



CHAIN OPERATORS EXCHANGE 2010
Menu, Value & Innovation: Consumer Rules!
February 28 – March 3, 2010
JW Marriott Orlando, Grande Lakes - Orlando, FL

SPONSORSHIP OPPORTUNITIES

Chain Operators Exchange is one of the nation's largest gatherings of foodservice professionals. With the industry at a critical crossroads, COEX '10 will give attendees the best solutions for competing in a changed market, and industry insights to turn today's challenges into new growth and satisfied customers. Operator Speed Meetings will be featured again too, providing attendees the opportunity to meet with multiple prospects in one place at one time. Chairing the conference is Kevin Bechtel, Senior Vice President, Purchasing and Menu Development, Shari's Management Corporation.

Sponsorship of COEX will benefit your company in several ways including the opportunity to interact with senior executives and culinary staff of the regional, national and emerging chains. Your customized sponsorship will give you special access to these customers while providing recognition for your company. Sponsors gain customer exposure, brand awareness and product trial by showcasing products and services. Sponsorships expand your industry reach and streamline the process of getting your product in front of potential customers.

There are various options and price levels to accommodate all companies, so please review the following information. To participate, just mark the sponsorship(s) of your choice and complete this form. Sponsorship forms and sponsor product, recipe information must be submitted by **December 18**. If you have any questions about how to maximize your sponsorship experience please contact Lea DiMaio at 312/253-4681.

TITLE SPONSOR:

Title sponsors have the opportunity to choose **multiple products** to be showcased at their sponsored event. This is a great opportunity to gain customer exposure, brand awareness and product trial. Sponsors are designated their own cooking station/buffet area at their event and can have their corporate chefs and key staff present to greet and network with attendees. Customized signage will be created for your products. These sponsorships are reserved on a first-come, first-serve basis. Sponsors supply product and any additional cooking fee the hotel may charge for these items. Depending on the number of products, recipes, ingredients involved, additional costs may be charged to the sponsor. Please note that all product/recipe information must be submitted by Friday, December 18.

Benefits include:

- Feature ***multiple*** products in designated cooking station/buffet during your event;
- Special opportunities for one-on-one customer networking;
- Recognition in a/v module shown during the conference. Announcements will also be made at the sessions;
- Recognition in printed conference materials;
- Photo opportunities with key customer attendees;
- Company logo will appear on the IFMA website promoting sponsorship of COEX;
- Photo/recognition in the IFMA World newsletter reaching over 4,000 foodservice professionals;
- Acknowledgment signage, banner and a/v at sponsored event (unless event is held outside);
- Sponsor ribbon for conference name badge.

Sunday, February 28 – Title Sponsorships

Grand Opening Reception (6:30-8:30 pm) \$25,000

Monday, March 1 – Title Sponsorships

Breakfast \$12,000

Beverage Break \$9,000

Lunch (outside) \$12,000

Gala Reception (5:30-7:30 pm) \$25,000

Tuesday, March 2 – Title Sponsorships

Breakfast \$12,000

Beverage Break \$9,000

Lunch (outside) \$12,000

Gala Reception (5:30-7:00 pm) \$15,000

SINGLE PRODUCT SPONSOR:

As a single product sponsor, your company will have the opportunity to donate a **single item** to be used on a buffet (product information must be submitted by December 18). Space is limited and will be reserved on a first-come, first-serve basis. Single Product Sponsors have the option to add a second item for an additional fee.

Benefits include:

- Opportunity to gain customer exposure, brand awareness and product trial by showcasing product;
- Acknowledgment in the conference printed program/agenda (distributed on-site);
- Recognition on the IFMA web site as a COEX sponsor;
- Customized product signage on the buffet;
- Sponsor ribbon for conference name badge.

Sunday, February 28 – Single Product Sponsorships

Grand Opening Reception (6:30-8:30 pm) \$5,500

Monday, March 1 – Single Product Sponsorships

Breakfast \$5,000

Beverage Break \$4,500

Lunch (outside) \$5,000

Gala Reception (5:30-7:30 pm) \$5,500

Tuesday, March 2 – Single Product Sponsorships

Breakfast \$5,000

Beverage Break \$4,500

Lunch (outside) \$5,000

Gala Reception (5:30-7:00 pm) \$5,000

REGIONAL CHAIN EXCELLENCE AWARDS:

IFMA's second annual Regional Chain Excellence Awards will be presented at the Tuesday morning general session. These awards recognize companies that demonstrate unique approaches to satisfying changing consumer preferences and needs in the foodservice industry. A video introduces the three winners and gives attendees an up-close and personal look at these operators.

