



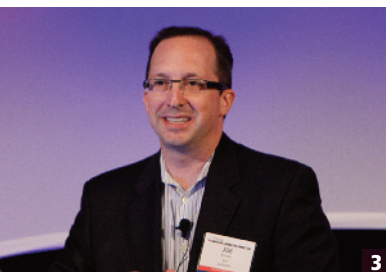
1



Above: Maureen Azzato, Editor of *Store Brands Decisions*, leads discussion with (l to r): Edward Salzano, LiDestri Foods; Ryan Briggs, Supervalu; Kevin Hunt, Ralcorp; Patrick Walsh, FMI.



2



3



4



5

1. Catherine Roe of Google presented case studies on how consumer goods marketers are using search marketing to attract customers.

2. From left to right: Teresa Liu, CVS; Michael Amante, CVS; Tom Holownia, Anthem, and Grant Pill, CVS, during a break in the Innovation Zone.

3. Joe Ennen of Safeway was the keynote speaker.

4. Lots of hospitality at the GROUP360 Worldwide hospitality center in the Innovation Zone.

5. Safeway's Nancy Cota and Don Davidson during a break in the Innovation Zone.

# Become a Sponsor of the 2nd Annual

## STORE BRANDS DECISIONS INNOVATION & MARKETING SUMMIT

**March 1-2, 2012    Hyatt Regency O'Hare Hotel**



A panel discussed Driving Store Brand Innovation. From left: John Failla, *Store Brands Decisions*; Katherine Lenhoff, Loblaw; Kurt Dennen, OfficeMax; and Maurice Markey, Sam's Club

# ATTENDEES RAVED ABOUT THE 2011 SUMMIT

Attendee satisfaction at the inaugural **Innovation & Marketing Summit** was extremely high. Here's how attendees felt about the inaugural Summit and their intentions for the 2012 Summit.



## Overall, how well did the Summit meet your expectations?

|                           |     |
|---------------------------|-----|
| Exceeded Expectations     | 48% |
| Met Expectations          | 50% |
| Did Not Meet Expectations | 2%  |

## How likely are you to attend the 2012 Innovation Summit?

|                 |     |
|-----------------|-----|
| Very Likely     | 77% |
| Somewhat Likely | 15% |
| Not Likely      | 8%  |

## How likely are you to recommend the 2012 Summit to a colleague?

|                 |     |
|-----------------|-----|
| Very Likely     | 92% |
| Somewhat Likely | 4%  |
| Not Likely      | 4%  |

## VERBATIM COMMENTS FROM ATTENDEE EVALUATIONS

"I want to bring my entire team next year."

"Content was top notch, networking second to none."

"It was great that each company (in the Innovation Zone) had a successful idea or concept to share. It moved the conversation from 'who we are and what we produce,' to 'let me tell you what we have done.' Nice format."

"Based on the many conferences we attend, this was by far the BEST."

"Opportunity to interact with key retail partners, intimate."

"Hearing the insights from companies (in the Innovation Zone) is very beneficial."

"I left the summit feeling energized and excited to bring back many ideas and opportunities to my team."

## THE PEOPLE YOU WANT TO REACH ATTEND THE SUMMIT!

**Companies attending the 2011 Summit included . . .** 7-Eleven ♦ Ace Hardware ♦ Ahold USA ♦ American Italian Pasta Company ♦ BJ's Wholesale Club ♦ Clement Pappas & Co. ♦ Coffee Bean Intl. ♦ ConAgra Foods ♦ CVS ♦ Daymon Worldwide ♦ Delhaize America Family Dollar ♦ First Quality Consumer Products ♦ Global Tissue Group ♦ Interbake Foods ♦ J M Smucker ♦ John B. Sanfilippo & Son Kerry Inc. ♦ The Kroger Company ♦ LiDestri Food & Beverage ♦ Loblaw ♦ Mizkan Americas ♦ OfficeMax ♦ Palermo's Pizza ♦ PBM Products, a Perrigo Company ♦ Presto Products ♦ Ralcorp Foods ♦ Reynolds Packaging ♦ Rockline Industries ♦ Safeway ♦ Sam's Club ♦ Schnuck Markets ♦ Schreiber Foods ♦ Sears Holdings ♦ Smart & Final ♦ Supervalu ♦ T Marzetti Company ♦ Target ♦ Topco Associates ♦ TreeHouse Foods ♦ Walgreens ♦ Winn-Dixie . . . **and many more!**

