

Private Brands Summit + Business Conference Suites

September 30 - October 1, 2021

Westin Arlington Gateway Arlington, VA



Sponsorship Opportunities

Through meaningful collaboration and engagement between service providers, manufacturers, and their retail/wholesale trading partners. The Private Brands Summit + Business Conference Suites (BCS) provides an essential platform to explore and prioritize a variety of topics from regulation, to the impacts of COVID-19, to new and more importantly, sustainable consumer and marketplace trends as a result.

Becoming a sponsor of the Private Brands Summit + BCS will provide your company with the opportunity to engage or introduce your services to this audience and enhance your relationships with existing clients by raising your company's profile within the industry.

Event Schedule

Private Brands Summit + Business Conference Suites

Thursday, September 30, 2021

7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. – 8:45 a.m.	Opening Keynote
9:00 a.m. – 9:45 a.m.	General Session
10:00 a.m. – 12:00 p.m.	B2B Meetings
12:00 p.m. – 2:00 p.m.	Lunch & B2B Meetings
2:00 p.m. – 2:45 p.m.	General Session
3:00 p.m. – 3:45 p.m.	General Session
4:00 p.m. – 4:45 p.m.	General Session
5:00 p.m. – 6:00 p.m.	Happy Hour

Friday, October 1, 2021

7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. – 8:45 a.m.	General Session
9:00 a.m. – 9:45 a.m.	General Session
10:00 a.m. – 10:45 a.m.	General Session
11:00 a.m. – 11:45 a.m.	Closing Keynote
12:00 p.m. – 3:00 p.m.	Lunch & B2B Meetings

View the full event schedule [here](#).

Investment: \$5,000 Opportunities Available: 2 **1**

Be the exclusive sponsor of one of two Keynote Sessions and receive the highest level of exposure. One team member can provide a 2-minute or less scripted and personalized introduction from the podium plus provide a 30-second video that will run for the audience to enjoy before the session.

Benefits:

- 2-minute scripted introduction* of a Keynote Session.
- 30-second video promotion** at start of session.
- Contributor on an FMI private brands blog.
 - 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 sponsor.
 - Blog post will be featured on the appropriate topic pages on fmi.org.
- Digital banner ad in pre-event promotions.
- Prominent branding within event website, pre-event promotions, and onsite signage.
- Company branding in event "Know Before You Go" attendee communication.
- Pre- and post-event attendee list with names, company, and email addresses (email addresses are opt-in only).
- 2 complimentary event registrations.

*Scripted introductions will be developed in tandem with FMI and must adhere to FMI guidelines.

**Pre-recorded video ad must be submitted by September 15, 2021.

Premier Sponsor

Investment: \$4,000 Opportunities Available: 7

Receive top level exposure by sponsoring a General Session. One team member can provide a 2-minute or less scripted and personalized introduction from the podium.

Benefits:

- 2-minute scripted introduction* of a General Session.
- Digital banner ad in pre-event promotions.
- Company branding within event website, pre-event promotions, and onsite signage.
- Pre- and post-event attendee list with names, company, and email addresses (email addresses are opt-in only).
- 1 complimentary event registration.

*Scripted introductions will be developed in tandem with FMI and must adhere to FMI guidelines.

Summit Partner

Investment: \$3,000 Opportunities Available: 8

Host one of the event meal functions and let your brand do the talking.

Based on a first-come, first-served basis, Summit Partners select one of the following functions:

- **Breakfast host** (2 available – select Thursday or Friday)
- **Lunch host** (2 available – select Thursday or Friday)
- **Thursday Happy Hour host**
- **Refreshment Break host** (3 available – select Thursday AM, Thursday PM, or Friday AM)

Benefits:

- Exclusive branding privileges at select meal function.
- Opportunity to provide your brand's product to enhance meal/break menu at your own cost.*
- Company branding within event website, pre-event promotions, and onsite signage.
- Pre- and post-event attendee list with names, company, and email addresses (email addresses are opt-in only).
- 1 complimentary event registration.

*Menu enhancements and sponsor food products will be coordinated with FMI staff.

Supporting Partner

Investment: \$2,000 Opportunities Available: 2

Showcase your company with visibility in front of all attendees.

Based on a first-come, first-served basis, Supporting Partners select one engagement item:

- **Registration** – Your company's name and hyperlink will be integrated into the registration confirmation for newly-registered attendees plus receive company branding onsite near event registration area.
- **Wi-Fi** – Put your company in front of every attendee by customizing the event Wi-Fi log-in password plus receive company branding on onsite Wi-Fi signage.

Benefits:

- Company branding within event website, pre-event promotions, and onsite signage.
- Pre- and post-event attendee list with names, company, and email addresses (email addresses are opt-in only).
- 1 complimentary event registration.

Questions? Contact Us

Have other ideas for a creative sponsorship opportunity?

We're happy to work with you to develop something that is unique to your company's needs. Call or email us today!



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