2020
Sponsor Opportunities

www.FMIEnergySD.com
Face-to-face interaction and networking are critical to building successful business relationships. While video meetings and teleconferences offer a value of convenience, the exchange of ideas and insights in person will continue to be the most effective method of drawing attention to your company’s brand.

The FMI Energy & Store Development Conference is an education-based networking opportunity that focuses on bringing over 600 professionals together to learn about the latest products, services and insights for energy management, refrigeration, maintenance, sustainability, store design and merchandising in the food industry.

Over 600 energy, refrigeration, sustainability and store development professionals attended the 2019 E+SD Conference. Nearly 25% of those attendees were registered as CEO, President, Owner, Senior Vice President or Vice President of their company. Another 50% of attendees were director level or manager level or higher, with the ability to make or influence company decisions.

Sample of Retailer Buying Teams
E+SD 2020 includes two consecutive evening networking receptions, where suppliers can connect with retailers while having meaningful conversations about their offered products and services with visual table-tops displays. **Plus, back again this year** – a limited number of 10’ X 10’ booth spaces are available to showcase your company on a larger scale.

## Retailers show up for E+SD

**Sample retailer participation** – see our website for full list:

- Director of Maintenance, Energy & LEED  
  Ahold Delhaize USA
- Energy Operations  
  Albertsons Companies
- Principal Engineer, Global Specialty Fulfillment  
  Amazon
- Vice President, Real Estate  
  Associated Wholesale Grocers, Inc.
- Vice President, Design & Engineering  
  H-E-B
- Director, Retail Initiatives  
  Hy-Vee
- Director, Facilities & Energy  
  Price Chopper Supermarkets
- Refrigeration & Energy Program Manager  
  Publix Super Markets, Inc.
- Director, Facility Engineering  
  Sprouts Farmers Market, Inc.
- Director, Engineering  
  Target Corporation
- Senior Project Engineer  
  Wakefern Food Corp.
- Vice President, Construction and Development  
  Weis Markets, Inc.

## Retailer Feedback

“The MRE is a great chance to discuss potential business partnerships and products in the market. As a retailer, I found it beneficial to meet and speak with supplier representatives one-on-one.”

“The [Manufacturer + Retailer Exchange] gave me the opportunity to talk with multiple new vendors, learn about their new technologies, and meet with some of my current vendors.”
Invest + Gain Exposure

E+SD 2020 sponsors invest in opportunities that reinforce or introduce products and services to an audience of retailers that are directly interested in energy management, refrigeration, maintenance, sustainability and store design and development. The industry support provided by sponsors is highly recognized by retailer attendees.

Invest in adding direct value to your company brand by becoming a sponsor. Through our tiered system, you can select the sponsorship opportunity and level that best fits your conference goals and budget.

Sponsorships Overview

**Title Sponsors $25,000** (2 Opportunities)
Title sponsors receive the highest level of exposure throughout the conference. Title sponsorship opportunities are designed to reach the greatest number of conference attendees, over an extended period of time, during the conference. Two complimentary registrations as well as pre- and post-event engagement benefits are included in this package.

**Network Sponsors $15,000** (5 Opportunities)
This level of sponsorship offers high-impact opportunities for sponsors to place their logos and product information in receptions or on merchandise that are offered to all conference attendees. A complimentary registration is included in this package.

**Industry Supporters $10,000** (7 Opportunities)
Industry Supporters receive conference wide logo and brand exposure and two reduced-rate registrations.

**Conference Partners $5,000 - $7,000** (10 Opportunities)
Conference Partners receive one reduced-rate registration, as well as logo and brand recognition.

*Sponsorships are available to FMI Associate Members only. A $1500 FMI Associate Member fee will be added to all non-member sponsorships.

Manufacturer + Retailer Exchange (MRE) Details

**NEW MRE DATES THIS YEAR!**
Monday, September 21, 2020  |  4:00 pm to 7:00 pm
Tuesday, September 22, 2020 |  3:30 pm to 6:30 pm

**The MRE program includes:**
➢ Opening Networking Reception on Monday.
➢ Second Networking Reception on Tuesday.
➢ All registered suppliers and retailers can participate in E+SD 2020 MRE sessions.
➢ Suppliers can reserve a 6-foot table to display their latest products and services information. (restrictions apply)
➢ BACK AGAIN THIS YEAR! A limited number of 10’ x 10’ booths are available during the MRE. Purchase your MRE table or booth during the registration process – Hurry, space is limited!

