary conference registrations

Reception

\$5,000 (member pricing)

\$6,500 (nonmember+Affiliate membership annual dues)

Opportunity to provide a specialty drink recipe or food product** for Wednesday's conference reception.

Additional benefits include:

- Two (2) complimentary conference registrations

Limited availability



1 available



SPONSORSHIP ENHANCEMENTS

Breakfast

\$2,500/breakfast (member pricing)

\$4,000/breakfast (nonmember+Affiliate membership annual dues)

Opportunity to infuse a catered food or beverage with product at a conference breakfast function.

Additional benefit includes:

- 1 complimentary conference registration

2 available

Lunch

\$2,500/breakfast (member pricing)

\$4,000/breakfast (nonmember+Affiliate membership annual dues)

Opportunity to infuse a catered food or beverage with product at a conference lunch function.

Additional benefit includes:

- 1 complimentary conference registration

2 available

Room Drop or Registration Gift

\$2,500/breakfast (member pricing)

\$4,000/breakfast (nonmember+Affiliate membership annual dues)

Opportunity to provide a custom or branded giveaway to conference attendees staying in the host hotel

OR given out at the conference registration desk.

Additional benefit includes:

- 1 complimentary conference registration



Private Brands Summit



QUESTIONS? CONTACT US!



Peter Collins
Senior Director, Business Development and Membership
pcollins@fmi.org



Haley Pierce
Assistant, Business Development and Marketing
hpierce@fmi.org