

FMI
Midwinter[™]
EXECUTIVE CONFERENCE

January 25 - 28, 2019 • National Doral Miami • Miami, FL



2019 SPONSOR OPPORTUNITIES

www.fmi.org/midwinter



FMI Midwinter Executive Conference: The Industry Platform for Collaborative Success

The annual FMI Midwinter Executive Conference is an invitation-only gathering of the food retail industry's leading stores, wholesalers, independent operators, suppliers and manufacturers.

Each year, our conference serves as a unique platform for successful industry collaboration, from the executive level. This year's conference offers insights into the market's latest trends and changing dynamics, powerful up-close meetings, and valuable networking opportunities, engaging some of the world's largest food retail brands in one location.

Education & Insights

The **FMI Midwinter Executive Conference Education Program** offers critical industry research and insights which keep our food retail leaders informed and equipped to remain competitive and in a challenging, and promising future.



Up-Close Meetings

The **Strategic Executive Exchange (SEE)** program provides private, digitally equipped meeting suites for suppliers and manufacturers to host up-close meetings.



Networking & Exposure

Midwinter Executive Conference Networking Events work as a social nexus for suppliers and manufacturers, and retailers to interact in relaxing and invigorating ambiances.



Education & Insights

The Midwinter Education Program provides opportunities for suppliers and retailers to receive world-class, thought-provoking education and industry insights from industry thought leaders, in a side-by-side setting.

MIDWINTER 2019 PROGRAM

Customer connections are the key to success and the way people shop for food is shifting—from product transparency demands to purchase patterns. The FMI Midwinter Executive Conference provides a unique opportunity to connect directly with the most influential leaders in the retail food market to explore the latest trends and opportunities, and partner with retailers to maximize sales efforts. This invitation-only event is designed to facilitate valuable conversations through powerful networking events, targeted education sessions and the exclusive Strategic Executives Exchange (SEE) program, allowing leading product suppliers to discuss relevant solutions, empower partners and increase profits in the ever-changing food retail marketplace. The FMI Midwinter Executive Conference presents a unique opportunity to connect and exchange ideas with the most influential executives across the global food retail spectrum, from leading stores to wholesalers, and independent operators to suppliers.

You'll learn:

- Which global trends are driving change
- How consumers will make future food purchasing decisions
- When a business model shift will create profit-margin pressures
- How to take advantage of digital engagement
- What you can do about lifestyle triggers that precede consumer demand
- Why food retailers are not just managers of products, but providers of information



Strategic Executive Exchange: Collaborative Meetings Key to Your Success

Meet one-on-one with C-Level food retail and wholesale executives.

HOW STRATEGIC MEETINGS WORK

- Since the meetings are intended to be strategic in nature, with tactical issues best served in a different setting, participating supplier/manufacturer and retailer/wholesalers are expected to be senior-level executives, preferably CEOs and COOs whenever possible
- Over the course of the four-day conference, there will be time for you to arrange meetings of 45 minutes each
- FMI will facilitate the scheduling process, but cannot guarantee confirmed appointments. However, each company is responsible for securing its appointments and setting an agenda for each meeting.
- Manufacturers, suppliers and service providers will host the meetings in pre-assigned private meeting rooms at the National Doral Miami in Miami, Florida.

SUPPLIER/MANUFACTURER BENEFITS

- The ability to hear strategic needs of existing and potential customers directly and to explore how your company can help solve their problems.
- The chance to make or grow connections with top executives who have the authority to make buying decisions.
- Ample time to share important information about your company, its products and your insights into the future of the industry.

For questions about the 2019 Strategic Executive Exchanges, please contact Marc Thomas at mthomas@fmi.org.



2019 SEE SCHEDULE

Friday, January 25, 2019	12:00pm - 4:45pm
Saturday, January 26, 2019	10:00am - 3:45pm
Sunday, January 27, 2019	8:00am - 12:45pm
Monday, January 28, 2019	10:45am - 5:30pm



To find a full list of 2018 or current Retailer and Supplier SEE Participants, please visit:

<https://www.fmi.org/midwinter-conference/strategic-meetings>



Midwinter Events

At the core of this premier event are face-to-face networking opportunities, an up-to-the-minute education program, and business meetings that provide members of our industry with the knowledge required to grow a business in today's rapidly changing food retail environment. Complete agenda information can be found at www.fmi.org/midwinter.

