

March 6 – 9, 2016

Conference Sponsorships

JW Marriott Las Vegas Resort & Spa

221 N Rampart Boulevard
Las Vegas, Nevada 89145
Phone: 702.869.7777

The IFMA Chain Operators Exchange (COEX) is the premier gathering of foodservice operators and manufacturers. COEX gives operators relevant and actionable solutions for competing in an ever-evolving market.

In today's complex foodservice environment, you can't be everything to everyone. You have to make bold decisions to have your business stand out from the rest. Sit alongside leading operators as the industry collaborates and discovers how to:

- Pick the right consumer targets and vehicles to reach them
- Hone in on the meal occasions that appeal to current and new customers
- Plan a menu that reflects their culture and philosophy
- Collaborate with the right supply chain partners

This year's agenda will again include the popular Operator Speed Meetings, enabling attendees to understand the individual needs of national and regional chain operators.

For COEX 2016, the planning committee has made every effort to provide various sponsorship options and price levels to accommodate all companies and budgets. Please review the following information carefully.

If you would like a customized sponsorship package, contact Anthony DePaolo at 312.504.9885 or tony@ifmaworld.com.

To participate, just mark the sponsorship(s) of your choice and complete the sponsorship commitment form. **Forms must be submitted by December 18, 2015.**

IFMA makes every effort to avoid competing product sponsors showcasing at the same event but cannot provide exclusivity. All COEX 2015 sponsors wishing to sponsor at COEX 2016 will have until December 11, 2015 to submit their sponsorship commitment forms to retain their prior year sponsorship category.

Operators on the Committee include:

Arctic Circle Restaurants	Salsarita's
Boston Market Corporation	Specialty's Café & Bakery
Brinker International	Taco Johns
Capriotti's Sandwich Shop	Taco Mac
CKE Restaurant Holdings, Inc.	The Steak 'n Shake Company
Corner Bakery Cafe	Tim Horton's USA, Inc.
Dave & Buster's	Tumbleweed Southwest Grill
Day Star Restaurant Group	Walk-Ons Enterprises
Denny's, Inc.	Wendy's Quality Supply
East Coast Wings	Chain Co-op (QSCC)
Firehouse Restaurant Group	The Wendy's Company
Fazoli's	Which Wich, Inc.
Hard Rock Café International	Yum Brands
Luby's Fuddruckers Restaurants	Zinga Frozen Yogurt
Marco's Franchising LLC	Zoe's Kitchen

PRODUCT SHOWCASE OPPORTUNITIES

GOLD SPONSORS

Gold sponsors have the opportunity to choose multiple products to be showcased at their sponsored events. This is an opportunity to gain customer exposure, brand awareness and product trial. Sponsors are assigned to their own cooking stations/buffet areas and can have their corporate chefs prepare and present product and key staff greet and network with attendees. Customized signage will be created for your products and company. As a bonus, sponsors will receive complimentary registration and accommodations for five operators of their choice, as well as a complimentary registration for a sponsor's culinary team member. These sponsorships are available on a first-come, first-served basis.

Sunday, March 6 – Gold Sponsorships

- Grand Opening Reception \$30,000

Monday, March 7 – Gold Sponsorships

- Morning Breakfast \$12,500
- Morning Break \$ 7,500
- Lunch \$12,500
- Afternoon Break \$10,500
- Morning & Afternoon Break \$12,500
- Reception featuring Iron Chef Competition \$25,000

Tuesday, March 8 – Gold Sponsorships

- Breakfast \$12,500
- Morning Break \$ 7,500
- Lunch \$12,500
- Afternoon Break \$10,500
- Morning & Afternoon Break \$12,500
- Closing Reception \$15,000

SILVER SPONSORS

As a silver sponsor, your company will have the opportunity to showcase a single product line to be used on a buffet. This is an opportunity to gain customer exposure, brand awareness and product trial. Sponsors are assigned to their own cooking stations/buffet areas and can have their corporate chefs prepare and present product and key staff greet and network with attendees. Customized signage will be created for your product line and company. As a bonus, sponsors will receive complimentary registration and accommodations for three operators of their choice. These sponsorships are available on a first-come, first-served basis.

