



Co-hosted by:



Presidents Conference

WHERE LEADERS MEET 2016

November 6 – 8 | Fairmont Scottsdale Princess | Scottsdale, AZ

**THE MOST POWERFUL PEOPLE IN FOODSERVICE CONNECT HERE.
YOUR BRAND AND PRODUCTS SHOULD BE HERE TOO.**

Join fellow foodservice leaders at the 2016 IFMA Presidents Conference. Co-hosted by the NRA and IFDA, this premier senior executives forum provides access to decision-makers representing national and regional chains, distributor and manufacturer communities and delivers strategic intelligence and original research. Most importantly for our sponsors, the program is designed to attract the broadest range of chain operators and distributors—an audience that gives you, your brand and your products maximum exposure to qualified top management and ambitious up-and-coming foodservice industry leaders.

SPONSORSHIP CATEGORIES

PREMIER SPONSOR:

Premier Sponsors have the opportunity to choose multiple products to be showcased at their sponsored event. This provides an excellent opportunity to gain customer exposure, brand awareness and increase product trial. Sponsors are designated their own cooking station/buffet area at their event. As an added bonus, Premier Sponsors serving food products will receive one complimentary conference registration for one corporate chef, allowing the chef to participate in the conference as well as prepare and present the products. All product/recipe information must be submitted by September 9. Please see Sponsor Benefits Chart for more information.

PREFERRED SPONSOR:

Preferred Sponsors can showcase a single product to be used on a buffet and have the option to add a second item for an additional discounted contribution. All product/recipe information must be submitted by September 9.

SPECIAL EVENT SPONSOR:

Each Special Event Sponsorship provides unique benefits, in addition to the benefits outlined in the Sponsors Benefits Chart. Please see Sponsor Benefits Chart for more information.

CUSTOMIZED SPONSORSHIPS

Need to introduce a new product? Or, be an “official product” of Presidents Conference 2016? IFMA’s sponsorship team will work with you to make sure your sponsorship is targeted to the right audience and gets the exposure and brand awareness you want. Just contact Anthony DePaolo at 312-504-9885 or tony@ifmaworld.com.

SPONSORSHIP OPPORTUNITIES

(SEE PAGE 5 FOR FULL LIST OF SPONSORSHIP BENEFITS)

SATURDAY, NOVEMBER 5

IFMA Board of Directors Reception for Operators & Distributors: \$12,500

A private reception and dinner is held for the IFMA Board of Directors, IFDA distributors and special operator guests. This elegant event is typically held outside from approximately 6:30-10:00 p.m. Sponsors are invited to attend and provide amenities for attendees.

SUNDAY, NOVEMBER 6

Conference Mobile App & Wi-Fi Sponsorship: \$25,000

The Presidents Conference mobile app offers a unique opportunity to put your brand/company in front of attendees. The app provides attendees with full access to the agenda, speakers' bios, sponsors and more. Sponsors will also be promoted throughout the conference in email communications and onsite. Table signage and login information will be provided throughout the conference and surrounding area for Wi-Fi access.

Room Keys (one sponsor only) ~~\$9,100~~
Here's a great opportunity for your brand and logo to be seen and touched by each attendee at least 10 times a day. All other sponsor benefits apply as well.

Sold

Conference Lanyards: \$8,500

Sponsor's name(s) are printed on the conference lanyards, which are used by attendees throughout the conference as well as a range of additional sponsor benefits.

Conference Name Badge: \$8,500

Just like the lanyards, conference name badges give your brand ultimate exposure. Each time someone reaches out to greet a colleague, shake a hand or make an introduction, your brand is front and center.

Conference Registration Area: \$5,000

The Conference Registration Area is one of the first stops for all attendees and where they pick up their credentials, agenda and other conference information. The sponsor will be acknowledged through signage in this location, as well as provide a product for the Registration Café.

Registration Café: \$4,500

Sponsors can supply product samples for the Registration Café, conveniently located next to the Conference Registration Area, on opening day of the conference between 12:00-5:00 p.m. (typically the heaviest traffic period). *When Combined with another Sponsorship: \$3,000*

Room Drop (available Sunday or Monday): \$7,500

Promote your organization within the comfort of attendees' hotel rooms. Sponsors may place literature or showcase food and beverage items in rooms. Sponsorship includes room drops to all conference attendees.

