2019 Sponsor Opportunities

future leaders
May 14 - 16, 2019 | St. Louis, MO
Marriott St. Louis Grand
Get in front of those who’ll take charge

FMI is helping companies bridge the gap between present and future success with a new leadership development paradigm: the FMI Future Leaders eXperience. Major companies are sending their decision makers of tomorrow to Future Leaders eXperience as they prepare to lead the industry.

SPONSORSHIP

For companies that are ready to get in front to tomorrow's business relationships, today. Future Leaders eXperience offers opportunities for companies to ensure success for their brands in a way that can't be replicated.

This event leverages the world-renowned Root Compass manager development system, and a redesigned eXperience that attracts food retail’s top companies to send hundreds of their emerging leaders.

GAIN UP-CLOSE ACCESS

- Nearly 400 of the food retailing industry’s strongest emerging leaders attend Future Leaders eXperience.
- Three days of interactive learning exercises and round table discussions with retailers and wholesalers.
- Learn, network and lay your head at one location, with nearby premier dining and entertainment. Perfect for Networking.

We can work with you to plan your event branding strategy. Act now to secure your top sponsorship!
The FMI Future Leaders eXperience offers a new leadership paradigm that sets the course for tomorrow's food retail leaders to excel in a swiftly transforming industry.

Companies send teams of their most promising employees to participate in this interactive learning environment.

**Up Close and Connected**

- Nearly 400 of the food retailing industry's strongest emerging leaders.
- 3 days of up-close interaction with retailers and wholesalers.

### Sample Attendee Titles

<table>
<thead>
<tr>
<th>Category</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category Manager</td>
<td>Business Manager</td>
</tr>
<tr>
<td>Chief Operations Officer</td>
<td>Director, Business Intelligence &amp; Pricing</td>
</tr>
<tr>
<td>Customer Manager</td>
<td>Head of Digital Omni-Channel Director</td>
</tr>
<tr>
<td>Senior Account Manager</td>
<td>Store Manager</td>
</tr>
<tr>
<td></td>
<td>Vice President, Natural &amp; Specialty</td>
</tr>
<tr>
<td></td>
<td>Retail Sales Process Manager</td>
</tr>
<tr>
<td></td>
<td>Vice President, Grocery</td>
</tr>
</tbody>
</table>

### 2018 Retailers/Wholesalers Groups

- C&S Wholesale Grocers
- Food City
- Lowes
- Lunds & Byerlys
- Meijer
- ShopRite
- Smart & Final
- Wakefern
- Weis

### Manufacturers, Suppliers, & Service Providers Sent Groups

- Campbell's
- Coca Cola
- Clorox Company
- Kellogg's
- RefrigiWear
- Smucker's
- PepsiCo

**Let’s plan your event branding strategy.**

Call us today!

202.220.0759
2019 Sponsorship Inventory

Becoming a Future Leaders eXperience sponsor will give your company the opportunity to establish relationships that can span over cycles of industry leaders to come.

Begin to establish valuable future connections today. Have a look at our 2019 inventory of sponsor opportunities. You can find full details on the direct benefits associated with each sponsorship, by visiting the page indicated. You can find benefits received by all sponsors, by level, on page 9. Opportunities are available on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PRICE</th>
<th>DETAILS</th>
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<tbody>
<tr>
<td>1. Education Package (2 Opportunities)</td>
<td>$25,000</td>
<td>Page 5</td>
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<tr>
<td></td>
<td>Limit 2 sponsors</td>
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<tr>
<td>2. Get Connected Sponsor</td>
<td>$25,000</td>
<td>Page 5</td>
</tr>
<tr>
<td></td>
<td>Limit 1 sponsor</td>
<td></td>
</tr>
<tr>
<td>3. Store Manager Awards</td>
<td>$25,000</td>
<td>Page 6</td>
</tr>
<tr>
<td></td>
<td>Limit 2 sponsors</td>
<td></td>
</tr>
<tr>
<td>4. Welcome Center - Registration/ Info Desk</td>
<td>$15,000</td>
<td>Page 7</td>
</tr>
<tr>
<td></td>
<td>Limit 1 sponsor</td>
<td></td>
</tr>
<tr>
<td>5. Morning Energizer Breakfasts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Wednesday Replenish Lunch</td>
<td>$15,000</td>
<td>Page 7</td>
</tr>
<tr>
<td></td>
<td>Limit 1 sponsor</td>
<td></td>
</tr>
<tr>
<td>7. Branded Event Gear</td>
<td>$10,000</td>
<td>Page 8</td>
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<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>8. Powerhouse Breaks</td>
<td>$10,000</td>
<td>Page 8</td>
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<tr>
<td></td>
<td>Limit 1 Sponsor</td>
<td></td>
</tr>
<tr>
<td>9. Future Leaders Event Bag</td>
<td>$5,000</td>
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<tr>
<td></td>
<td>Limit 10 sponsors</td>
<td></td>
</tr>
</tbody>
</table>

For Ala Carte or customized packages pricing, Call Peter Collins. pcollins@fmi.org, or 202.220.2737
1. **FUTURE LEADER EDUCATION PACKAGE**

Sponsoring the Future Leadership Education Package keeps your company in hand and mind as a supporter of cutting-edge thought leadership and insights developed exclusively for FMI Future Leaders eXperience. This package includes exclusive branding of 1 of two major components of this year’s education program.

