



REFRIGERATED FOODS ASSOCIATION 30TH ANNUAL CONFERENCE & TABLETOP SPONSORSHIP PACKAGE

March 3-6, 2010

InterContinental Mark Hopkins
San Francisco, California

Following is a list of sponsorship opportunities for Manufacturer and Associate Companies to take advantage of at RFA's 30th Annual Conference and Tabletop Display. Sponsorships are available for Social Events, Education Events, Networking Events, Promotional, and the Golf Tournament. Please review the following options and discover the extensive company exposure you can receive!

Company sponsorships totaling \$5,000 or more will earn one complimentary registration to the 2010 conference.

As a sponsor you will receive:

- Company exposure to all attendees
- Signage at sponsored event with company name and logo
- Sponsor ribbon for name badge of all company attendees
- Recognition in Conference Program Book
- Recognition in post-conference newsletter

Company must supply banners for special events.

SOCIAL EVENTS

- * **NEW MEMBER/SPEAKER/WELCOME RECEPTION,
Wednesday (1 opportunity @ \$3000)**

A great networking opportunity as we welcome our new members, first time attendees, press and speakers, and attendees to the 30th Annual conference. RFA Board of Directors will be in attendance.

- * **OPENING BREAKFAST, Thursday (1 opportunity @ 5,500)**

This is a well-attended event, which is the kick-off event of the conference.

- * **LUNCHEON, Thursday (1 opportunity @ 5,000)**

This luncheon is a great opportunity to network and is well attended.

- * **BREAKFAST, Friday (1 opportunity @ \$4,000)**

A great networking opportunity scheduled prior to the morning sessions.

- * **BREAKFAST, Saturday (1 opportunity @4,500)**
This breakfast is on the closing day of the conference.
- * **DINNER, Friday (1 opportunity @6,500)**
This dinner will celebrate our 30th Anniversary and recognize our 30 year members.
- * **REFRESHMENT BREAKS (3 opportunities @ \$1100 ea.)** –Refreshment breaks where associates and manufacturers can “meet and greet” will be scheduled between sessions on Thursday morning and afternoon and Friday morning.
****ONE SOLD**

EDUCATIONAL EVENTS

- * **KEYNOTE SPEAKER - Joe Calloway, Thursday (1 opportunity @ \$8,000)**
Joe Calloway is a partner in Engage Consulting Group, is a nationally known speaker, and is author of best-selling business books including, “*Becoming A Category Of One,*” which received rave reviews from The New York Times, Retailing Today, Publishers Weekly and many others.
- * **GENERAL SESSION SPEAKER-Tamara Barnett, Thursday (1 opportunity @ \$3,000)**
Coming in from the Cold—How Sustainability Attributes are Redefining Refrigerated Foods in a Tough Economy How are consumers altering their spending and purchases in light of the economic downturn? Has the sustainability trend lost its luster during these tough times? What might this mean for the refrigerated foods category? Drawing from several Hartman Group studies and cutting-edge trends work, this presentation engages with these questions from a consumer perspective
- * **CONCURRENT SPEAKER SESSION-Panel Presentation, Thursday (1 opportunity @ \$2,500)**
Closing the Produce Gap - In this presentation we will examine the following: GAP Audits: What should the user expect? What is the Producer View? What is happening across the industry? What is happening with Regulators?
- * **CONCURRENT SPEAKER SESSION-Sherry Frey, Thursday (1 opportunity @ \$2,500)**
Understanding Deli Sales and Opportunities - Growth of supermarket deli sales is growing as consumers continue to look for ready-to-eat prepared foods and meal solutions. The Perishables Group, a leading market research firm specializing in the fresh food industry, will explore the latest sales trends in fresh deli sales
- * **CONCURRENT SPEAKER SESSION-Kurt Krossen, Thursday (1 opportunity @ \$2,500)**
Changing the Face of Healthcare - Based on our current Healthcare environment, what can we expect in the future? What changes in legislation bring? How will it affect our employees? How will this affect our bottom line? Will the new legislation affect premium plans and self-funded plans differently? This session will address these topics and more.