AGENDA AT-A-GLANCE

Friday, January 25, 2019

- 7:30 AM – 7:00 PM Registration
- 7:30 AM – 4:00 PM Refresh Lounge
- 12:00 PM – 2:00 PM Independent Operator Committee Meeting
- 12:00 PM - 4:45 PM Strategic Executive Exchanges
- 5:30 PM – 6:30 PM Midwinter First-Timers Welcome Reception
- 6:30 PM – 9:30 PM PepsiCo Presents – Friday Night Opening Party

Saturday, January 26, 2019

- 7:00 AM – 8:45 AM Breakfast
- 7:00 AM - 6:00 PM Registration
- 7:00 AM- 4:00 PM Refresh Lounge
- 9:00 AM - 9:45 AM Education Sessions
- 9:45 AM - 10:00 AM Break
- 10:00 AM – 3:45 PM Strategic Executive Exchanges
- 10:00 AM - 10:45 AM Education Sessions
- 10:45 AM - 11:15 AM Break
- 11:15 AM - 12:00 PM Education Sessions
- 1:30 PM - 2:15 PM Education Sessions
- 2:15 PM - 2:45 PM Break
- 2:45 PM - 3:30 PM Education Session
- 4:00 PM - 6:00 PM Keynote Sessions
- 6:00 PM - 7:00 PM Midwinter Reception



Sunday, January 27, 2019

- 6:15 AM – 8:00 AM Sunrise Run/ Walk
- 7:30 AM – 5:00 PM Refresh Lounge
- 7:30 AM - 7:00 PM Registration
- 8:00 AM - 12:45 PM Strategic Executive Exchanges
- 9:30 AM – 10:30 AM Yoga
- 11:00 AM - 5:00 PM FMI Food Industry Golf Tournament
- 12:00 PM - 2:00 PM Spouse/Guest Luncheon
- 1:30 PM - 2:15 PM Executive Roundtables
- 2:45 PM - 3:30 PM Executive Roundtables
- 6:30 PM - 9:30 PM FMI Foundation Presents: Stir It Up!

Monday, January 28, 2019

- 7:00 AM - 10:30 AM Registration
- 7:00 AM - 8:00 AM Breakfast
- 8:00 AM - 10:30 AM Keynote Sessions
- 10:45 AM - 5:30 PM Strategic Executive Exchanges



Get Involved. Get Noticed!

Sponsorship puts your company name in front of the highest-quality audience in food retail and wholesale. Exposure is crucial to success, which is why we're working with the National Doral Miami in 2019 to ensure we're meeting (and exceeding) all your signage, sponsorship and brand building needs. Investing in the Midwinter Executive Conference gives your business the exposure it needs to get noticed by key food retail professionals around the country so you can really move the needle.



HIGH-LEVEL EXPOSURE

Here's a preview of our retailer/wholesaler attendees by job title:

President & CEO	Chief Customer Officer	Vice President, Technology
Senior Vice President, Fresh Merchandising	Group Vice President, Grocery	Chief Strategy & Development Officer
Vice President, Edible and Inedible Grocery	Senior Vice President, Research & Development	Executive Vice President, Merchandising & Marketing
Vice President, Center Store, Category Management	Vice President, Grocery & Nonfood Merchandising	Executive Vice President, Merchandising & Store Operations

FMI Member Retailers & Wholesalers Nationwide Attend Midwinter Executive Conference



Midwinter Sponsor Levels

Title Sponsors have a unique opportunity to customize a package that best fits their engagement and branding needs. Sponsors can select one (1) item at the Premier level, one (1) item at the Partner level; and one (1) item at the Supporter level. **Price: Call for Information**

Premier Sponsors benefit from a high level of conference exposure by sponsoring a networking social event that reaches a large number of conference attendees. Sponsors at this level can brand event decorations, signage, have their products placed on tables, and potentially worked into menu offerings. Sponsor will be responsible for any necessary corkage fees. **Price: \$20,000**