Sunday, March 6 – Silver Sponsorships

- Grand Opening Reception \$10,000

Monday, March 7 – Silver Sponsorships

- Breakfast \$7,500
- Morning Break \$5,500
- Lunch \$7,500
- Afternoon Break \$8,500
- Morning & Afternoon Break \$10,500
- Reception featuring Iron Chef Competition \$7,500

Tuesday, March 8 – Silver Sponsorships

- Breakfast \$7,500
- Morning Break \$5,500
- Lunch \$7,500
- Afternoon Break \$7,500
- Morning & Afternoon Break \$10,500
- Closing Reception \$7,500

OTHER PRODUCT SPONSORS

Room Drops:

Room drops are a way to promote your organization within the comfort of conference attendees' hotel rooms. Sponsors can provide anything from literature to food and beverages. Room Drops are delivered to every registered attendee staying at the JW Marriott Las Vegas Resort & Spa.

- Sunday Room Drop \$7,500
- Monday Room Drop \$7,500

Registration Café:

The Registration Café is a way to start off COEX. Open from 1-5 p.m. on Sunday, next to the registration area, it provides exposure for your products. A broad range of snacks are available for product trial. Due to demand, Registration Café sponsorship opportunities won't last long.

- As an individual sponsorship \$4,000
- As part of a sponsorship package \$2,500

SPONSORSHIP BRANDING OPPORTUNITIES

Conference Registration Area: \$5,500

The first brand the attendees see is yours! The Registration Area has the highest traffic of any conference venue, so your company is front and center at all times.

INTERACTIVE Mobile App (one sponsor only): \$15,000

A robust Interactive Mobile App will be released at COEX 2016, with heightened conference traffic directed to bring increased usage by all attendees. Attendees will be able to gain everything they need for the conference, including agenda items, speaker bios, conference surveys, sponsors information and more. As a sponsor of the 2016 Mobile App, one of the first things users will see when they download from the App Stores is your logo.

Conference WIFI (one sponsor only): \$15,000

On conference table signage and login for WIFI in the conference and surrounding area.

Room Keys (one sponsor only): \$12,500

Sponsor company name/logo will be placed on one side of the hotel room keys, given to all conference attendees staying at the JW Marriott. Sponsors can customize keys with a distinctive look and personalized message.

Conference Lanyards (one sponsor only): \$12,500

Brand awareness grows every time a potential customer sees your logo. And what better way to get repetitive instances of brand identification than being featured on the conference lanyard? Everyone sees it, everyone uses it. Do the math – with more than 400 attendees over two days of meetings and events, lanyards give your brand top recognition. This is always the first Special Category Sponsorship to sell out, so don't delay.

Conference Name Badges (one sponsor only): \$12,500

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 Executive Summary (two sponsors only): \$10,000

The valuable content shared at COEX will be captured in a tangible, concise event summary that extends far beyond the event itself. The Executive Summary includes actionable outputs and key takeaways from the event, which will be shared with attendees and all IFMA members. The sponsor will be viewed as a thought leader for the industry. Key benefits include one full-page ad in the Executive Summary and logo placement throughout the summary.

SPONSORSHIP SPEAKER AND BRAND AWARENESS OPPORTUNITIES

Operators & Small/Midsize Business

Sunday \$15,000

Set the stage for the discussion relevant to small to midsize businesses. As a bonus, sponsors will receive complimentary registration and accommodations for three operators of their choice.

Master of Ceremonies

Monday or Tuesday \$12,500

Set the stage for a groundbreaking conference! Sponsor will kick off a powerful opening session each day with updates on the initiatives changing the face of the industry. Sponsor will take stage numerous times to introduce speakers and lead the morning session.

Conference Keynote Speakers

Monday, Opening or Tuesday, Closing \$17,500

Among the highlights on each day of general sessions are Keynote Speakers, who represent some of the most recognizable brands in the foodservice industry and lead innovative new ways of thinking that drive global business results.