## Attendees hold the following positions...

**C-LEVEL/PRESIDENT:** Chief Customer Officer; Chief Executive Officer; Chief Marketing Officer; Co-CEO; EVP and COO; Owner/CEO; President; Global President, Innovation & Strategy

**VICE PRESIDENT:** Division Vice President, Corporate Brands; EVP; Senior Vice President; Senior Vice President, Innovation; SVP, Strategy; Vice President, Brand Marketing & Marketing Services; Vice President HBC/GM and Pharmacy; VP Innovation; VP Innovation & Design; VP Private Brands; VP Store Brands; VP Store Brands & Product Development; VP, Consumer Brands; VP, Own Brands Promotions and Packaging; VP, Strategic Sourcing

**DIRECTOR:** Brand Director; Creative Director; Director, Corporate Brands & Special Markets; Director Brand Development; Director of Brand Management; Director of Category Development; Director of Corporate Brands Marketing; Director of Innovation; Director of Innovation & New Business Opportunities; Director of Marketing; Director of Marketing & Product Strategies; Director of Marketing, Private Brands; Director of Private Brands; Director of Product Marketing; Director of R & D; Director of Social Media Strategy; Director of Strategy & Execution; Director Private Brands Development; Director, Brand Strategy, Planning & Design; Director, Creative Services & Customer Solutions; Director, Innovation; Director, Private Brands Marketing; Director, Private Label Product Development; Director, Shopper Ready Packaging; Director, Value Brands; Executive Creative Director; Managing Director; Senior Director, Innovation; Senior Director of Customer and Shopper Marketing

**MANAGER:** Brand Manager; Customer Brands Marketing Manager; Group Manager Owned Brands; Head of CPG; Manager of Corporate Brands & Marketing; Manager, Business Alliance & Private Label Brands; Manager, Marketing Services; Manager, Retail Marketing; Marketing & Creative Services Coordinator; Merchandising/Private Brands; Portfolio Manager; Private Brands Manager; Product Development Manager; Product Manager; Retail Development Manager; Senior Brand Manager; Senior Design Project Manager; Senior Manager Packaging; Senior Product Director, Private Brands; Senior Product Manager; Sr. Brand Manager, Dry/Grocery; Sr. Customer Marketing Manager; Team Leader, Market Insights

[www.storebrandsdecisions.com/summit2012](http://www.storebrandsdecisions.com/summit2012)



# SPONSOR THE 2012 INNOVATION & MARKETING SUMMIT



Matt Rompala and the Avery Dennison team engaged with attendees during a session in the Innovation Zone.



Attendees tested their senses in the Innovation Zone at the STR booth.

With 200+ attendees at the inaugural edition in 2011, the Innovation & Marketing Summit stands as the most successful industry event launch ever. Your company will establish high profile industry leadership as sponsor of the only industry event focused entirely on store brands innovation and marketing best practices developed "by the industry for the industry" the way only *Store Brands Decisions* can do it.

The Innovation & Marketing Summit is a unique executive conference featuring thought leadership in presentations, panel discussions, networking and a showcase called the "Innovation Zone" featuring Innovation Success Stories from companies and services committed to advancing store brands innovation.

A limited number of companies will have the opportunity as sponsors of the 2012 Summit to position themselves as partners who can deliver innovative products, solutions and services to the store brands market.

## POSITION YOUR COMPANY AS AN INNOVATIVE RETAIL PARTNER

Innovation Success Stories from sponsors and exhibitors are showcased in the Innovation Zone at the Summit during all networking breaks and food functions. An integral part of the Summit experience, the Innovation Zone is the perfect environment for progressive thought leading companies providing the following products and services: Packaging, Design, Consumer Research, Marketing Services, Technology, Testing & Certification, and Consulting and Collaboration.

**WHO WILL ATTEND THE SUMMIT?** Approximately 200+ store brands industry executives (retailers, manufacturers and service providers) with the following responsibilities attended the 2011 Summit: Brand Management, Marketing, Consumer Insights, Innovation, Portfolio Management, Strategy, Product Development, Category Management, Packaging Design, and other responsibilities in store brand development, marketing and merchandising.