Partner Sponsors can select from a number of opportunities that will allow them to keep their company in front of attendees. Opportunities include sponsorship of breaks, receptions, and registration items. **Price: \$15,000**

Conference Supporters are offered engagement opportunities that provide a touch of hospitality to the attendee experience. From helping attendees get off to a great start with a delicious breakfast, to leaving them with the perfect gift or accommodation, your company is sure to be remembered. **Price: \$10,000**

Midwinter Refresh Lounge Sponsors will offer attendees and their guests a relaxing lounge to retreat in between conference events and education sessions. Sponsors will provide snacks and beverages in the highly accessible lounge as conference guests begin and end their day. Sponsors are responsible for any necessary corkage fees. **Price: \$10,000**

Additional add-on and special priced items are available. Please see the Midwinter Sponsor Inventory for a complete listing.

Sponsorships are available to FMI Associate Members. To become an FMI Associate Member, please or contact Peter Collins at pcollins@fmi.org.



Sponsor Benefits Overview

EACH SPONSOR WILL RECEIVE	Title	Premier	Midwinter Partners	Conference Supporters	Refresh Lounge Sponsors
NETWORKING/ ENGAGEMENT BENEFITS					
Final Midwinter Registration List	X	X	X	X	X
Open access to attend all official networking and education events	X	X	X	X	X
Invitation to the FMI Board Luncheon (1)	X	X			
Additional Invitation to the FMI Board Luncheon (1)	X				
“Thank You Sponsor” recognition during Saturday General Session	X				
LOGO VISIBILITY/ BRAND RECOGNITION					
Sponsor recognition on Sponsor Page of Conference website	X	X	X	X	X
Sponsor logo on large screens at General Sessions	X	X	X	X	X
Acknowledgement in the official Conference onsite guide	X	X	X	X	X
Sponsor recognition in the official Conference mobile app	X	X	X	X	X
Prominent sponsor logo on large screens at both General Sessions	X	X	X		
Option to include one product image on large screens at General Sessions	X	X			
Prominent Acknowledgment in the official Conference onsite program	X	X			
Prominent exposure on event marketing emails. Title sponsor logos to be on all Midwinter marketing emails. Premier sponsors to be on selected emails.	X	X			
Prominent logo placement on Conference mobile app	X	X			
Prominent logo placement on Home Page of Conference website	X	X			
Ability to customize sponsor opportunity and benefits package (Restrictions may apply)	X				

For questions about packages, pricing, or to reserve your sponsorship opportunity, contact Peter Collins at pcollins@fmi.org, or 202.220.2737



Midwinter Sponsor Inventory

OPPORTUNITY	PRICE	PAGE	OPPORTUNITY	PRICE	PAGE
Breaks - (3 Breaks) (2 Opportunities)	SOLD	11	Monday Breakfast	SOLD	11
Conference Wi-Fi	SOLD	11	New Food Product Drop NEW! (5 Opportunities)	\$5,000	13
Executive Journal	SOLD	11, 13	Portable Chargers	\$15,000	11, 13
Executive Welcome Gift Bag NEW!	SOLD	13	Registration Beverage Sponsor	SOLD	11
First-Timers Reception	\$15,000	11	Registration Badge Lanyards	SOLD	11
Friday Night Opening Event Title Sponsor *	SOLD	10	Registration Snack Sponsor	SOLD	11
Friday Opening Event Contributing Sponsor (3 Opportunities left)	\$20,000	10	Retailer Turn Down Service (Room Drop) (3 Opportunities)	\$10,000	12
Hotel Door Hanger (3 Opportunities) *	\$5,000		Saturday Midwinter Reception	SOLD	10
Hotel Room Keys	SOLD	11	Set of Executive Writing Instruments NEW!	\$15,000	13
Light Post Banners - Main Entrance *	SOLD	10	Spouse & Guest Luncheon	SOLD	10
Logo Pavilion Walkway *	SOLD	10	Spouse Luncheon Gift Sponsor (2 Opportunities)	\$10,000	12
Midwinter Refresh Lounge	\$10,000	12	Stemless Chilled Beverage Cup NEW!	\$15,000	13
Mobile App	SOLD	11	Travel Size Umbrella NEW!	\$15,000	13

2019 Midwinter Sponsor Opportunities

TITLE SPONSOR

Build Your Own Customized Package (3 opportunities)

Title Sponsors have a unique opportunity to customize a package that best fits their engagement and branding needs.