General Session Conference Presentations

Six Presentations (each) \$10,500

A dynamic range of presentations will cover: Consumers, Restaurant Technology, Government Regulations, Operator + Manufacturer Collaboration Model (OCM), Joint Business Planning (JBP) and Planning & Execution.

COEX Innovation Awards

Tuesday \$17,500

The COEX Innovation Awards honor the industry's cutting-edge operators for their successful innovations in culinary, operations, marketing and service. The awards presentation takes place Tuesday morning, including a video that gives attendees an up close and personal look at the winning operators. As a bonus, sponsors will receive complimentary registration and accommodations for five operators of their choice.

Afternoon Sessions

Breakout Sessions:

Get inside the heads of leading operators!

Monday or Tuesday \$7,500

Monday & Tuesday \$10,000

Operator Speed Meetings:

Manufacturers will have the opportunity to meet with operators and hear about their concepts and needs. The sponsor will receive an Express Pass, permitting them to be first in line to meet with operators.

Monday or Tuesday \$7,500

Monday & Tuesday \$10,000

COEX 2016

Created by operators, for operators.

SPONSORSHIP PROGRAM BENEFITS MATRIX

Sponsorship	Logo on Web site	LOGO on Mobile App	Sponsor Recognition in Event Media	Complimentary Operator Invitation for Registration & Accommodations	Complimentary Chef Registration	Discount at Registration Cafe	Visual Recognition at Sponsored Event	Key Customer Photo Opportunities
Gold	X	X	X	X	X	X	X	X
Silver	X	X	X	X		X	X	X
Room Drops	X	X	X			X		X
Registration Café	X	X	X			X	X	X
Registration Area	X	X	X				X	X
Mobile App	X	X	X					X
WIFI	X	X	X				X	X
Room Keys	X	X	X					X
Lanyards	X	X	X					X
Name Badges	X	X	X					X
Conference Executive Summary	X	X					X	X
Operators & Small/Midsized Business	X	X	X				X	X
Master of Ceremonies	X	X	X				X	X
Keynote Speakers	X	X	X				X	X
Conference Presentation	X	X	X				X	X
COEX Innovation Awards	X	X	X	X			X	X
Breakout Sessions	X	X	X				X	X
Operator Speed Meetings	X	X	X				X	X

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COMMITMENT FORM

SPONSOR COMPANY (as listed on promotional material):

SPONSORSHIP DESCRIPTION:

SPONSORSHIP AMOUNT : \$ _____

AUTHORIZED AND AGREED TO THE TERMS AND
CONDITIONS

PRINT NAME: _____

SIGNATURE: _____

PAYMENT METHOD (Not Refundable):

Check enclosed. (Payable to IFMA in U.S. funds)

Credit Card –charge to the following credit card:

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**)

**Sponsorship Forms must be submitted by
December 18, 2015**



Sponsor Contact Information:

Name: _____

Title: _____

Mobile Phone: _____

Office Phone: _____

Email: _____

Company Logo Requirements:

Two logo formats are needed **by January 11, 2016**. 1) jpg and 2) eps, saved to Illustrator Creative Suite. Contact person for logos:

Phone: _____

Email: _____

On-site Contact:

Will you be attending COEX?

Yes ___ No ___

If no, please list the on-site contact:

Name: _____

Mobile Phone: _____

Speaker Information:

If speaking is a component of sponsorship please provide speaker information by **January 11, 2016**.

Name: _____

Title: _____

Email: _____

Mobile Phone: _____

Sponsor Product:

If supplying product for your event please provide all product/recipe information by **January 11, 2016**. Contact person for product:

Phone: _____

Email: _____

180 N. Stetson Ave., Suite #850 | Chicago, IL 60601
Attn: Courtney Moy
Phone: 312.253.4678 Fax: 312.540.4401
Email: courtney@ifmaworld.com



Terms & Conditions

Purpose

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

In order to provide fair and equitable access for all IFMA Members to the Sponsors 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, March 8, 2016. Hotel shipping charges/fees are the sole responsibility of the sponsor. Any product that remains at the hotel as of Tuesday, March 8, 2016 at 4 p.m. will be donated to a local organization.

7. Special Notice 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 Christina Chevallier at christina@ifmaworld.com