



2019

COEX

UNMASK YOUR TEAM'S POTENTIAL

BY OPERATORS, FOR OPERATORS

FEBRUARY 18-20 | NEW ORLEANS

CONFERENCE SPONSORSHIPS

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 and discover :

- How to understand the power of a brand and the importance of building a high-performing team
- How to survive a public crisis
- The challenges around delivery
- Optimizing visibility and transparency throughout the supply chain
- Brand new research on the Consumer Food Journey™
- And more!

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.

The COEX 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. IFMA will contact you to review your specifications.

Forms must be submitted by January 18, 2019.

IFMA makes every effort to avoid competing product sponsors showcasing at the same event but cannot provide exclusivity. All COEX 2018 sponsors wishing to sponsor at COEX 2019 will have **until December 10, 2018** to submit their sponsorship commitment forms to retain their prior year sponsorship category.

Operators on the Committee include:

- | | |
|------------------------------------|---------------------------|
| ARCOP, Inc. | Hooters of America |
| Arctic Circle Restaurants | IMC Margaritaville |
| Ballard Brands | Krystal |
| Chick-fil-A | Minsky's Pizza |
| Church's Chicken | Roy Rogers |
| Corner Baker Café | RSI (Burger King) |
| COSI, Inc. | Shake Shack |
| CraftWorks Restaurants & Breweries | Sonic Drive-In |
| Fazoli's | The Ohio State University |
| Firehouse Subs | Top Golf |
| Firenza Pizza | Walk-On's |
| | zoup! |
| | And More! |

PRODUCT/FOOD SHOWCASE OPPORTUNITIES

PREMIER SPONSORS

Premier sponsors have the opportunity to serve 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. Key staff can 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. Please contact Anthony DePaolo at 312.504.9885 / tony@ifmaworld.com to coordinate your invitations to operates. These sponsorships are available on a first-come, first-served basis.

Monday Feb. 18 – Premier Sponsorships

Kick-Off Celebration \$30,000

Tuesday Feb. 19 – Premier Sponsorships

Breakfast \$15,000
 Lunch \$12,500
 Morning & Afternoon Break \$15,000
 Dine Around Send-Off Party \$12,500

Wednesday Feb. 20 – Premier Sponsorships

Breakfast \$12,500
 Morning Break \$10,500
 Lunch Box \$12,500

PREFERRED SPONSORS

As a Preferred 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. Please contact Anthony DePaolo at 312.504.9885 / tony@ifmaworld.com to coordinate your invitations to operates. These sponsorships are available on a first-come, first-served basis.

Monday Feb. 18 – Preferred Sponsorships

Kick-Off Celebration \$10,000

Tuesday Feb. 19 – Preferred Sponsorships

Breakfast \$8,500
 Lunch \$8,500
 Morning & Afternoon Break \$12,500

Wednesday Feb. 20 – Preferred Sponsorships

Breakfast \$8,500
 Morning Break \$8,500
 Lunch Box \$8,500

SPONSORED CONTENT

Education Sessions \$20,000

Kick off COEX by presenting your content and brand knowledge. Presentations will be filmed and sponsors will receive a 3-5 minute video recap, full-length edited video of presentation and an audio podcast hosted on IFMAworld.com. This sponsored content is the best way to create a year round content experience! There will be four, 45 minute sessions. [Click here for more details](#). **Session title & description due by 1/18/19.**

BRANDING OPPORTUNITIES

Room Drops:

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 products.**

Monday Room Drop \$8,500
 Tuesday Room Drop \$8,500

Registration Café:

The best way to kick-off COEX and have your products seen! Sponsors can supply product samples for the Registration Café, conveniently located next to the Conference Registration area on Monday between 12:00-5:00p (typically the heaviest traffic period).

As an individual sponsorship \$4,000
 As part of a sponsorship package \$3,500

French Quarter Ghost Tour:

Don't miss out on this one-of-a-kind customizable sponsorship! IFMA will collaborate with your team to create an unforgettable haunted experience. Sponsored collateral could include, signage on bus, branded tickets, swag bag, and more.

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.

❑ Event App & Wi-Fi (one sponsor only): \$25,000
The IFMA event app offers a unique opportunity to put your brand/company in front of attendees. The app provides attendees with full access to the agenda, speaker information, sponsors, Q&A and more. Sponsors will be promoted throughout the conference and on the app with a sponsored splash screen, sponsor module and digital ad, along with your company name as the Wi-Fi password.

❑ Event App Digital Ad (two sponsors only): \$5,000
What an excellent way to be seen! Sponsors will be promoted on the event app with a digital banner ad linking to your URL of choice.

❑ 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 on. 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? With nearly 500 attendees over two days of meetings and events, lanyards give your brand top recognition. This is always the first Special Branding 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.