Sponsors can select one (1) item at the Premier level, and at the Midwinter Partner level; and one (1) item at the Industry Supporter level. **Price: TBD; Call for pricing information**

PREMIER SPONSOR \$20,000

Premier Sponsors benefit from high-level conference exposure by sponsoring a major networking event. Sponsors at this level can brand event decorations, signage, and have their products placed on tables, and potentially worked into the menu offerings. Sponsor will be responsible for any necessary corkage fees.



- **Contributing Sponsor - Friday Opening Event (6) 3 SOLD**
The Midwinter Friday Opening Event is the opening night extravaganza that serves as the most exclusive, high-level and top-rated networking event. This unique opportunity allows for up to five (5) co-sponsoring companies get their brand out in front of hundreds of food retail leaders in an invigorating. Sponsors are responsible for corkage costs.
- **Saturday Midwinter Reception**
Open to all, this event is a great way to start the evening after the full Midwinter day's agenda. Taking place outside the Grand Ballroom with the Miami sunset as a backdrop, attendees will be able to take in the scenery and indulge in food and drinks. Sponsors will have the opportunity to serve/include your products at the event. Sponsors are responsible for corkage costs.
- **Spouse & Guest Lunch Sponsor SOLD**
Hosted by the FMI Executive Board Officers' spouses, this exceptionally regarded event is tailored to all spouses and guests of attendees. Take advantage of this opportunity to entertain and engage many by sponsoring the gourmet lunch.

PARTNER SPONSORSHIPS

Partner Sponsors can select from a number of opportunities that will allow them to keep their company in front of attendees. Opportunities include sponsorship of breaks, receptions, and registration items.

Price: \$15,000

- **Break Sponsor (3 Breaks)**

- (2 Opportunities) Beverage or Snack**

- Become the official host of the Midwinter networking breaks located just outside the education session rooms. Sponsors may provide company literature and are encouraged to work directly with the hotel to offer your products during these refreshment breaks. Sponsor responsible for corkage.

- **Executive Journal SOLD**

- High-quality bound journal to be branded by your company and distributed to all attendees at registration. A practical and highly visible medium for your message.

- **First-Timers Reception**

- The First-Timers Reception sponsoring company will receive and welcome attendees that are Attending the Midwinter Executive Conference for the first time. This reception takes place just before the Friday Night Opening Reception. Sponsor responsible for corkage.

- **Hotel Room Keys SOLD**

- Ensure that your company is top of attendees' minds at the beginning and end of each day. This sponsorship includes your company message and logo printed on the official hotel key. Doral Hotel, only.

- **Mobile App or Conference Wi-Fi (2 opportunities; 1 sponsor each)**

- Place your company's branding on the official Midwinter Executive Conference mobile event app. Attendees will receive promoted posts, and other event notifications. Full agenda details and sponsor information will be available in the palm of their hands, courtesy of your company.

- **Monday Breakfast**

- Sponsors of the Monday breakfast will have an opportunity to host attendees to a delightful breakfast, just prior to the Monday Keynote Session and awards presentation, where food retail leaders are recognized for their service. Sponsor responsible for corkage.

- **Portable Chargers**

- With almost all attendees using their phones, tablets and mobile devices during the event, providing custom-branded portable chargers is an ideal way to garner impressions and appreciation from attendees, while enhancing your brand and message.

- **Registration Badge Lanyards SOLD**

- Attendees will receive a lanyard branded with your company's logo to support their 2019 badge for the duration of the conference. The Registration Badge Lanyard sponsorship is a highly visible branding opportunity.

- **Registration Beverage or Snack Sponsor (2 Opportunities) SOLD**

- Sponsor the area where every conference attendee begins their experience. The registration area sponsors will have their company name and logo prominently displayed on signage around the registration and information counter. Attendees will be able to learn about your company and sample products as they pick up their badges, or stop by for information and directions. Sponsor responsible for corkage.