Additional charges will be incurred if sponsor wishes to target specific guests or requires assembly of promotional products.

Executive Summaries: \$12,500

The valuable content shared at Presidents Conference will be captured in a tangible, concise content summary that extends far beyond the event itself. Key benefits include one half-page ad in the Executive Summary, logo placement throughout and more. Completed summaries are then emailed to all attendees and posted on IFMA's website where they are further promoted to the industry through social media and other digital opportunities well after the conference concludes.

Private Briefings: \$12,500

The Private Briefing sponsorships are back again by popular demand. This exclusive offer provides suppliers to the industry with the space they need to conduct networking opportunities, discussions and presentations.

Opening Reception

Premier: \$17,500

Preferred: \$7,500

Conference attendees are welcomed with a festive and fun outdoor reception. This setting and event structure encourages a relaxed evening for networking and reuniting with old friends/colleagues. It offers an excellent opportunity to sample products and educate attendees about your offerings.

MONDAY, NOVEMBER 7

Breakfast

Premier: \$15,000

Preferred: \$7,500

Conference attendees start the day off right with a delicious buffet breakfast. If your product line has breakfast items, this is the time to showcase them.

Monday Master of Ceremonies: \$15,000

Set the stage for a groundbreaking conference! Sponsor will take the stage several times to introduce speakers and lead the day's general session on a variety of critical foodservice industry topics.

Industry Hot Takes: \$8,500

Presidents and CEOs from IFMA, NRA and IFDA provide their viewpoints on the implications on the blurring of lines and moving landscape of foodservice, setting the stage for an accelerated two day conference.

Opening Keynote Speaker – Business Model of the Future: \$25,000

Chris Roark from the leading consulting firm Accenture will share how to adjust your business model to stay competitive in the disruptive foodservice industry.

Monday Networking Break

Premier: \$10,500

Preferred: \$7,500

A refreshing break between general sessions gives attendees a chance to sample beverages and snacks. Breaks are scheduled in the morning and afternoon – you get both.

Conference Presentation—Food in America, A Redefinition of our Industry: \$12,500

Jack Li from Datassential will share proprietary research exclusive to the Presidents Conference.

Conference Presentation—The Fight for the Consumer: \$12,500

David Portalatin from the NPD Group plus executives from Toppers Pizza and Blue Apron will discuss how to win share of stomach in the ever changing environment. **Includes morning & afternoon session.**

Networking Lunch

Premier: \$12,500

Preferred: \$7,500

A buffet lunch is the ideal opportunity to recharge with a wide sampling of food and beverages. This beautiful sunlit venue provides the chance to serve those new offerings that the consumer is demanding.

Golf Box Lunches \$2,500

A round of golf with fellow industry leaders is the perfect way to continue networking. Sponsors will provide a product for the boxed lunch served to golfers.

IFMA Education Foundation Golf Invitational

Premier Sponsor: \$7,500

After a powerful morning of strategic insight planning, the IFMA Education Foundation Golf Invitational gives attendees personal networking time and a chance to exercise. 100% of all Greens Fees go directly to the IFMA Education Foundation. This is a great way to insure the future leadership of foodservice.

Hole-in-One: \$3,500

A luxury car will be awarded to anyone that makes a hole in one! Sponsor name and logo to be displayed by the car.

Golf Tee Sponsor: \$500

Have your company name and logo at one of the tees along the golf course.

Golf Ball Sponsor: \$5,000

Sponsor's company logo and name will be printed on the golf balls in play that day.

Education Foundation Silent Auction

During the Monday evening reception, auction proceeds will fund scholarships for students in food marketing, food science or culinary degree programs. Help make a difference by donating items like: **sports memorabilia, a vacation rental or a case of wine.** Donors will be recognized on the IFMA website and at the event. **SEE DONATION FORM ON PAGE 8**

Education Foundation Reception

Premier: \$15,000

Preferred: \$7,500

This special reception affords sponsors the opportunity showcase their products to conference attendees in a lively setting. Sponsors may provide food and beverage items for the food stations located throughout the ballroom.