**Select 1 of 2 options from this category**

1. Branding of the Education Participant Workbook content and exercises, or
2. Introduction of the Opening Keynote Speaker and Closing Keynote Speaker

Limit 2 Sponsors, 1 per opportunity

2. **GET CONNECTED PACKAGE**

Keep industry future leaders connected to your brand and each other, by becoming the 2019 Technology Sponsor. The Technology sponsor will gain valuable visibility each time a Future Leader connects to the venue Wi-Fi service or signs onto the mobile event app to find information on sessions, speakers and more. Technology Sponsor will receive exclusive and prominent branding of:

- Conference Wi-Fi Sign-In
- Mobile App Sign-On Page
- Wi-Fi and Mobile App Instructions Cards

Limit 1 Sponsor

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**Top 4 Exclusive Future Leaders eXperience 2018 Branding Opportunities**

**Impact Level Sponsor Opportunities**

$25,000
3. STORE MANAGER AWARDS

Store Manager Awards give industry standouts an opportunity to be recognized for their hard work and achievements in a high-energy ceremony. Position your company’s commitment to hard work and customer service excellence by supporting this premier event that recognizes exceptional store managers who are out there, day in and day out, spurring sales growth, providing great customer service, leading their teams, and playing an integral role in their communities.

- Attendee/Nominee Welcome
- One (1) Celebration/Party Favor
- One (1)-minute Video Introduction

4. WELCOME CENTER/ INFO DESK PACKAGE

Put your company front and center by taking advantage of the exclusive opportunity to engage your brand with all attending Future Leaders. The 2019 Registration Sponsor will have a valuable and lasting impact throughout the entire conference, by branding vital conference and housing items for all attendees. The Registration Sponsor comprehensive package includes branding of:

- Attendee Badges & Lanyards
- Attendee Hotel Key Cards
- Registration Desk & Lounge Area (Option to offer a gift)
Performance Level Sponsor Opportunities

$15,000

**Morning Energizer Breakfasts**

Get tomorrow’s leaders off to a great start by sponsoring Wednesday’s continental breakfast and Thursday’s full breakfast buffet. Event attendees will begin each day with your company in mind. The morning Energizing Breakfast Sponsor can:

- Provide some menu influence
- Supply a food product to be worked into the menu
- Provide company designed placemats, napkins
- Provide small giveaways

**Limit 1 Sponsor**

**Wednesday Replenish Lunch**

Refueling during the day is essential to a leader’s overall energy level. As the Midday Replenish Lunch Sponsor, your company will help keep all 400+ attendees refueled with a satisfying and delicious plated lunch. Choose to sponsor the Wednesday Replenish Lunch and your company can:

- Provide some menu influence
- Supply a food product to be worked into the menu
- Provide company designed placemats, napkins
- Provide small giveaways

**Limit 1 Sponsor**

"The true measure of the value of any business leader and manager is performance" - Brian Tracy
Experience Level Sponsor Opportunities

$10,000

Powerhouse Breaks
Position your company as a powerhouse thought leader! You will be much appreciated by the 400+ Future Leader attendees when the powerhouse snacks roll out and the mix and mingle begins! Your company name will be on the napkins, signage and food tables during four breaks throughout the event. You are welcome to also provide any small giveaways during the breaks. **Limit 1 Sponsor**

Branded Event Gear
Keep your company’s message circulating throughout the entire event. Showcase your Brand on staff shirts and Zone Manager aprons and bandanas. You can design up to three different shirts, with a different message for each day, directly related to the Future Leaders’ eXperience theme. Our team will work with you to develop a design that gets your brand some great attention at this year’s event. **Limit 1 sponsor**

Future Leaders Event Bags
Event attendees love unique and inspiring freebies! Here’s your chance to share a little excitement with our Future Leaders by sharing a leadership inspired takeaway gift for use long after the event ends. Each sponsor can provide a gift and company overview with contact information, and logo representation on the event bag. **Limit 10 Sponsors**

