

New Products Conference

September 11-14, 2011 · The Ritz-Carlton · Naples, FL

MINTEL

Prepared Foods' prestigious 2011 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.

For more information or to secure one of these fantastic sponsorships, please contact your sales representative or Marge Whalen by email, whalenm@bnpmedia.com or phone, 630-694-4347

- Sunday Golf Tournament**
Includes box lunch/sodas, beverages on the course, and prizes.
- Sunday Drift Fishing**
Fishing, Teambuilding, and Fun! Includes box lunch/beverages.
- Welcome Reception**
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.
- Monday Breakfast**
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.
- Monday and Tuesday Internet Café**
- Monday Luncheon**
Sponsorship of a group luncheon is an excellent opportunity to incorporate your ingredients into the meal and network with industry leaders.
- Monday Evening Spirit of Innovation Awards/Reception**
Sponsored by Ventura Foods
- Tuesday Breakfast**
Sponsorship offers enhanced name recognition for one sophisticated supplier on the second day of meetings during the conference.
- Tuesday Luncheon**
Sponsorship of the Tuesday luncheon offers added exposure and a unique opportunity to infuse your ingredients into the meal.
- Tuesday 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.

- Monday A.M. Refreshment Break**
- Monday P.M. Refreshment Break**
- Tuesday A.M. Refreshment Break**
- Tuesday P.M. Refreshment Break**

- Wednesday Breakfast**
Enhance your name recognition and solid opportunity to network.
- Conference Briefcase**
All attendees will be given an executive style canvas briefcase at registration.
- Binders / CD**
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.

- Sunday Evening Gift.**
- Monday Evening Gift**
- Tuesday Evening Gift**
- New Products Conference Tee Shirts**
Sponsor tee shirts with your logo silk-screened on them. Includes cost of tee shirts.
- Lanyards**
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**
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**
Custom print bellyband around the morning newspaper delivered to attendees.
- Hotel Room Keycard**
Your logo custom printed on each attendee's hotel keycard for excellent exposure.
- Conference Note Tablets**
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 complimentary New Products Conference registration.**
- Opportunity to network with an elite group of 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 2011.

Note: No refunds will be given on Sponsorship cancellations received 90 days or less prior to June 17, 2011.