



# 2020 SPONSOR OPPORTUNITIES

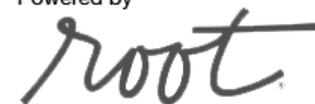
# futureleaders

May 12 - 14, 2020 | Orlando, FL

Hyatt Regency Orlando



Powered by



# CHANGE. TAKE CHARGE OF IT.

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.

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## SPONSORSHIP

For companies that are ready to get in front of 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.

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## GAIN UP-CLOSE ACCESS

- Over 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.

We can work with you to plan your event branding strategy. Act now to secure your top sponsorship!



# RECOGNIZE THE FUTURE LEADERS IN FOOD RETAIL

This innovative learning environment encourages participants to work together as cross-company, cross-functional teams to challenge their assumptions and comfort zones.

## FOOD RETAIL LEADER CERTIFICATE



- Attendees have the opportunity to earn the Food Retail Leader Certificate. It is designed to recognize qualified and committed food retail leaders who seek an edge in their career path.
- To date, over 250 Future Leaders eXperience Alumni have completed the certificate program.



*"I had a great time with this experience, and I am so grateful that Meijer invested in me. The peer-to-peer interaction at the conference and our continued webinars is invaluable to me as I navigate through this journey." - 2019 FLeX Alumni*

# Connect with Tomorrow's Emerging Leaders

## Join in as a Future Leaders eXperience Sponsor

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

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

### Previous Attendee Titles

Category Manager	Business Manager	Head of Digital	Store Manager
Program Manager, Deli and Bakery	Director, Business Intelligence & Pricing	Omni-Channel Director	Produce Buyer
Customer Senior Account	Front End Operations Manager	Retail Sales Process Manager	Food Service Supervisor

### 2019 Retailers / Wholesalers Groups Include:



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



Let's plan your event branding strategy.

Call us today!  
202.220.0737

# 2020 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 2020 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 10. Opportunities are available on a first-come, first-served basis.



OPPORTUNITY	PRICE	DETAILS	OPPORTUNITY	PRICE	DETAILS
1. Education Package	\$25,000 Limit 1 sponsor	Page 6	6. Powerhouse Breaks (2 opportunities)	\$10,000 Limit 2 sponsors	Page 9
2. Opening Night Social Event Sponsor	\$10,000 Limit 5 sponsors	Page 8	7. Wi-Fi & Mobile App (2 opportunities)	\$10,000 Limit 2 sponsors	Page 9
3. Store Manager Awards	\$25,000 Limit 2 sponsors	Page 7	8. Registration Center	\$10,000 Limit 1 Sponsor	Page 9
4. Morning Energizer Breakfasts	\$15,000 Limit 2 sponsors	Page 8			
5. Wednesday Replenish Lunch	\$15,000 Limit 1 sponsor	Page 8			

**For à la carte or customized packages pricing, contact Peter Collins at [pcollins@fmi.org](mailto:pcollins@fmi.org), or 202.220.0737**

# Exclusive Future Leaders eXperience 2020 Branding Opportunities

## Impact Level Sponsor Opportunities

### 1. FUTURE LEADER EDUCATION PACKAGE \$25,000

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 one of two major components of this year's education program.

- ◇ Branding of the Education Participant Workbook
- ◇ Point-of-sale placement opportunities
- ◇ Introduction of the Opening Keynote Speaker and Closing Keynote Speaker

**Limit 1 Sponsor**

### 2. OPENING NIGHT SOCIAL EVENT AT LAFAYETTE'S ORLANDO

Sponsoring the opening night social event at Lafayette's Orlando, a music hall style restaurant and bar will place you at the forefront of relationship-building and networking. This opening-night reception will have buffet-styled food, drinks, and branded amenities with your name on it.

**Please call Peter Collins, Senior Director, Business Development and Membership at 202.220.0737 for more details.**



## Impact Level Sponsor Opportunities

*"I thought it was amazing how so many different people from different parts of the business came together." Dennis Lee*

### 3. STORE MANAGER AWARDS

\$25,000

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
- ◇ Up-front seating with store manager award recipients and finalists

**Limit 2 Sponsors**



## Performance Level Sponsor Opportunities

\$15,000

*"Loved meeting new contacts from other leaders in the industry. Networking is KEY!" - JP Patton*

### 4. Morning Energizer Breakfasts

Get tomorrow's leaders off to a great start by sponsoring Wednesday 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 2 Sponsors, 1 per opportunity**



### 5. 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 over 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**



# Experience Level Sponsor Opportunities

\$10,000

## 6. POWERHOUSE BREAKS

Position your company as a powerhouse thought leader! You will be much appreciated by over 400 Future Leader attendees when the powerhouse refreshments roll out and the mix and mingle begins! You are also welcomed to provide branded napkins or small giveaways during the five breaks.

**Limit 2 Sponsors**  
**(1 for snacks, 1 for beverages)**

## 7. WI-FI & MOBILE APP

Keep industry future leaders connected to your brand and each other. Wi-Fi and Mobile App sponsors 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.