**E+SD 2020 Fee Schedule:**

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<tr>
<td>6’ Tabletop Fee (badge not included)</td>
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<tr>
<td>10’ X 10’ Booth (badge not included)</td>
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**Badge Registration:**

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<tr>
<td>FMI Member Supplier</td>
<td>$1,275</td>
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<td>Non-Member Supplier</td>
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Title Sponsors
$25,000
(2 Opportunities)

Title Sponsors receive branding exclusivity to conference-wide events or technology accommodations that keep each attendee connected during the event. This level offers the most exposure throughout the conference. Sponsorship opportunities are designed to reach the greatest number of conference attendees, over an extended period of time, during and after the conference.

Level Benefits:

Engagement & Direct Exposure Benefits:
- Two (2) complimentary registrations, a value of $1,275 each
- Company white paper to be made available on mobile app
- Post-conference webinar to be marketed by FMI
- If participating in the MRE, free upgrade to a 10'X10 booth space, a value of 4,000 dollars, plus selection of booth space.
- Customer Invites: Complimentary Registration for up to Three (3) 1st Time Attendee FMI Retailer/Wholesaler Members. You invite them – they attend for free!

Logo Placement & Branding Benefits:
- Prominent logo display on sponsor recognition signage, event reminder emails, website, sponsor slide loop, and mobile app
- “Proud E+SD 2020 Sponsor” logo that can be displayed on company website and email signature
- Recognition/thanks multiple times by the conference co-chairs during the General Session
- Attendee list with mailing addresses 2 weeks prior to the conference

Choose one of the exclusive items:

1. Conference Wi-Fi and Mobile App
   When an E+SD attendee logs into the free Wi-Fi or the event mobile app, your company will be top-of-mind, as your brand is the exclusive sponsor of these items. As the Wi-Fi and Mobile App Sponsor, your company will receive exclusive logo placement and branding on the conference mobile app and decide the Wi-Fi password.

2. Off-site Social Event
   Lead the adventure, as the sponsor of the Wednesday night social event! The conference social event is the fun, off-site outing where attendees relax, unwind and have fun while building their network and making memories for years to come. Your company will be front and center with your logo and branding prominently welcoming guests. Plus your company logo will be displayed on food stations and on bars throughout the facility. Sponsor may provide additional branding items and giveaways at their own expense.
Network Sponsors
$15,000

Network sponsors will have an opportunity to select one of five opportunities to brand a key reception, breaks, registration or conference materials that help keep attendees engaged in content and conversations during the event.

Opportunities include sponsorship of the Monday or Tuesday Networking Receptions, branded notepad and pen set, registration and lanyards, or the conference refreshment breaks.

Level Benefits:

Engagement & Direct Exposure Benefits:
- One (1) complimentary registration, a value of $1,275
- Company white paper to be made available on mobile app
- Prominent table location, if participating in the MRE
- Customer Invites: Complimentary Registration for up to Two (2) 1st Time Attendee FMI Retailer/Wholesaler Members. You invite them – they attend for free!

Logo Placement & Branding Benefits:
- Prominent logo display on sponsor recognition signage, event reminder emails, website, sponsor slide loop, and mobile app
- “Proud E+SD 2020 Sponsor” logo that can be displayed on company website and email signature
- Recognition/thanks multiple times by the conference co-chairs during the General Session

All Conference Breaks
Benefits Include:
- The conference breaks sponsor will benefit from having their logo and branding on signage at all coffee and refreshments breaks throughout the conference.

Conference Journal & Pens
Benefits Include:
- Branded conference journals and pens keep your company at the top of attendees’ minds during and following the conference.

Manufacturer + Retailer Networking Reception
(2 Opportunities) Select Monday or Tuesday
Benefits Include:
- As the recognized sponsor of the Monday or Tuesday Manufacturer + Retailer Exchange and networking reception, your company will have the opportunity to welcome and greet attendees at this key conference event. Branded cocktail napkins are included, as well as bar signage.

Conference Registration Area & Lanyards
Benefits Include:
- This sponsorship includes logo signage around the registration area and logo placement on attendee lanyards. The registration area will be centrally located and available throughout the conference for attendees to get their badge and conference materials, and have questions answered.
Industry Supporters
$10,000
(7 Opportunities)

Industry Supporters receive conference-wide logo and brand exposure and reduced-rate registrations. Each sponsor can select an opportunity that will provide them exclusive brand recognition for the selected item.

Level Benefits:

Engagement & Direct Exposure Benefits:
➢ Registration for two (2) company representatives at the discounted rate of $875, a savings of $400 each
➢ Prominent table location, if participating in the MRE

Logo Placement & Branding Benefits:
➢ Prominent logo display on sponsor recognition signage, event reminder emails, website, sponsor slide loop, and mobile app
➢ “Proud E+SD 2020 Sponsor” logo that can be displayed on company website and email signature
➢ Recognition/thanks multiple times by the conference co-chairs
➢ Attendee list with mailing addresses 2 weeks prior to the conference

Attendee Luncheons
Tuesday or Wednesday
➢ Conference luncheon sponsors will benefit from having their logo and branding on signage at the luncheon on either Tuesday or Wednesday of the conference. Includes “sponsored by” signage at entry.