Room Drop (available Sunday or Monday): \$7,500

Promote your organization within the comfort of attendees' hotel rooms. Sponsors may place literature or showcase food and beverage items in rooms. Sponsorship includes room drops to all conference attendees.

Additional charges will be incurred if sponsor wishes to target specific guests or requires assembly of promotional products.

TUESDAY, NOVEMBER 8

Breakfast

Premier: \$12,500

Preferred: \$7,500

Conference attendees start the day off right with a delicious buffet breakfast. If your product line has breakfast items, this is the time to showcase them.

Conference Session—Election Day/ Regulation Impacts: \$25,000

How will the results of the day's election impact the industry? Led by Ira Blumenthal, four of the industry's top leaders will react to the election results, explaining ramifications & opportunities over the next four years.

Networking Break

Premier: \$10,000

Preferred: \$6,500

A refreshing break between general sessions gives attendees a chance to sample beverages and snacks. Breaks are scheduled in the morning and afternoon – you get both.

Conference Session—Digital Battleground, Triggers of Change: \$12,500

Kelly Ungerman from McKinsey & Co. will discuss the digital battlegrounds of today and shares, along with industry execs, how to survive and thrive tomorrow.

Closing Keynote: \$20,000

An industry leader reviews their strategies for success in an ever-changing industry.

Lunch

Premier: \$12,500

Preferred: \$7,500

A buffet lunch is the ideal opportunity to recharge with a wide sampling of food and beverages. This beautiful sunlit venue provides the chance to serve those new offerings that the consumer is demanding.

Tuesday Afternoon Breakout Session—Operator Collaboration Case Studies: \$7,500

Q&A with executive-level panelists addressing how collaborative working experiences have brought value to their operations.

Golf Box Lunches \$2,500

A round of golf with fellow industry leaders is the perfect way to continue networking. Sponsors will provide a product for the boxed lunch served to golfers.

IFMA Executive Scramble: \$5,000

A great way to stretch out before the Awards Banquet, the scramble format created a level fairway for the long driver and the weekend duffer.

Hole-in-One: \$3,000

A luxury car will be awarded to anyone that makes a hole in one! Sponsor name and logo to be displayed by the car.

Golf Tee Sponsor: \$500

Have your company name and logo at one of the tees along the golf course.

Golf Ball Sponsor: \$5,000

Sponsor's company logo and name will be printed on the golf balls in play that day.

54th Annual Distributor Awards Reception & Banquet: \$17,500

Attendees come together for an elegant evening that kicks off with a cocktail reception in the foyer of the ballroom. The grand banquet is a formal, sit-down dinner so sponsor products will be featured at the cocktail reception and/or dinner (cooking station/buffet is not available). This is the premier dinner of the Presidents Conference and venue for the Distributor Awards Presentation. Sponsor branding and product will be prominently displayed. Sponsor will address the dinner attendees as part of the opening remarks.

Distributor Awards: \$20,000

IFMA's 9th Annual Distributor Awards is presented during the Grand Banquet on the final evening of the conference. These awards recognize the leadership role and overall excellence that the recipients have demonstrated within the industry. There are three awards: the IFMA Excellence in Distribution Award, the IFMA Distributor Sales & Marketing Performance Award and the IFMA Distinguished Industry Achievement Award. A video gives attendees an up-close and personal look at these outstanding distributors.



Presidents Conference 2016

WHERE LEADERS MEET

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SPONSORSHIP PROGRAM BENEFITS MATRIX

Sponsorship	Showcase Multiple Products	Showcase Single Product	Logo Featured During Sponsored Event	Logo Featured in Published Materials	Key Customer Photo Ops	Signage and/or AV During Sponsored Event	Logo on IFMA Website	Discount on Registration Café
Premier Sponsor	X		X	X	X	X	X	X
Preferred Sponsor		X	X	X	X	X	X	X
IFMA Board Reception			X	X	X	X	X	X
Grand Banquet	X		X	X	X	X	X	X
Keynote Speakers			X	X	X	X	X	X
Executive Sessions/Panels		X	X	X	X	X	X	X
Distributors Awards*			X	X	X	X	X	X
Conference Wi-Fi						X	X	
Registration Café		X	X	X	X	X	X	X
Conference Registration Area			X	X	X	X	X	X
Mobile App				X	X		X	X
Conference Lanyards				X	X		X	X
Conference Room Keys				X	X		X	X
Room Drops				X	X		X	X