- * **TECHNICAL UPDATE-Martin Mitchell, Thursday (1 opportunity @ \$3,000)**
This presentation will be given Monday morning. A regular presentation during the RFA Conference, the Technical Update for the US and Canada is given by the RFA Technical Director Martin Mitchell. This is a highly attended event.
- * **CONCURRENT SPEAKER SESSION- John Bode and Mel Drozen, Friday (1 opportunities @ \$2,500)**
Bridging the Regulatory Changes - The world of Food Safety has undergone major changes over the last several years. In response to public criticism the regulatory agencies have gotten more aggressive in the assertion of their authorities. The RFA has invited two well know Washington lawyers to explain to use what we should do when either of the agencies make demands for action and or documents.
- * **CONCURRENT SPEAKER SESSION, Robert Kedzlie, Friday (1 opportunity @ \$2,500)**
European Influence on the Food Chain - Europe has led the world in recent decades in providing consumers with a myriad of packaged foods. Amongst the European Union, the UK has been at the forefront of this revolution. This presentation will look behind the scenes at the revolution & evolution of food production, supply chain, product innovation and procurement.
- * **CONCURRENT SPEAKER SESSION, Dr. Aaron Brody, Friday (1 opportunity @ \$2,500)**
Now Let Us Praise Packaging - Despite packaging's incredible ability to have changed society, no packaging, by itself can totally address food safety. In concert with food technology and distribution, our packaged food products are safer today than before, but our refrigerated channels are still challenging us.
- * **GENERAL SESSION SPEAKER – Barb Stuckey, Friday (1 opportunity @ \$3,000)**
How Innovation Can Keep Perishable Food Brands Fresh - Today's consumer is much more savvy than she's ever been. How do you keep your brand or category evolving at the same rate?
- * **GENERAL SESSION SPEAKER- Jon Utech, Saturday (1 opportunity @ \$3,000)**
In the Closing speaker Session, *The Impact of Climate Change on the Food Industry* - Jon will explain how your company can begin to consider and prepare for dealing with climate change and its impact on the food industry.

OTHER OPPORTUNITES

- * **REGISTRATION DESK AND MESSAGE CENTER (1 opportunity @ \$3,800)**
Think of the exposure you will receive every time an attendee comes by the registration desk. You will also receive:
 - Company name and logo on signage at the registration desk

- * **USB JUMP DRIVE WITH SPEAKER PRESENTATIONS (1 opportunity @ \$4,000)**
In an effort to "Go Green," the RFA will be giving out USB jump drives preloaded with all available speaker handouts. This will save excess printing and paper waste.
 - As sponsor, you will receive your Company name and logo on the actual drive or on the neck cord (depending on product chosen).
- * **COCKTAILS AT THE WELCOME RECEPTION, Wed. (1 opportunity @ \$2,000)**
- * **COCKTAILS AT FRIDAY EVENING EVENT – (1 opportunity @ \$2,500)**
- * **APPETIZERS AT FRIDAY EVENING EVENT – (1 opportunity @ \$2,500)**
- * **CASINO NIGHT PRIZES, Friday (1 opportunity @ \$1,000)**
- * **SPOUSE LUNCHEON, Thursday (1 opportunity @ \$1,500)**
This is a wonderful opportunity for spouses attending to get to know each other and have their own networking opportunity.

RFA GOLF TOURNAMENT

This is a highly attended event by both manufacturer and associate members.

- Company exposure to all Golf Registrants
- Company name and logo displayed as sponsor
- Sponsor ribbon for your nametag for each company attendee
- * **GOLF FAVOR (1 opportunity @ \$800)**
Given out to all Golf Registrants. You will also receive:
- * **GOLF LUNCH (1 opportunity @ \$1,500)**
A box lunch will be given to all tournament players. You will also receive:
 - Signage at the sponsored event and in program
- * **BEVERAGE CART (1 opportunity @ \$650)**
You will receive:
Company Name and logo displayed on cart
- * **GOLF HOLES (17 opportunities @ \$150 ea) - 5 SOLD**
- * You will receive:
 - Recognition at the sponsored hole
- * **PRIZE FOR FIRST PLACE WINNERS (1 opportunity @ \$300)**
- * **PRIZES FOR OTHER TOURNAMENT AWARDS (1 opportunity @ \$500)**
- * **GOLF TRANSPORTATION (1 opportunity @ \$1,000)**
You will also receive: Company name and logo displayed in bus

ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM/EXHIBITOR DIRECTORY

(Spiral-bound booklet to be distributed in the on-site Registration Packets – will contain all necessary information for attendees to use throughout the event, including the event schedule with locations, floor plan, exhibitor directory, and sponsor listing)

- * **Outside Back Cover – Full Page** 8.5" x 11" Full Color (1 opportunity @ \$1,800)
- * **Inside Front Cover - will be sold on a first-come, first-serve basis**
1/2 Page - Full Color 7.5" x 5" Full Color (2 opportunities @ \$900 ea) - 2 SOLD!
- * **Inside Back Cover - will be sold on a first-come, first-serve basis**
Full Page - Full Color 8.5" x 11" Full Color (1 opportunity @ \$1,700)
- * **Inside Full Page Ad** 8.5" X 11" Color (\$1,700 ea)
- * **Inside 1/2 Page Ad** 7.5" x 5" Color (\$900 ea)
- * **Inside 1/2 Page Ad** 7.5" x 5" B&W (\$600 ea)
- * **Company Logo Sponsors** B&W (\$350 ea.)

