

Receptions

SUNDAY WELCOME RECEPTION

Welcome attendees to the conference at this casual reception. Attendees will gather to celebrate and network. The Welcome Reception is organized by FMI and includes an open bar and hors d'oeuvres.

Sole sponsorship is \$30,000 or co-sponsorship available.

MONDAY RECEPTION

Sponsor has the opportunity to host attendees after the first day's agenda, which will provide much information for people to talk about as they mingle and network during this reception. The reception is organized by FMI and includes an open bar and light snacks.

Sole sponsorship is \$30,000 or co-sponsorship available.

TUESDAY CLOSING RECEPTION

Sponsor has the opportunity to host attendees. Provide your attendees the opportunity to network during this reception. The Closing Reception is organized by FMI and includes an open bar and light snacks.

Sole sponsorship is \$5,000.

Program

PROGRAM BACK COVER AD

Receive premium ad space on the back of the program directory. This directory is used as a reference guide throughout the year by attendees. Your advertisement will be seen whenever anyone reviews the program.

Sponsorship is \$8,000.

PROGRAM INSIDE FRONT COVER AD

Receive premium ad space on the inside front of the program directory. This directory is used as a reference guide throughout the year by attendees. Your advertisement will be seen whenever anyone reviews the program.

Sponsorship is \$6,000.

PROGRAM INSIDE BACK COVER AD

Receive premium ad space on the inside back of the program directory. This directory is used as a reference guide throughout the year by attendees. Your advertisement will be seen whenever anyone reviews the program.

Sponsorship is \$6,000.

PROGRAM ADS

Place a one-page ad in the official program directory distributed to all conference attendees. This is your ideal opportunity to promote your support for the industry. (Sponsorship excludes the inside front, inside back and back cover.)

Sponsorship is \$3,000 per page.

VIP Sponsorship Form

FIRST NAME

LAST NAME

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

COUNTRY

COMPANY TELEPHONE

FAX

E-MAIL

Our company is interested in participating in the FMI Midwinter Executive Conference as a Sponsor.

Please call me at: _____

Yes, our company will participate in the FMI Midwinter Executive Conference as Sponsor of the _____

for \$ _____

No, our company will not participate as a Sponsor in the FMI Midwinter Executive Conference.

SIGNATURE

DATE

Please list the contact person who should receive the invoice:

FIRST NAME

LAST NAME

COMPANY TELEPHONE

FAX

E-MAIL

Please respond by October 30, 2009

Contact: Dagmar T. Farr • T 202.220.0619 • F 202.220.0873 • dfarr@fmi.org or Gladys Swearingen • T 202.220.0641 • F 202.220.0873 • swearingen@fmi.org

Advertisements for the program directory must be submitted by December 18, 2009. Please provide them as 300 dpi EPS files with fonts included in a 4 3/4 x 8 1/4-inch file to rorton@fmi.org. Please call Ryan Orton at 202.220.0814 with any questions about directory file set-up.

PLEASE NOTE: Contributions to FMI are not deductible as charitable contributions, but may be deductible as ordinary and necessary business expenses.



January 24–26, 2010
Ritz-Carlton, Grande Lakes
Orlando, Florida

Schedule of Events

SATURDAY, JANUARY 23

10:00am – 5:00pm Registration
1:00pm – 5:00pm Strategic Executive Exchange

SUNDAY, JANUARY 24

9:00am – 11:30am Strategic Executive Exchange
10:00am – 6:00pm Registration
12:00pm – 5:30pm Industry Golf Tournament
6:30pm – 7:30pm Welcome Reception

MONDAY, JANUARY 25

6:15am – 7:15am Breakfast
6:15am – 4:00pm Registration
7:30am – 12:00pm Business Session
12:00pm – 5:00pm Strategic Executive Exchange
12:00pm – 2:00pm Spouse Luncheon
2:30pm – 4:00pm Business Session
6:00pm – 7:00pm Reception

TUESDAY, JANUARY 26

6:15am – 7:15am Breakfast
6:15am – 12:00pm Registration
7:30am – 12:00pm Business Session
12:00pm – 5:00pm Strategic Executive Exchange
5:00pm – 6:00pm Closing Reception

The program also features expanded trading partner idea exchanges and strategic meetings, the industry golf tournament fundraiser and spouse events.

Conference Rates

FMI Retailer/Wholesaler Members	\$1850
FMI Associate Members and FMI 2010 Exhibitors	\$3400

Registration and Housing

The registration deadline is **December 21, 2009** and the housing deadline is **December 14, 2009**.