Benefits include:

- Sponsors are on stage for presentation of the awards;
- Sponsors are recognized in the winners' film shown during the general session (sponsors and award winners receive copies of the film);
- Recognition in a/v module shown during conference;
- Acknowledgment in conference program/agenda (distributed on-site);
- Photos with winners;
- Company logo will appear on the IFMA website promoting sponsorship of COEX;
- Photos/recognition in the IFMA World newsletter reaching over 4,000 foodservice professionals;
- Sponsor ribbon for conference name badge;
- Right of first refusal for 2011.

Awards Sponsor/Tuesday Morning, March2

☐ \$15,000

SPECIAL EVENTS:

There are a few special events taking place during the conference that are available for sponsorship. In addition to the benefits listed under each event, sponsors will also receive:

- Acknowledgment in the conference printed program/agenda (distributed on-site);
- Announcements recognizing sponsors at the events;
- Recognition on the IFMA web site as a COEX sponsor;
- Promotion in IFMA World newsletter reaching over 4,000 foodservice professionals;
- Signage at the event;
- Sponsor ribbon for conference name badge.

VIP Private Reception (outside) - Sunday, February 28 \$8,000

A reception will be held for special **operator & distributor guests** on Sunday from 5:30 p.m. - 6:30 p.m. (just prior to the conference opening reception). The IFMA Board of Directors will also be in attendance, along with the event's sponsoring companies. Sponsors have the opportunity to showcase product and/or provide amenities for attendees.

Keynote Speaker:

The Hartman Group/Michelle Barry, Ph.D, Senior Vice President \$10,000

Sponsor will introduce the keynote speaker and, in addition, the sponsors' company name/logo will be shown via a/v during the keynote address.

ADDITIONAL OPPORTUNITIES:

There are several more sponsorship opportunities outlined below. In addition to the benefits listed under each event, these sponsors will receive:

- Acknowledgment in the conference printed program/agenda (distributed on-site).
- Recognition on the IFMA web site as a COEX sponsor;
- Sponsor ribbon for conference name badge.

Room Keys:

\$7,000

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

Conference Registration Packets:

\$7,000

Sponsor has the opportunity to provide literature/promotional materials to be placed in all conference attendees' registration packets which will be distributed on-site. Plus, the sponsor's logo will be placed on the outside of the registration packet. This is a very effective way to reach all attendees at the conference.

Room Drops:

Room drops are a great way to promote your organization within the comfort of conference attendees' hotel rooms. Literature can be placed in the rooms, or food and beverage items can be showcased as well.

Sunday Room Drop – operators & distributors \$5,000

Sunday Room Drop – all conference attendees \$7,000

Monday Room Drop – operators & distributors \$5,000

Monday Room Drop – all conference attendees \$7,000

Conference Registration Area:

\$5,000

Sponsors can feature product (beverages, snacks, cups, etc.) at the conference registration area from 12:00 - 5:00 pm on Sunday, February 28.

Breakout Sessions:

Product can be featured at the breakout sessions & speed meetings taking place on both Monday and Tuesday afternoon.

Monday Afternoon Sessions \$2,500

Tuesday Afternoon Sessions \$2,500

Total Sponsorship Amount 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 \$ _____ to the following credit card:
 American Express
 VISA
 MasterCard

Credit Card Account #: _____

Expiration Date: _____

Name of Cardholder (please print): _____

Signature of Cardholder: _____

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

Sponsor Contact Information:

Name & Title: _____

Company Name (**as you want it listed on promotional pieces**):

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

ADDITIONAL CONTACT INFORMATION:

1) Will you be attending COEX? Yes No

If no, please list the on-site contact: _____

2) Will you be supplying product for your sponsored event? Yes No

If yes, please provide us with contact information (again, please note that all product & recipe information must be submitted by December 18 however; product will not need to be shipped to the Marriott until the week preceding the conference):

Contact person for product: _____

Phone: _____ Email: _____

3) Company Logo:

Two logo formats are needed: 1) jpg and 2) eps/needs to be vector art eps file, saved down to Illustrator Creative Suite version.

Contact person for logos: _____

Phone: _____ Email: _____

PLEASE SUBMIT ALL INFORMATION BY DECEMBER 18 TO:

IFMA

180 N. Stetson Ave., Suite #4400

Chicago, IL 60601

Attn: Lea DiMaio

Ph: (312) 253-4681

Fax: (719) 465-3051

Email: lea@ifmaworld.com