SPONSORSHIP FORM
30th Annual Refrigerated Foods Association
Conference and Tabletop Display

March 3-6, 2010

Mark Hopkins InterContinental • San Francisco, California

Company: _____
 Contact: _____ E-mail: _____
 Address: _____
 Phone: _____

We'd like to sponsor the following item(s):

- | | | | |
|---|-------------|---|-------------|
| <input type="checkbox"/> Welcome/Speaker Reception | SOLD | <input type="checkbox"/> Registration Desk/Message Ctr | SOLD |
| <input type="checkbox"/> Opening Breakfast | SOLD | <input type="checkbox"/> USB Jump Drive | SOLD |
| <input type="checkbox"/> Thursday Luncheon | SOLD | <input type="checkbox"/> Welcome Reception Cocktails | \$2000 |
| <input type="checkbox"/> Friday Breakfast | \$4000 | <input type="checkbox"/> Friday Evening Cocktails | SOLD |
| <input type="checkbox"/> Saturday Breakfast | \$4500 | <input type="checkbox"/> Friday Evening Appetizers | \$2500 |
| <input type="checkbox"/> Friday Dinner | SOLD | <input type="checkbox"/> Casino Night Prizes | SOLD |
| <input type="checkbox"/> Refreshment Breaks | | <input type="checkbox"/> Spouse Luncheon | SOLD |
| <input type="checkbox"/> A.M. Monday | SOLD | <input type="checkbox"/> Golf Favor | SOLD |
| <input type="checkbox"/> P.M. Monday | \$1100 | <input type="checkbox"/> Golf Lunch | \$1500 |
| <input type="checkbox"/> A.M. Tuesday | \$1100 | <input type="checkbox"/> Golf Holes | \$150 |
| <input type="checkbox"/> Keynote Speaker – Calloway | \$8000 | <input type="checkbox"/> Golf Transportation | SOLD |
| <input type="checkbox"/> General Session – Barnett | \$3000 | <input type="checkbox"/> Beverage Cart | SOLD |
| <input type="checkbox"/> Concurrent Session – Panel | \$2500 | <input type="checkbox"/> Golf Prize-1 st Place | SOLD |
| <input type="checkbox"/> Concurrent Session – Frey | SOLD | <input type="checkbox"/> Golf Prizes-Other | SOLD |
| <input type="checkbox"/> Concurrent Session – Krossen | SOLD | <input type="checkbox"/> Inside Front Cover - half page | SOLD |
| <input type="checkbox"/> Technical Update – Mitchell | SOLD | <input type="checkbox"/> Inside Back Cover – full page | SOLD |
| <input type="checkbox"/> Concurrent Session – Bode/Drozen | SOLD | <input type="checkbox"/> Outside Back Cover | SOLD |
| <input type="checkbox"/> Concurrent Session – Kedzlie | SOLD | <input type="checkbox"/> Inside Full Page Ad - Color | \$1700 |
| <input type="checkbox"/> Concurrent Session – Brody | \$2500 | <input type="checkbox"/> Inside Half Page Ad - Color | \$900 |
| <input type="checkbox"/> General Session – Stuckey | \$3000 | <input type="checkbox"/> Inside Half Page Ad - B&W | \$600 |
| <input type="checkbox"/> General Session – Utech | \$3000 | <input type="checkbox"/> Company Logo Sponsor | \$350 |

PAYMENT & FEES (all payments in U.S. dollars) Total Enclosed: \$ _____

Yes! Hold my spot and send me a bill

Check Visa MasterCard Amex Discover

Card Number: _____ Exp. Date: _____

Cardholder Name: _____ CVV/Security Code: _____

Billing Address (if different from above): _____

Signature: _____

Refrigerated Foods Association

2971 Flowers Rd. S., Suite 266 • Atlanta, GA 30341 • (770) 452-0660 • Fax (770) 455-3879