❑ Executive Video Summaries: \$20,000
The valuable content shared at COEX will be captured in a tangible, concise video summary that extends far beyond the event itself. Select the main stage conference presentation that best aligns with your product and have it turned into a 3-5 minute video recap, full-length edited video of presentation and an audio podcast. Completed summaries will be shared with all attendees and posted on IFMAworld.com where they are further promoted to the industry through social media and other digital opportunities throughout the year.

❑ Conference Notebooks: \$10,000
Show off your brand logo on the conference notebooks. This is an opportunity for your brand to be seen well beyond the conference as each attendee will receive a notebook.

AGENDA SPONSORSHIPS

❑ Master of Ceremonies (Mon. or Tues.): \$12,500
Set the stage for a groundbreaking conference! Sponsor will take stage several times with brand presence to introduce speakers and lead the day's general session on a variety of critical foodservice industry topics.

❑ Conference Opening Intro Video \$25,000
This is a unique opportunity to have your brand seen by all conference attendees in an exciting video, setting the stage for the entire conference. Be a part of this three minute video introducing the conference and its theme, associating and reinforcing your brand's industry leadership position with that of the conference and IFMA.

Conference Sessions* – Tues., February 19

❑ Opening Keynote Speaker:
Resilient Leadership: Prepare Today To Prevail
Tomorrow – *Lt. General Russel L. Honoré* \$30,000
❑ Consumer Food Journey™ \$17,500
❑ Building a Brand – Gene Lee \$17,500

Breakout Sessions* – Tues., February 19

❑ Commodities \$8,500
❑ Future of Plant-Based Menu Options \$8,500
❑ Best Practices in Using Insights \$8,500
❑ Best Practices in Food Safety \$8,500
❑ Consistency \$8,500
❑ Technology \$8,500

❑ Operator Speed Meetings \$8,500
Available to Preferred Sponsors only, on Tuesday afternoon, manufacturers will have the opportunity to meet with operators and hear about their concepts and needs. The Preferred Sponsor will receive an Express Pass, permitting them to be first in line to meet with operators.

❑ COEX Innovation Awards \$20,000
The COEX Innovation Awards recognize regional and national chain companies that are shaping the industry through innovation in culinary, operations, marketing and service. The awards presentation takes place Wednesday 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.

Conference Sessions* – Wed., February 20

❑ Opening Keynote \$17,500
❑ Foodservice Delivery – It Takes a Team \$17,500
❑ Optimizing Visibility and Transparency Throughout Supply Chain \$17,500
❑ Collaborative Innovation \$17,500
❑ Foodservice Distribution \$17,500
❑ Closing Keynote Speaker: Building an Empowering Team – Craig C. Culver & Steve Romaniello \$25,000

SPONSORSHIP PROGRAM BENEFITS MATRIX

Sponsorship	Logo on Website	LOGO on Event App	Sponsor Recognition in Event Media	Visual Recognition at Sponsored Event	Key Customer Photo Opportunities	Speaker Introduction
Premier	X	X	X	X	X	
Preferred	X	X	X	X	X	
Room Drops	X	X	X		X	
Registration Café	X	X	X	X	X	
Registration Area	X	X	X	X	X	
Event App & Wi-Fi	X	X	X	X	X	
Room Keys	X	X	X		X	
Lanyards	X	X	X		X	
Name Badges	X	X	X		X	
Video Executive Summary	X	X		X	X	X
Master of Ceremonies	X	X	X	X	X	X
Keynote Speakers	X	X	X	X	X	X
Conference Presentations	X	X	X	X	X	X
COEX Innovation Awards	X	X	X	X	X	X
Breakout Sessions	X	X	X	X	X	X
Operator Speed Meetings	X	X	X	X	X	



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:

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.

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).

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.

Time and Location of Presentations

All timing and event locations are subject to change.

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)

Shipping of Product/Materials/Machinery

It is the obligation of the sponsor to pack and ship any machinery and/or remaining product/materials on **Wednesday, February 20**. Hotel shipping charges/fees are the sole responsibility of the sponsor. Any product that remains at the hotel as of **Wednesday, February 20, at 4:00 pm** will be donated to a local organization.

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 Cindy Galvan at cindy@imfaworld.com



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 Jan. 18, 2019.

180 N. Stetson Ave., Suite #850 | Chicago, IL 60601

Attn: Courtney Moy

Phone: 312.253.4678 Fax: 312.540.4401

Email: courtney@ifmaworld.com

Sponsor Contact Information:

Name: _____

Title: _____

Phone: _____

Email: _____

Company Logo Requirements:

Two logo formats are needed by **Jan. 18**

1) jpg or png and 2) eps.

Contact person for logos:

Name: _____

Phone: _____

Email: _____

On-site Contact:

Will you be attending Presidents Conference?

Yes ___ No ___

If no, please list the on-site contact:

Name: _____

Phone: _____

Speaker Information:

If speaking is a component of sponsorship please provide speaker information by

Jan. 18.

Name: _____

Phone: _____

Email: _____

Sponsor Product:

If supplying product for your event please provide all product/recipe information by

Jan. 18.

Name: _____

Phone: _____

Email: _____