Register at www.fmi.org

leadership perspective vision

The logo is centered on a yellow rectangular background. It features the letters 'FMI' in a small, black, sans-serif font at the top left. Below this, the word 'Midwinter' is written in a large, elegant, dark red cursive script. Underneath 'Midwinter' is a thin horizontal line, and below that, the words 'EXECUTIVE CONFERENCE' are written in a dark red, all-caps, sans-serif font.

FMI
Midwinter
EXECUTIVE CONFERENCE

January 24 - 26, 2010
Ritz-Carlton, Grande Lakes • Orlando, Florida

SPONSORSHIP OPPORTUNITIES

*Gain insights from today's most successful leaders,
acquire knowledge of cutting-edge trends, address the
major challenges and opportunities facing
the industry, and network with your industry peers.*

*Leslie G. Sarasin, Esq., CAE
President and Chief Executive Officer
Food Marketing Institute*

*Richard N. Jurgens
Chairman, FMI Board of Directors
Chairman, CEO and President
Hy-Vee, Inc.*

*Russell T. Lund III
Chairman, FMI Midwinter
Chairman and CEO
Lund Food Holdings, Inc.*

General and Targeted Sponsorship Opportunities

Sponsorship of events at FMI's Midwinter Executive Conference is the ideal opportunity to increase exposure and build relationships.

Organizations that have previously sponsored or co-sponsored an FMI Midwinter event will have first right to participate in the sponsorship program for the next FMI Midwinter event. (FMI reserves the right to exclusively sponsor any of the offered opportunities.)

If you are interested in creating a new opportunity, we welcome your ideas.

ALL SPONSORS RECEIVE:

- Board of Directors Reception invitation
- Corporate logo displayed during all General Business Sessions
- Recognition in the FMI Midwinter program directory
- Recognition at the Opening Session
- Signage at sponsored event(s)

Please complete the sponsorship form and return it to FMI.

Contacts:

Dagmar T. Farr
202.220.0619, dfarr@fmi.org

Gladys Swearingen
202.220.0641, swearingen@fmi.org

Meal Gatherings

MONDAY BREAKFAST

Sponsor will receive exclusive recognition by providing breakfast to attendees.

SOLD

MONDAY PROGRAM COFFEE BREAK

Sponsor will receive exclusive recognition by providing the attendee coffee break. Sponsor may provide literature at each station.

Sole sponsorship is \$10,000 or co-sponsorship available.

MONDAY SPOUSES' EVENT AND LUNCHEON

Sponsor has the opportunity to host all attendee spouses, including the FMI Board of Directors spouses. Organized jointly with the FMI Board Chairman and FMI Board officer spouses, this event includes a luncheon, a speaker and a gift for the participants.

Call for sponsorship details.

TUESDAY BREAKFAST

Sponsor will receive exclusive recognition by providing breakfast to attendees.

Sole sponsorship is \$15,000 or co-sponsorship available.

TUESDAY PROGRAM COFFEE BREAK

Sponsor will receive exclusive recognition by providing the attendee coffee break. Sponsor may provide literature at each station.

Sole sponsorship is \$10,000 or co-sponsorship available.

TREATS AT REGISTRATION

Be the first to greet attendees! Your product will be displayed and offered at the registration desk.

Sponsorship is \$10,000.

SPECIALTY BEVERAGE

Let attendees enjoy your drink! Everyone will be holding your brand. (You will be responsible for providing the product and paying the hotel corkage charge.)

Sponsorship is \$10,000.

Business Sessions

MONDAY MORNING BUSINESS SESSION

Host the event's morning business session.

Call for sponsorship details.

MONDAY AFTERNOON BUSINESS SESSION

Host the event's afternoon business session.

Call for sponsorship details.

TUESDAY MORNING BUSINESS SESSION

Host the event's morning business session.

Call for sponsorship details.

Enhancements

INTERNET CAFÉ

The Internet Café will host multiple computer terminals for attendee use. The sponsor will receive recognition on the screensaver and signage at the station. FMI provides all programming and equipment.

Sponsorship is \$15,000.

HOTEL ROOM KEYS

Sponsor the hotel room keys and communicate your company message each time the attendee uses their key. Logo and message is printed on each of the key cards for attendees of the event. Sponsor has the option of designing the key within hotel specifications.

Sponsorship is \$20,000.

LANYARDS

Sponsor the event lanyards and allow attendees to do the advertising for you! FMI will produce lanyards printed with the sponsor logo and distribute them to all registrants when they arrive.

Sponsorship is \$20,000.