- ◇ Conference Wi-Fi Sign-In **\$10,000**
- or**
- ◇ Mobile App Sign-On Page **\$10,000**

**Limit 2 Sponsors, 1 per opportunity**

## 8. REGISTRATION CENTER

Put your company front and center by taking advantage of the exclusive opportunity to engage your brand with all attending Future Leaders. The 2020 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 Lanyards **\$10,000**
- ◇ Attendee Hotel Key Cards **\$10,000**
- ◇ Registration Desk & Lounge Area **\$10,000**  
(Option to offer a gift)
- ◇ Registration Refreshments (2 available) **\$10,000**

**Limit 5 Sponsors, 1 per opportunity**



<h2>Additional Benefits by Sponsor Level</h2> <p>In addition to direct opportunity benefits, each sponsor receives:</p>	Impact Sponsor	Performance Sponsor	Experience Sponsor
<b>NETWORKING/ ENGAGEMENT BENEFITS</b>			
Final Future Leaders registration list	<b>X</b>		
Your team can greet attendees at the door on <b>Day 1</b>	<b>X</b>		
Your team can greet attendees at the door on <b>Day 2</b>	<b>X</b>		
"Thank You Sponsor" recognition by the Co-Chairs from podium	<b>X</b>	<b>X</b>	
<b>LOGO VISIBILITY/ BRAND RECOGNITION</b>			
Event website sponsor recognition	<b>X</b>	<b>X</b>	<b>X</b>
Sponsor recognition in the official event workbook	<b>X</b>	<b>X</b>	<b>X</b>
Sponsor recognition in the official event mobile app	<b>X</b>	<b>X</b>	<b>X</b>
Brand logo on slide loop in ballroom during breaks	<b>X</b>	<b>X</b>	<b>X</b>
Prominent sponsor recognition in the official event workbook	<b>X</b>	<b>X</b>	
Prominent sponsor recognition on the official mobile app	<b>X</b>	<b>X</b>	
Prominent exposure in event marketing email campaign. Impact sponsor logos to be on Future Leaders eXperience marketing emails.	<b>X</b>		

# Agenda

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

## DAY 1 - TUESDAY, MAY 12

10:00 am – 5:30 pm Registration  
 1:30 pm – 1:45 pm Future Leaders eXperience Welcome Remarks and Setting The Stage  
**The Canyon**  
 1:45 pm – 2:30 pm  
 2:30 pm – 2:45 pm Break  
**Know My Role**  
 2:45 pm – 4:00 pm  
 4:00 pm – 4:15 pm Break  
**Keynote**  
 4:15 pm – 5:00 pm  
**Celebrating Our Store Manager**  
 5:00 pm – 5:30 pm  
**Opening Night Social Event**  
 6:00 pm – 9:00 pm

## DAY 2 - WEDNESDAY, MAY 13

7:00 am – 4:45 pm Registration  
 7:30 am – 8:30 am Breakfast  
 8:30 am – 10:00 am **Know My Industry**  
 10:00 am – 10:30 am Break  
 10:30 am – 12:15 pm **Connect My Team**  
 12:15 pm – 1:15 pm Lunch  
 1:15 pm – 1:45 pm U.S. Grocery Shopper Trends Activity  
 1:45 pm – 3:15 pm **Build Relationships**  
 3:15 pm – 3:45 pm Break  
**Be Clear**  
 3:45 pm – 5:00 pm  
 6:30 pm — 9:30 pm Company Group Dinners

## DAY 3 - THURSDAY, MAY 14

7:00 am — 12:30 pm Registration  
 7:00 am – 8:00 am Breakfast  
 8:00 am – 10:15 am **Coach and Develop**  
 10:15 am – 10:30 am Break  
 10:30 am – 11:15 am **Celebrate**  
 11:15 am – 11:45 am **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  
Senior Director Business  
Development & Membership  
**202.220.0737**  
[pcollins@fmi.org](mailto:pcollins@fmi.org)



or

Joely Liriano  
Specialist, Sales  
**202.220.0759**  
[jliriano@fmi.org](mailto:jliriano@fmi.org)

**About FMI:**

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.



## Registration & Hotel Information

### Registration:

Group Type (10 or more)	Rate (per person)
Retailer, Wholesaler and Product Supplier FMI Member	\$770
Associate FMI Member	\$1,120

Individual Type	Rate (per person)
Retailer, Wholesaler and Product Supplier FMI Member	\$1,020
Associate FMI Member	\$1,520
Non-member	\$3,000

Get your team registered today! Contact [register@fmi.org](mailto:register@fmi.org) to learn about all discounts and promotions.

### Hotel:

The Hyatt Regency Orlando is the site of this year's Future Leaders eXperience. You'll find that this central location is perfect at providing easy access to explore top Orlando attractions, major theme parks and more. Shops and restaurants at Pointe Orlando are just a short walk away.

**Reservation deadline: April 7, 2020 | Room rate: \$229**