*Additional benefits for Distributor Awards Sponsors:

Participate at the Awards Ceremony

Logo included in Awards Video

Preferred Seating

Company Logo on Awards DVD



COMMITMENT FORM

TOTAL SPONSOR AMT. COMMITTED: \$ _____

AUTHORIZED BY: _____

SIGNATURE: _____

PAYMENT METHOD (Not Refundable):

Check amount of \$ _____ enclosed.
(Payable to IFMA in U.S. funds – mail to IFMA)

Credit Card –charge \$ _____
 American Express VISA MasterCard

Credit Card Account #: _____

Expiration Date: _____ Security Code: _____

Name of Cardholder (please print):

Signature of Cardholder:

Please invoice (**payment must be received prior to event before processing**)

SPONSOR CONTACT INFORMATION:

Name: _____

Title: _____

Company: (**As you want it listed in promo pieces**)

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Mandatory company logo files needed:

Two logo formats are needed **by Sept. 12**
1) jpg and 2) eps - needs to be vector art eps file, saved down to Illustrator Creative Suite.
Contact person for logos: _____

Phone: _____

Email: _____

Additional Information:

1) Will you be attending the Presidents Conference? Yes ___ No ___
If no, please list the on-site contact:
Name: _____
Phone: _____

2) If supplying product for your event please provide the following:
Contact person for product:

Phone: _____

Email: _____

* If featuring product, all product/recipe info must be submitted by **Sept. 12**

Authorization Signature:

I agree to the Terms & Conditions:

Authorized Signature Above _____ Date _____

Sponsorship Forms must be submitted by August 15 to:

IFMA
180 N. Stetson Ave., Suite #850
Chicago, IL 60601
Attn: Cheron Lessmeister
Ph: (312) 253-4682 Fax: (312) 540-4401
cheron@ifmaworld.com



Terms & Conditions

Purpose

Event management costs have risen significantly in the last few years. It is IFMA's express intent of IFMA to control the cost of sponsorships to ensue affordability for all IFMA Members.

In order to provide fair and equitable access for all IFMA Members to the Sponsor Program, sponsors by their signature on the Sponsorship Commitment Form agree to the following Terms and Conditions:

1. Deadlines

In order to best serve IFMA members by controlling costs, missed deadlines may prevent IFMA from providing certain sponsor benefits as stated in the Sponsors brochure. Should a deadline be missed, IFMA will make every effort to accommodate the sponsor provided no additional cost is incurred.

2. Product Preparation and Presentation

Additional costs for services, resources or material, other than those generally accepted event preparation and presentation costs, will be borne by, and billed directly to the sponsor (including, but not limited to special orders of products, multiple piece room drop, assembly and staging of product, rental of machinery and kitchen equipment).

3. Signage

A master banner with the logos of all sponsors who submit deliverables by the required deadline will be prominently displayed. Individual event signage with sponsor logos will be provided. No other signage will be accepted or displayed without prior approval in writing by IFMA.

4. Time and Location of Presentations

All timing and event locations are subject to change.

5. Sample and Collateral Distribution

Distribution of product samples or collateral may only be utilized through the following methods via sponsorship:

- Room Drops
- Conference Registration Area Registration Sponsorship (Associate Members only)

6. Shipping of Product/Materials/Machinery

It is the obligation of the sponsor to pack and ship any machinery and/or remaining product/materials on Tuesday, November 8. Hotel shipping charges/fees are the sole responsibility of the sponsor. Any product that remains at the hotel as of Tuesday, November 8, at 4 p.m. will be donated to a local organization.

7. Special Note to Associate Members

Product or service presentations may not be conducted during any scheduled agenda event.

For questions regarding product, shipping and signage, please contact Traci Schwendner at traci@ifmaworld.com