

Prepared Foods' 2009 R&D Applications Seminar is a practical, 2 1/2-day, applications-oriented event dedicated to further educating hundreds of food & beverage bench-level R&D attendees on specific ingredient functionality and formulation challenges. Sponsorships provide ingredient suppliers a unique opportunity for enhanced visibility and name recognition.

- Sunday Registration Refreshment Break**
Welcome attendees with snacks and beverages at the R&D registration desk.
- Monday Breakfast Buffet**
A buffet breakfast offers a superb opportunity for suppliers to gain exposure by incorporating your ingredients into the meal.
- Email Café**
Attendees can conveniently check their e-mail during breaks and at lunch. The Email Café will be located in a high traffic area.
- Monday Continuous Coffee between Sessions**
Continuous all day coffee and soda Station, right outside sessions for easy access.
- Monday A.M. Expo Refreshment Break**
30-minute break held in the Expo includes coffee, tea, soda, and optional snack item.
- ✓ **Monday Luncheon Buffet - Sold**
Sponsorship of the lunch buffet is an excellent opportunity to gain additional exposure by infusing your ingredients into the meal.
- Monday Expo Networking Reception**
After a busy day of learning, the networking reception offers one supplier a premium opportunity to gain visibility and network with R&D attendees.
- Tuesday Breakfast Buffet**
A buffet breakfast offers enhanced name recognition for one sophisticated supplier.
- Tuesday Continuous Coffee in between Sessions**
Continuous all day coffee and soda station, right outside sessions for easy access.
- Tuesday A.M. Expo Refreshment Break**
30-minute break held in the Expo includes coffee, tea, soda, and optional snack item.
- Tuesday Luncheon Buffet**
The lunch buffet is a premier sponsorship that provides high visibility and the opportunity to integrate your ingredients into the menu.
- Tuesday Evening Cool Down Reception**
Unwind and network with Seminar attendees.
- Seminar Briefcase**
All attendees will be given an executive style canvas briefcase silk-screened with your company's logo for lasting brand recognition long after the Seminar is over.
- Seminar Binder**
All attendees will receive a hardbound R&D Seminar binder to insert copies of the presentations to reference back at the office. Sponsor's logo printed on the cover and the spine.
- Evening In-Room Gift(s)**
A thoughtful gift delivered to the attendees' room at the end of an invigorating day of learning will be valued and provides exposure for years to come.
- Sunday Evening Gift**
- Monday Evening Gift**
- Seminar Tee Shirts**
Sponsor tee shirts with your logo handed out to each attendee. Includes cost of tee shirts.

- Lanyards**
Badge holders/lanyards distributed to all Seminar attendees with your company's logo.
- Water Bottle (12 oz) with your Customized Label**
Print your logo on the label of 12 oz. water bottles distributed to each attendee. Includes cost of printing label and water bottle.
- ✓ **Hotel Key Cards – Sold**
Your company's logo on the hotel key cards.
- Daily Newspaper Delivery/Bellyband**
Wrap your sales message around a USA Today bellyband delivered daily to attendees.
- Seminar Note Pads**
Seminar logo and your logo custom printed on 50 sheet note pads.
- Luggage Laminated ID Tags**
Your logo on one side and attendee's business card on the other side of custom made Luggage Tags during the Expo.
- Luggage Spotters**
Your logo and Seminar logo silk-screened on bright colored nylon wrap that wraps around your luggage for easy retrieval.
- Memory Stick with all PowerPoint Presentations**
Your logo on a memory stick that contains all R&D PowerPoint Presentations for attendees to take home.
- Customized Sponsorship**
We're eager to customize a sponsorship just for you. For more information contact Marge Whalen at 630-694-4347 or whalenm@bnpmedia.com

Monday and Tuesday Application Lab Tracks - Limited to 8, 90-minute sessions

The Application Lab Track is designed to provide ingredient suppliers with an interactive venue to demonstrate their ingredient's functionality or its application in a finished consumer product or model system. Attendance is limited to 45 formulators. Reservations accepted on a first-come, first-served basis. Contact your PF salesperson for more details.

- Monday 8:30- 9:55 am 10:30- 11:55 am 1:00- 2:25 pm 2:30- 3:55 pm
- Tuesday 8:30- 9:55 am ✓ 10:30- 11:55 am – Sold 1:00- 2:25 pm 2:30- 3:55 pm

Wednesday Application Lab Tracks - Limited to 3, 60-minute sessions

- 8:30- 9:30 am ✓ 9:45- 10:45 am Sold 10:50 – 11:50 am

Sponsor Benefits

- **FREE 1-page ad in *Prepared Foods*** for sponsorships \$4,000.00 or greater.**
- Your logo in R&D Seminar advertisements, brochure and web site.*
- **Free Company Profile** page in the Seminar Binder.
- **FREE** use of the **R&D Seminar** registration list.
- Network with an elite group of 250 industry leaders.
- **Signage** prominently placed at your sponsored event.
- Your PowerPoint presentation posted to ***Prepared Foods*' e-Learning Center** web site **FREE**.

No refunds on Sponsorship cancellations after June 5, 2009.

* *Subject to deadlines for printing of brochure and Seminar advertisements.*

** Must be in addition to your regular scheduled ads and run in 2009.

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