Set to run over the course of eight business days, FMI Midsummer 2020 will begin July 7 with a keynote, followed by an agenda that allows for flexibility with 48 possible meeting time slots using a collaborative technology platform during the weeks of July 7-10 and July 13-16.

The Midsummer program is open to FMI members from retail, wholesale and consumer products companies, as well as suppliers who sell food, beverage and nonfood products.

The event will gather approximate 175 senior food retail executives from a wide variety of retailers, wholesalers and CPG. See the company participation list.

The sponsorship opportunities are only open to FMI Associate members, are limited and are handled on a first come, first served with the signed contract returned being the commitment and reservation.
Partner  $2500 (Limited to 5 companies)

Benefits

1. Opportunity to provide a **10–minute pre recorded thought leadership presentation.**
   • Sponsor will provide FMI a recorded presentation that can be slides and speaker or just speaker presenting.
   • Thought leadership presentations will be in the Resource Solutions Center for participants to access during the event. There will not be a scheduled time within the program.
   • The sponsor-contributed thought leader content will be accessible by attendees until October 2, 2020.

2. **Company description** on the Midsummer virtual platform with a 50—word description, URL and contact info.

3. On **sponsor logo placement** on a Midsummer interior site page.

4. **One (1) comp registration**
   • Access to the Education and Insights sessions and the Solutions Center.
     **This does not include access to any private meetings or the opportunity to request meetings.**

5. **Chat messaging feature** to communicate with all registered participants.
Premier Sponsor    $5000 (limited to 10 companies)

Benefits

1. Opportunity to provide a 15–minute pre recorded thought leadership presentation.
   - Sponsor will provide FMI a recorded presentation that can be slides and speaker or just speaker presenting.
   - Thought leadership presentations will be stored in a Resource Solutions Center for participants to access during the event. There will not be a scheduled time for the presentation within the program.
   - The sponsor-contributed thought leader content will be accessible by attendees until October 2, 2020.

2. Company description on the Midsummer virtual platform with a 100—word description, URL and contact info.

3. Video shared by Sponsors on their YouTube channel will be favored by the FMI YouTube channel and be featured on our YouTube homepage.

4. Sponsor logo placement on the Midsummer interior site page.

5. One (1) comp registration
   - Access to the Education and Insights sessions and the Solutions Center.
     **This does not include access to any private meetings or the opportunity to request meetings.

6. Chat messaging feature to communicate with all registered participants.
**Title Sponsor  $10,000 (limited to one company)**

**Benefits**

1. **Opportunity to provide a 20–minute pre recorded thought leadership presentation.**
   - Sponsor will provide FMI a recorded presentation that can be slides and speaker or just speaker presenting.
   - Thought leadership presentations will be stored in a Resource Solutions Center for participants to access during the event. There will not be a scheduled time for the presentation within the program.
   - The sponsor-contributed thought leader content will be accessible by attendees until October 2, 2020.

2. **Work with an FMI subject matter expert on a thought leadership 400-word blog post bylined by an FMI staff member with content contributed from the Title Sponsor.**
   - Blog post will be in the FMI section of DailyLead at a mutually agreed upon date. Circulation 33,000 food retail industry leaders.
   - Blog post will be in the Friday fmi.org blog digest to 1,500 subscribers.
   - Blog post will be featured on the appropriate topic pages on fmi.org
   - Blog post will be amplified on FMI's social media channels (Twitter & LinkedIn).

3. Video shared by Sponsors on their YouTube channel will be favored by the FMI YouTube channel and be featured on our YouTube homepage.

4. **Exclusive Sponsor logo** on the Midsummer home page and featured in two event attendee emails.

5. Request for more information **250x 250 run of site digital ad** with link for lead generation.

6. **Three (3) comp registrations**
   - Access to the Education and Insights sessions and the Solutions Center. **This does not include access to any private meetings or the opportunity to request meetings.**

7. **Chat messaging feature** to communicate with all registered participants.
Possible Thought Leadership Topics

1. COVID-19 Lessons Learned
2. Shifting Consumer Shopping Behaviors
3. Omnichannel Shopping trends and solutions
4. Supply Chain
5. Micro Fulfillment Centers and Automation
6. Health & Wellness
7. Trading Partner Collaboration
8. Assortment and Promotion Strategy during the Pandemic
9. Organizational Leadership and Effectiveness
10. Decision Making tools and approaches during COVID-19