**DATES & VENUE** **March 1–2, 2012** at the comfortable and convenient Hyatt Regency O'Hare Hotel. With a conference program that begins at 11am. on the 1st and ends at 2:00 p.m. on the 2nd, most attendees will be able to arrive on Thursday morning and return home by Friday evening. (Conference start times subject to change.)

## RETAILER ADVISORY BOARD



DELHAIZE AMERICA



OfficeMax®



SEARS HOLDINGS CORPORATION



**TELL YOUR INNOVATION SUCCESS STORY:** In addition to the cutting edge conference programming at the *Innovation & Marketing Summit*, the Innovation Zone will serve as a showcase of manufacturer and service provider innovation success stories. Attendees will be able to engage and explore these success stories for ideas and inspiration throughout both days of the Summit. In the process, Summit sponsors and exhibitors will be positioned as important sources of store brands innovation!

Each sponsor and exhibitor will prepare a case study to showcase at the Summit as their success story. Success stories will be promoted to attendees before, during and after the Summit: **Before** in special email newsletters to attendees; **At the Event** in the conference program and in announcements from the podium; **After** in the special issue of *Store Brands Decisions SPOTLIGHT*.

**PASSPORT TO INNOVATION:** To provide attendees added incentive to engage with your Innovation success story, they will be issued a *Passport to Innovation* in their conference materials. The passport will have each exhibit represented as a destination. When an attendee engages with a success story at a booth, the exhibitor will "stamp" the attendee's passport. All passports with 6 or more stamps will be entered to win a prize.

## SPONSORSHIP OPPORTUNITIES & BENEFITS

|   | PLATINUM<br>SPONSORSHIP<br>\$35,000<br>(Limit 3)                           | GOLD<br>SPONSORSHIP<br>\$18,000<br>(Limit 6)     | SILVER<br>SPONSORSHIP<br>\$9,000<br>(Limit 9)    | INNOVATION<br>ZONE EXHIBIT<br>\$6,000<br>(Limit 12) |
|---|--|--|--|---|
| "All Access" Conference Passes (Including all events and food functions)  | 6  | 4  | 2  | 2   |
| Complimentary Conference Registrations for Retailers  | 3  | 2  | 1  |   |
| Exhibit Spaces in the Innovation Zone – 10' x 10'   | 2 spaces<br>w/ premium<br>position,<br>2 covered<br>tables and<br>4 chairs | 1 space w/<br>1 covered<br>table and<br>2 chairs | 1 space w/<br>1 covered<br>table and<br>2 chairs | 1 space w/<br>1 covered<br>table and<br>2 chairs    |
| Host and Present a one-hour Pre-Conference Workshop prior to start of the Summit                                  | ✓  |  |  |   |
| Sponsorship Choice of: Welcome Reception, Advisory Board & Speaker Dinner, Lunch (first come, first served basis) | ✓  |  |  |   |
| Pre-Show Dedicated Email Blast to Attendees   | ✓  |  |  |   |
| All Gold Sponsors will be included as the Lunch, Breakfast, and Break Sponsors                                    |  | ✓  |  |   |
| Post-Show dedicated Email Blast to Attendees  | ✓  | ✓  |  |   |
| Distribution of one "White Paper" to Conference Delegates   | ✓  | ✓  |  |   |
| White Paper hosted and posted in <i>Store Brands Decisions</i> Research section                                   | ✓  | ✓  |  |   |
| Company Logo to appear on all related Event Marketing Materials that Include Sponsors                             | ✓  | ✓  | ✓  |   |
| Company Logo and Description Published on Event Website   | ✓  | ✓  | ✓  | ✓   |
| 1-page Collateral to be included in Summit Tote Bag   | ✓  | ✓  | ✓  | ✓   |
| Ad in "Innovation & Marketing Summit" Issue of <i>Store Brands Decisions SPOTLIGHT</i> following the event        | Full-Page<br>Ad  | Full-Page<br>Ad                                  | 1/3-Page<br>Ad                                   |   |
| Webinar of Your Innovative Success Story  | Free   | 50%<br>discount                                  | 25%<br>discount                                  |   |
| Complimentary Seat at the Retail Advisory Board, Faculty and Sponsors Dinner                                      | 2  | 1  | 1  |   |