Hotel Key Cards
➢ Brand the hotel key cards with your company logo - attendees will see it and think of your company every time they enter their hotel room at the Baltimore Hilton Inner Harbor.

Store & Facility Tours
Thursday morning (1 Opportunity)
➢ This package includes sponsorship of the Store Design and Facility Tours, as well as the breakfast before the tours. This is a great opportunity to receive logo placement and brand association surrounding an interactive education experience, as attendees visit various sites in the Baltimore Area.

Topical Industry Education
Energy, Refrigeration, Store Development Breakout Tracks
(3 Opportunities – 4-5 sessions in each track)
➢ Sponsors that select one of three breakout tracks will have their logo included on signage in breakout room entries for each day of the conference and be thanked by the chair of each breakout in their track. This is a great opportunity for sponsors to get a company brand in front of attendees interested in a specific segment of the industry.
Conference Partners
$5,000 - $8,000
(10 Opportunities)

E+SD Conference Partners receive exclusive logo and brand recognition as a supporter of a specific general session, water bottles, room drops or a conference breakfast.

Level Benefits:

Engagement & Direct Exposure Benefits:
➢ Registration for one (1) company representative at the discounted rate of $875, a savings of $400

Logo Placement & Branding Benefits:
➢ Prominent logo display on sponsor recognition signage, event reminder emails, website, sponsor slide loop, and mobile app
➢ “Proud E+SD 2020 Sponsor” logo that can be displayed on company website and email signature
➢ Recognition/thanks multiple times by the conference co-chairs

Conference Breakfast ($8,000 each)
Tuesday or Wednesday
➢ Conference breakfast sponsors will benefit from having their logo and branding on signage at a breakfast on either Tuesday or Wednesday of the conference. Includes “sponsored by” signage at entry.

Conference Bag ($7,000)
➢ This conference sponsor will benefit from having their logo on a grocery or drawstring bag provided at registration. Attendees will use the bag to hold items they collect during the MRE and will see your branding when they are shopping at home.

Conference Water Bottles ($7,000)
➢ This conference sponsor will benefit from having their logo on water bottles provided to each attendee. They will see your branding each time they fill up at the conference, and when they are at home or in the office staying hydrated.

Hotel Room Drop ($7,000 each)
➢ Have your message hand delivered directly to attendees. With this sponsorship option, your branded item or gift (provided by the sponsor at their expense) will be delivered to sleeping rooms occupied by ESD guests staying at the Baltimore Hilton Inner Harbor hotel. Door Hanger option also available.

General Session ($5,000 each)
➢ Each session sponsorship includes the ability to select a general session of interest and have your company logo and branding on session signage and recognition from the podium.
➢ Session Topics: TBD* and released when available.
Have a better idea?

Do you have a unique sponsorship idea that will enhance the attendee experience? If so, we would love to hear it – additional sponsorships are available.

Investing in the FMI Energy & Store Development Conference gives your business the exposure it needs to get noticed by key food industry professionals around the country so you can really stand out!

Manufacturer + Retailer Exchange

Monday, September 21
4:00 PM – 7:00 PM
Exchange and Opening Reception

Tuesday, September 22
3:30 PM – 6:30 PM
Exchange and Reception

(Note: New Conference Day Pattern)

For updates and additional information or to register, please visit the conference website: www.FMIEnergySD.com

Location Details + Hotel

Situated in the heart of downtown Baltimore, the Baltimore Hilton Inner Harbor is the ideal location! Only 15 minutes from BWI Airport and set in the Inner Harbor, an iconic seaport area of restaurants, museums, shops, sports complexes, nightclubs and historic ships.

Overlooking Oriole Stadium at Camden Yards, the hotel offers updated guest rooms with a contemporary design and modern amenities. With well-designed meeting space, restaurants and bars designed for attendee networking and a fitness center with heated indoor pool, you will surely enjoy your stay.

Baltimore Hilton Inner Harbor
401 West Pratt Street,
Baltimore, MD 21201
Become a Sponsor
E+SD 2020

Invest in the future of your company by placing your brand in front of retailers who are interested in creating compelling, energy-efficient, environmentally friendly stores.

Showcase your products and services to dozens of leading retailers representing energy, refrigeration and store design.

Enhance your industry network connections. Take your business to the next level and increase sales.

Packages go fast.
Reserve your opportunity today!

For sponsorship information, contact:

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About FMI

As the food industry association, FMI works with and on behalf of the entire industry to advance a safer, healthier and more efficient consumer food supply chain.

For food retailers, wholesalers and suppliers of all types and sizes, FMI leverages expertise to advocate, collaborate, educate and support the food retail industry efforts to feed families and enrich lives.

www.fmi.org

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