CONFERENCE SUPPORTERS

Conference Supporters are offered engagement opportunities to provide attendees with a touch of hospitality. From helping attendees get off to a great start with a delicious breakfast, to leaving them with the perfect gift or accommodation, your company is sure to be remembered.

Price: \$10,000

- **Light Post Banners at Main Resort Entrance - SOLD**

High Visibility and prime location for excellent exposure as Midwinter guests arrive and depart the property.

- **Retailer Turn Down Service – Room Drop (3 Days)
(3 Opportunities; 1 per day)**

Treat your company to direct exposure by sponsoring the evening turn down service with a branded gift room drop.

- **Saturday Breakfast SOLD**

Get the day off to a great start by hosting the Saturday breakfast. This opportunity gives your company the opportunity to be the first in the eyes and on the minds of each attendee. Sponsor responsible for corkage.

- **Spouse Luncheon Gift Sponsor**

Hosted by the FMI Executive Board Officers' spouses, this exceptionally regarded event is tailored to all spouses and guests of attendees. Take advantage of this opportunity to entertain and engage many by sponsoring the spouse/guest gift, or guest speaker.

MIDWINTER REFRESH LOUNGE

Midwinter Refresh Lounge Sponsors will offer attendees and their guest a relaxing lounge to refresh in between conference events and education sessions. Sponsors will provide snacks and beverages in the highly accessible lounge as conference guests begin and end their day. Sponsors are responsible for any necessary corkage fees.

(10 Opportunities)

- **Price: Up to \$10,000**

- **Friday Refresh**

7:00 AM – 4:00 PM

- **Saturday Refresh**

7:00 AM – 4:00 PM

- **Sunday Refresh**

7:00 AM – 5:00 PM

The Refresh Lounge is located the living room area of the Doral Clubhouse, located near the main entrance and the Midwinter Registration Desk. Snacks, coffee and other beverages will be served throughout the day. Alcoholic beverages (Beer/wine) will be available at select times.



NEWLY ADDED FOR 2019!

New Sponsor Opportunities

• Executive Conference Welcome Gift

Get Conference attendees off to a great start with everything they need to be prepared for this year's conference. Up to five sponsors will have an opportunity contribute branded items for attendees use during and beyond the conference.

- Each registered attendee will receive a welcome gift package as they check in at the registration desk. Sponsors can select 1 of 5 executive styled gifts to be branded and included in our in our signature packaging. **Items Include:**

Portable Chargers

Executive Journal

Set of Executive Writing Instruments

Conference Travel Size Umbrellas

Stemless, Chilled Beverage Cup

Call for pricing.

• New Food Product Drop

Retailer attendees will be thrilled to get a first-glimpse at what new snack and beverage products are coming onto the market.

Sponsors with new food products or brands can have their product seen by all retail attendees as a part of a Saturday evening room drop.

Each sponsor is responsible for shipping and shipping costs. Call for pricing.

Already have a branded gift that is perfect for a retail executive? Contact us for information on supplying your item.

Travel Umbrella with Rain Sensing Technologies



Stemless, Chilled Beverage Cup

Portable Charger

Set of Executive Writing Instruments

Executive Journal



FMI FOOD INDUSTRY GOLF TOURNAMENT

On the prestigious
Blue Monster Course

Seize this unique opportunity to spend quality time with senior-level retailers at the FMI Food Industry Golf Tournament, a premier networking event. Enjoy the Florida sun and come play the prestigious [Blue Monster Course](#) with the food retail industry's top executives in a casual forum, giving you the ability to strengthen existing relationships and cultivate new business connections.

