

Prepared Foods' prestigious **2009 New Products Conference** is the premier event R&D and Marketing Executives attend to gain valuable insights into new food and beverage products and exciting new consumer trends. Sponsorships provide ingredient suppliers with a unique opportunity for enhanced visibility, name recognition and excellent networking.

- √ **Wednesday Golf Tournament – Sold**
Includes box lunch/sodas, beverages on the course, and prizes.
- √ **Wednesday Drift Fishing – Sold**
Fishing, Teambuilding, and Fun! Includes box lunch/beverages.
- √ **Welcome Reception – Sold**
Includes hors d'oeuvres, beverages and music for this kickoff to the conference.
- ☐ **Keynote Speaker**
Sponsor the keynote speaker who will be highly promoted in print, web site and on-site.
- √ **Thursday Breakfast- Sold**
A unique opportunity to combine your ingredients into the breakfast on the first day of meetings.

Internet Café

Sponsorship provides attendees with easy access to check their e-mail periodically during the conference. Attendees will see your logo on each computer screen.

- √ **Thursday & Friday Internet Café - Sold**
- √ **Thursday Luncheon – Sold**
Sponsorship of a group luncheon is an excellent opportunity to incorporate your ingredients into the meal and network with industry leaders.
- √ **Thursday Evening Spirit of Innovation Awards/Reception - Sold**
Sponsored by Ventura Foods
- ☐ **Friday Breakfast**
Sponsorship offers enhanced name recognition for one sophisticated supplier on the second day of meetings during the conference.
- ☐ **Friday Luncheon – Sold**
Sponsorship of the Tuesday luncheon offers added exposure and a unique opportunity to infuse your ingredients into the meal.
- ☐ **Friday Night Reception**
Sponsor a "themed" evening event to remember. Featuring delicious hors d'oeuvres, beverages and great conversations.

Refreshment Breaks

Sponsorship includes beverages served and an optional snack item.

- ☐ **Thursday A.M. Refreshment Break**
- ☐ **Thursday P.M. Refreshment Break**
- √ **Friday A.M. Refreshment Break – Sold**
- ☐ **Friday P.M. Refreshment Break**
- √ **Saturday Breakfast – Sold**
Enhance your name recognition and solid opportunity to network.

√ **Conference Briefcase – Sold**
All attendees will be given an executive style canvas briefcase at registration.

√ **Binders / CD – Sold**
Sponsor provides the on-site binder given to all conference attendees and the CD mailed to all attendees. Both have a long shelf life.

Gift/Promotional Item(s)

Opportunity to provide attendees with a gift package of items using your ingredients or simply a promotional gift. Gifts will be delivered to attendee's rooms on the evening specified below.

√ **Wednesday Evening Gift – Sold**

√ **Thursday Evening Gift – Sold**

Friday Evening Gift

√ **New Products Conference Tee Shirts – Sold**

Sponsor tee shirts with your logo silk-screened on them. Includes cost of tee shirts.

√ **Lanyards- Sold - Selerant**

Prepared Foods will provide lanyards, worn by attendees, with your logo silk-screened on the front. Includes cost of lanyards.

√ **Water Bottle (12 oz) with your Customized Label – Sold**

Provide each attendee with a 12 oz. Water Bottle, printed with your customized label. Water Bottles distributed to attendees each day of the conference.

√ **Newspaper Delivery/Bellyband – Sold**

Custom print bellyband around the morning newspaper delivered to attendees.

√ **Hotel Room Keycard – Sold**

Your logo custom printed on each attendee's hotel keycard for excellent exposure.

√ **Conference Note Tablets - Sold**

Conference logo and your logo custom printed on 50 sheet note tablets.

Videotape of Presentations

Exclusive web page with your banners, tiles, links, white papers, etc.

Sponsorship and Videotape A Specific Presentation

Includes exclusive sponsorship of a presentation and a 30-second commercial prior to viewing the video presentation on PF.com.

Sponsorship Benefits

- **Free**, 1 page ad in *Prepared Foods*, with sponsorship of \$5,000 (or greater). **
- Your logo on all **New Products Conference** ads, brochures* and the Conference web site.
- New Products Conference attendee registration list usage.
- One \$500 NPC **registration** for your best processor customer.
- **One, Free 2009 New Products Conference registration.**
- Opportunity to network with an elite group of 250+ industry leaders.
- Prominent placement of **Signage** at your sponsored event.
- A **Free Tabletop** display on Monday and Tuesday.
- A **Free**, full page, **Company Profile** will be included in the New Products Conference Binder.
- Your company's logo noted on the **Conference Proceedings CD.**
- Include a customized **Promotional Item** in the Conference Briefcase.

* *Requires sponsorship commitment prior to ad/brochure pre-print deadline.*

** *In addition to your regular schedule. Advertisement must be run in 2009.*

Note: No refunds will be given on Sponsorship cancellations received 90 days or less prior to September 18, 2009.

Questions? Contact your *Prepared Foods* salesperson or Marge Whalen at 630-694-4347 or whalenm@bnpmedia.com.