“Be brave. Take risks. Nothing can substitute experience.” Paulo Coelho

“True leaders don’t look at just the outward appearances in the selection of team members, they look at one’s core values and heart.” — Farshad Asl
<table>
<thead>
<tr>
<th>In addition to direct opportunity benefits, each sponsor receives:</th>
<th>Impact Sponsor $25,000</th>
<th>Performance Sponsor $15,000</th>
<th>Experience Sponsor $10,000</th>
<th>Core Sponsor $5,000</th>
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</thead>
<tbody>
<tr>
<td><strong>NETWORKING/ ENGAGEMENT BENEFITS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registrations included with your sponsor level</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
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<tr>
<td>Final Future Leaders registration list with contact information</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your team can greet attendees at the door on <strong>Day 1</strong></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your team can greet attendees at the door on <strong>Day 2</strong></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Thank You Sponsor” recognition by the Co-Chairs from podium</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td><strong>LOGO VISIBILITY/ BRAND RECOGNITION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Event website sponsor recognition</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor recognition in the official event workbook</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Sponsor recognition in the official event mobile app</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Brand logo on slide loop in ballroom during breaks</td>
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<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Prominent sponsor recognition in the official event workbook</td>
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<td>X</td>
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<tr>
<td>Prominent sponsor recognition on the official mobile app</td>
<td>X</td>
<td></td>
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<td>X</td>
</tr>
<tr>
<td>Prominent exposure in event marketing email campaign. Impact sponsor logos to be on all Future Leaders eXperience marketing emails. Performance sponsors to be on selected emails.</td>
<td>X</td>
<td>X</td>
<td></td>
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</tbody>
</table>
## Agenda

**FMI has teamed up with Root to create a powerhouse of innovative learning at Future Leaders eXperience.**

### DAY 1 - Tuesday, May 14
- **10:00am – 5:30pm**  
  Registration
- **1:30 pm – 1:45 pm**  
  Welcome Remarks and Setting the Stage
- **1:45 pm – 2:30 pm**  
  **The Canyon** - Understand the critical role managers play
- **2:30 pm – 2:45 pm**  
  Break
- **2:45 pm – 4:00 pm**  
  **Know My Role** - Put people first
- **4:00 pm – 4:15 pm**  
  Break
- **4:15 pm – 5:00 pm**  
  **Keynote**
- **5:00 – 5:30pm**  
  Store Manager Awards
- **6:30pm – 9:00pm**  
  An Evening at the Anheuser-Busch Biergarten and Tour of the Brewery

### DAY 2 - Wednesday, May 15
- **7:00am – 8:00am**  
  Breakfast
- **8:00am – 9:30am**  
  **Know My Industry** - Understand the big picture
- **9:30 am – 10:00am**  
  Break
- **10:15am – 10:30am**  
  Break
- **10:00 am – 11:45 am**  
  **Connect My Team** - Connect daily work to why it matters.
- **11:45 am – 12:15 pm**  
  Lunch
- **12:15 pm – 1:15 pm**  
  **Build Relationships** - Focus on developing a great team
- **1:15 pm – 2:45 pm**  
  Break
- **2:45 pm – 3:15 pm**  
  **Be Clear** - Avoid performance issues
- **3:15 pm – 4:30 pm**  
  **Keynote**
- **4:30pm – 5:00 pm**  
  Reception
- **5:00 pm – 6:00 pm**  
  Evening

### DAY 3 - Thursday, May 16
- **7:00am – 8:00am**  
  Breakfast
- **8:15am – 10:15am**  
  **Coach and Develop** - Drive individual and team performance.
- **10:15am – 10:30am**  
  Break
- **10:30am – 11:15am**  
  **Celebrate** - sustain what you’ve started.
- **11:15am – 11:45am**  
  **Leader GPS & Next Steps**
- **11:45 am – 12:30 pm**  
  Closing Keynote
Packages are going fast. 
**Call today and reserve your opportunity today!**

For FMI Future Leader eXperience sponsorship information, contact:

Peter J. Collins  
Director, Industry Relations & Development  
202.220.0737  
pcollins@fmi.org

Or

Jennifer Jones  
Specialist, Sales  
202.220.0759  
jjones@fmi.org

**About the Food Marketing Institute (FMI)**

The Food Marketing Institute (FMI) is the trade association that serves as the voice of food retail. We assist food retailers in their noble role of feeding families and enriching lives.

For food retailers, wholesalers and suppliers of all types and sizes, FMI leads the way in providing comprehensive programs, resources, guidance, advocacy and services for the food, pharmacy and grocery retail industry.

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**Registration & Hotel Information**

**Registration:**

Associate FMI Members register for $1,120, a savings of $400, when sending a group of 10+. Get your team registered today! Contact register@fmi.org to learn about all discounts and promotions.

**Hotel:**

The Marriott St. Louis Grand is the site of this year’s Future Leaders eXperience. Just a short walking distance from the iconic St. Louis Arch, the National Blues Museum, sporting facilities and an array of dining and nightlife options. Reservation deadline: 4/15/19 | Room rate: $169

Visit www.fmi.org/future-Leaders for more information.

Managing a group and need to make a large number of reservations? Contact us at register@fmi.org.