The funds raised from this event are used to support a broad range of strategic research and public policy initiatives that benefit all facets of the food retail and manufacturing industries. **Contact Julie Schrei at jschrei@fmi.org, 202.220.0636 for more information.**

TITLE SPONSOR • \$25,000

- Six players (2 foursomes) and pairings with retail executives
- FMI escort to board luncheon
- Recognition at FMI Board of Directors meetings
- Company logo on golf apparel
- Custom company promo at hole
- Recognition in FMI Midwinter app
- Product in golf carts
- Signage on golf carts
- Priority in strategic placement of promo signage at the FMI Midwinter Executive Conference and FMI Food Industry Golf Tournament
- 20% coupon (per player) at Doral Golf Pro Shop



GOLF LUNCHEON SPONSOR • \$15,000

- Exclusive branding on signage and product displays at Luncheon
- Three players (foursomes) and pairings with retail executives
- FMI escort to board luncheon
- Recognition at FMI Board of Directors meetings
- Recognition in FMI Midwinter app
- Signage on golf carts
- Promotion signage at Midwinter Conference and the FMI Food Industry Golf Tournament
- Priority in strategic placement of promo signage at the FMI Midwinter Executive Conference and FMI Food Industry
- 20% coupon (per player) at Doral Golf Pro Shop

EAGLE LEVEL • \$10,000

- Three players (1 foursomes) and pairings with retail executives
- FMI escort to board luncheon
- Recognition at FMI Board of Directors meetings
- Custom company promo at hole
- Recognition in FMI Midwinter app
- Signage on golf carts
- Priority in strategic placement of promo signage at the FMI Midwinter Executive Conference and FMI Food Industry Golf Tournament

INDIVIDUAL LEVEL • \$1,500

- Includes your participation in the golf tournament
- Does not guarantee pairing with a retailer



The FMI Foundation will celebrate family meals and culinary in food retail at the third annual Stir It Up! fundraising event during the 2019 FMI Midwinter Executive Conference.

Stir It Up! is a lively cooking competition featuring FMI Foundation supporters. Retailers and suppliers will host demo kitchen stations of different sizes (dependent on sponsorship level) where they will exhibit their culinary expertise by preparing their favorite ethnic inspired family meal. In addition, the Executive Chef Demo Kitchen teams will be competing for the top honor in the family meal categories of the tastiest, healthiest, most affordable, easiest, and/or best culinary adventure – breakfast, lunch, or dinner.

There are numerous ways to support Stir it Up! from creating your own kitchen station, pairing up with other companies to create a Demo Kitchen team, or simply purchasing a ticket to enjoy a deliciously fun evening supporting a great cause.

For complete sponsorship information, go to www.FMI.org/StirItUp.
 Questions or Additional Information: StirItUp@fmi.org or 202.220.0667



- **Executive Chef Level – Demo Kitchen Station • \$100,000 • 15 Entry Tickets included**
 Host and serve as Executive Chef of a Demo Kitchen Station comprised of 225 square feet of demonstration space that includes six 6ft banquet tables, and one display shelf . Additional benefits included.
- **Master Chef Level • \$50,000 • 10 Entry Tickets included**
 Partner with an Executive Chef (\$100K) Level participant and support the design of Starter, Main Dish or Dessert in a Demo Kitchen Station.
 or
 Design recipes for two (2) dishes that can be an appetizer, side dishes or dessert . Additional benefits included.
- **Sous Chef Level • \$25,000 • 8 Entry Tickets included**
 Partner with an Executive Chef (\$100K) Level participant and support the design of Starter, Main Dish or Dessert in a Demo Kitchen Station.
 or
 Design recipes for one (1) dish that can either be an appetizer, side dishes or dessert . Additional benefits included.
- **Sommelier – Bar/Beverage Stations • \$25,000 • 8 Entry Tickets included**
 Host a bar at the event and serve company-exclusive products. Host your own Meet-and-Greet Table, high top(s) for 8. Additional benefits included.
- **Maitre d’– Living Room/Lounge Areas • \$17,500 • 4 Entry Tickets included**
 Host a living room area comprised of one sofa, two chairs, and a shelf to display product
 OR --- Create your own area within 100 square feet of a custom-branded area at the event and feature company-exclusive products or decor* - \$15,000. Additional benefits included
- **Taste Tester • \$10,000 • 4 Entry Tickets included**
 Branding and Meet-and-Greet opportunities included.
- **Patron • \$5,000 • 4 Entry Tickets included**
 Branding opportunities included.

Packages are going fast.
Call today and reserve your place at Midwinter today!

For FMI Midwinter Executive Conference information:

Contact:
Peter J. Collins
Director, Industry Relations
& Development
202.220.0737
pcollins@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.

