

The logo for 'fresh forward' is displayed in a green, sans-serif font. The word 'fresh' is in a larger, bolder font, and 'forward' is in a smaller, lighter font. A small green leaf icon is positioned above the 'r' in 'fresh'.

fresh
forward

Envisioning Tomorrow's Fresh Foods at Retail

2020 Sponsorship Prospectus

Your Investment



Envisioning Tomorrow's Fresh Foods at Retail

FreshForward has pivoted to virtual and we're ready to tackle the future of fresh at retail.

We value our objective to provide the same executive-level thought-leadership, discussion and action steps concerning the future of fresh at retail through this new interactive virtual format.

FMI Associate Members are invited to elevate their attendance and join the event as sponsor partners. Complete the commitment form to secure your selection or email rdaniels@fmi.org for more information.

Sponsorship Packages

Premier Partner
Supporting Partner
Partner



Event Overview



Envisioning Tomorrow's Fresh Foods at Retail

Developed in concert with Deloitte, FreshForward emphasizes thought leadership, interactivity, and collaboration. At the heart of the event are discussions in fresh foods by senior industry leadership centered around three member-driven topics:

Consumerism

Supply Chain

Sustainability

FreshForward Offers:

- Stimulate fresh ideas in an interactive learning structure
- Industry leaders facilitate a distinctive learning experience

Networking:

- Exposure to foster executive-level business connections
- Daily virtual discussion groups maximize valuable exposure

Action Steps:

- Tackle timely and key fresh issues
- Strategic, high-level planning and candid, open discussions

Attendee Profile



Envisioning Tomorrow's Fresh Foods at Retail

The event will gather approximately 100 senior level executives from a wide variety of companies.

Sampling of retailer titles attending:

- Category Director, Meat
- Director, Fresh Meat and Seafood
- Senior Vice President of Fresh
- President, Fresh
- Vice President, Meat, Seafood, Deli and Bakery

PRAISE FROM LAST YEAR'S ATTENDEES

“ I met a number of really good business partners and look forward to building out those relationships further at future events.”

— Derrick Miller, General Manager, The Wonderful Company

“ Excellent discussions with many individuals across the industry - very happy with the result.”

— Jim Hull, Sr. Industry Strategies Director, JD Software

Check out the live list of registered [attendees](#) on our website.



Event Platform



Envisioning Tomorrow's Fresh Foods at Retail

Freshforward will utilize an interactive event platform that prioritizes connection points between attendees, sponsor company presence and the exchange of educational thought leadership. Attendees will have access to the platform pre- and post-event.

Attendee Feature Highlights:

- Build user profiles with optional photos and contact information
- Search attendee list by name or company
- Participate in private messaging with other attendees
- Access to pre-event technology training

Sponsor Company Feature Highlights*:

- Placement on Sponsor Wall
- Develop individual company information pages
- Post company video or PDFs
- Receive 'Information Request[s]' from attendees
- Maintain a branding presence

• *Access to feature is dependent upon sponsorship package. Please see package descriptions for details and reach out with questions or for more information.

Session Feature Highlights:

- Sessions will have a live question and discussion chat feed for attendees to interact with each other and select speakers during presentations
- Select sessions offer a live Q&A with speakers responding on video in real time
- Discussion groups will be hosted by a trained facilitator in a live virtual room with both video and chat capabilities

Premier Partner

\$20,000 Investment

3 available:

Consumerism

Supply Chain

Sustainability

Benefits

1. Four (4) complimentary passes to the FreshForward event
2. Serve as Day Sponsor for one of 3 topic areas (Consumerism, Supply Chain, or Sustainability)
3. Company representative featured in a scripted video lived streamed to kick off day's topic
 1. This video will provide a brief opportunity to share your company's perspective on day's topic and the privilege of introducing the retailer CEO speaker of CEO Insight Session. This will be scripted and prerecorded in advance as a collaborative effort between sponsor and FMI.
4. Branding on virtual platform on scheduled day
 1. Company graphic in a prominent location of event platform site
 2. Company ad banner ad visible above all streamed sessions and each discussion group
 3. Major sessions will be noted as sponsored on event platform schedule by company logo:
 1. Daily Welcome, CEO Insights, Topic Panel, & Discussion Group
5. Logo inclusion on Sponsor Wall of event platform
6. Opportunity to provide a 5-minute pre-recorded thought leadership presentation.
 1. Company will provide FMI a recorded presentation that can be slides and speaker or just speaker presenting.
 2. Thought leadership presentations will be housed on your company page for participants to access during the event. There will not be a scheduled time within the program.
7. Company page hosted on event platform to include:
 1. Banner ad with logo, description, contact information including social media handles, 3 web links, 3 PDF links, and 'Request Information' & 'Company Give Away' buttons for attendees
8. Company logo on the FreshForward webpage and include in one pre-event attendee emails.
9. Inclusion of company contribution in event daily recap.
 1. Event recap will review highlights of the event and emailed directly to all attendees at the conclusion of the day.



Supporting Partner

\$7,500 Investment

Benefits

1. Three (3) complimentary passes to the FreshForward event
2. Opportunity to provide a 5-minute pre-recorded thought leadership presentation.
 1. Company will provide FMI a recorded presentation that can be slides and speaker or just speaker presenting.
 2. Thought leadership presentations will be housed on your company page for participants to access during the event. There will not be a scheduled time within the program.
3. Branding on Virtual Platform:
 1. Logo included on Supporting Partner banner ad, visible below all streamed sessions
 2. Logo inclusion on Sponsor Wall of event platform
4. Company page featured on event platform to include:
 1. Banner ad with logo, description, contact information including social media handles, 3 web links, 3 PDF links, and 'Request Information' & 'Company Give Away' buttons for attendees
5. Company logo on the FreshForward webpage

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forward

Envisioning Tomorrow's Fresh Foods at Retail



Partner

\$3,250 Investment

Benefits

1. Two (2) complimentary passes to the FreshForward event
2. Branding on virtual platform
 1. Logo inclusion on sponsor wall of event platform
3. Company page featured on event platform to include:
 1. Banner with logo, description, contact information including social media handles, 1 web link, and 'Request Information' button for attendees
4. Company logo on the FreshForward webpage



Is something
Missing?

Do you have
another idea?



We're happy to work with you to
develop a sponsorship package
that meets your company's needs.
Please contact us.

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