



**REFRIGERATED FOODS ASSOCIATION
39th ANNUAL CONFERENCE &
EXHIBITION**

SPONSORSHIP PACKAGE

**February 17 - 20, 2019
MARRIOTT WATERSIDE & MARINA
Tampa, Florida**

Following is a list of sponsorship opportunities available for all member companies to take advantage of at the RFA's 39th Annual Conference & Exhibition. Sponsorships are available for Social Events, Educational Events, Networking Events, Promotional items, 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 2019 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

SOCIAL EVENTS

- **NEW MEMBER, PRESS & SPEAKER RECEPTION, Sunday (1 opportunity @ \$3,000)**
A great networking opportunity as we welcome our new members, first time attendees, press and speakers, and attendees to the 39th Annual Conference & Exhibition. The RFA Board of Directors will be in attendance as well.
- **COCKTAILS AT THE WELCOME RECEPTION, Sunday (1 opportunity @ \$3,000)**
- **HORS D'OEUVRES AT THE WELCOME RECEPTION, Sunday (1 opportunity @ \$3,000)**
- **OPENING BREAKFAST, Monday (1 opportunity @ \$6,000)**
This is a well-attended event which is the kick-off event of the conference.
- **NETWORKING LUNCHEON, Monday (1 opportunity @ \$5,000)**
This luncheon is a great opportunity to network and is well attended.

- **MANUFACTURERS' BREAKFAST, Tuesday (1 opportunity @ \$4,500)**
A great networking opportunity scheduled prior to the morning sessions.
- **CLOSING DINNER AND AWARDS CELEBRATION, Tuesday (1 opportunity @ \$7,500)**
This year's Closing Dinner will be an unforgettable experience! Taking place at the Florida Aquarium, the event will feature awards, a live auction, a lovely dinner and entertainment.
- **CLOSING BREAKFAST, Wednesday (1 opportunity @ \$4,000)**
This breakfast is on the closing day of the Conference.
- **REFRESHMENT BREAKS (2 Available @ \$1,500 ea.)**
Refreshment breaks where Association and Manufacturers can "meet and greet" will be scheduled between sessions on Monday and Tuesday.

EDUCATIONAL EVENTS

- **KEYNOTE SPEAKER – Jim Morris, Author, Athlete & Educator, "Remember who You Are"**
Monday morning (1 opportunity @ \$7,500)
-This inspiring talk is for everyone. Jim shares the importance of integrity and being authentic to who you are in all circumstances, when others are watching and when they are not. Using his personal story as an example, Jim shares the principle of keeping your promises and the value of being a person of your word... That is what makes you who you are.
- **TECHNICAL UPDATE - Martin Mitchell, RFA Technical Director "Understanding the Challenges of Today"**
Monday (1 opportunity @ \$3,000)
An annual presentation during the RFA Conference, the Technical Update for the U.S. and Canada is given by RFA Technical Director Martin Mitchell. This is a highly attended event.
- **TECHNICAL FOOD SAFETY FORUM & LUNCHEON WITH SPEAKERS: Keith R. Schneider and Douglas L. Archer**
Tuesday (1 opportunity @ \$3,000)
- This luncheon is a highlight for many of our Manufacturer and Associate technical members.
- **GENERAL SESSION SPEAKER – Michael Hewett, Publix Supermarkets "Sustainable Collaboration – A Retailer's Perspective"**
Monday (1 opportunity @ \$3,000)
- Michael Hewett currently manages the Sustainability, Environmental Compliance, and Environmental Due Diligence programs for Publix Super Markets, Inc. His presentation will teach suppliers how to advance their own sustainability agenda. This session will begin with an introduction to sustainability and discuss the many facets it includes. Michael Hewett will then discuss the hottest trends and the many opportunities that suppliers and manufacturers have.
- **GENERAL SESSION SPEAKERS –Mark Duffy of Universal Pure & Joyce Longfield of Good Foods HPP Panel**
Monday afternoon (1 opportunity @ \$3,000)
- Mark Duffy, CEO of Universal Pure, and Joyce Longfield of Good Foods will discuss High Pressure Processing (HPP). Both Mark Duffy and Joyce Longfield come to the RFA with years of knowledge and experience with HPP. This panel will cover all that you need to know about high pressure processing.

• **GENERAL SESSION SPEAKER – Dick Finnegan**

“Employee Retention & Engagement”

Wednesday morning (1 opportunity @ \$3,000)

- An in-demand speaker by business leaders, Dick transforms an audience’s perspective on Employee Turnover and Engagement with concrete data, insight and humor, while providing an employee retention and engagement solution that cuts turnover by 20% or more in the first six months.

• **GENERAL SESSION SPEAKER – Sarah Schmansky, Nielsen Fresh**

“The Continued Evolution of Retail Foodservice Driving Changes in In-Store and Out-of-Store Behavior”

Wednesday morning (1 opportunity @ \$3,000)

- Sarah Schmansky, Vice President of Nielsen’s Fresh & H&W Growth & Strategy Teams, will combine robust insights from a variety of Nielsen sources and research to understand how deli foodservice continues to evolve with today’s changing consumer, uncover the biggest trends occurring, dive deep into the meal kit phenomenon, and discuss what should be the major focus areas for both retailers and manufacturers over the next year to stay on top of important consumer issues.

• **GENERAL SESSION SPEAKER – FDA Representative, Brett Podoski, & Patricia A. Wester of P.A. Wester Consulting**

“FMSA 101”

Wednesday (1 opportunities @ \$3,000)

- Patricia Wester, P.A. Wester Consulting, will be joined by Brett Podoski as they discuss the Food Safety Modernization Act. This session will cover all of the recent changes and/or updates from FDA on the 7 foundational Rules. A few of the most common mistakes and misconceptions about FSMA will be corrected, along with tips for a better food safety plan will compete the presentation.

OTHER OPPORTUNITIES

• **REGISTRATION DESK AND MESSAGE CENTER (1 opportunity @ \$4,000)**

Think of the exposure you will get every time an attendee comes by the registration desk. You will also receive: Company name and logo on signage at the registration desk

• **SPOUSE LUNCHEON & EVENT, Monday (1 opportunity)**

This is a wonderful opportunity for spouses of guests attending to get to know each other and have their own networking opportunity.

• **COCKTAILS FOR EXHIBIT RECEPTION (2 opportunities @ \$2,500 each)**

By popular demand, the Exhibit Reception will feature an open bar for the entire length of the reception (3 hours). Attendees will appreciate the complimentary drinks while visiting Associate members that evening!

• **SIZZLE TAPE, Entire Conference (1 opportunity @ \$2,500)**

New last year, an advertising opportunity for Associate members that showcases participating company slides on a monitor that will be moved to strategic spots throughout the Conference. A great way to show your support of new opportunities for our members!

SERVICE PROJECT ON TUESDAY (1 opportunity @ \$2,500)

This year, attendees will be given the opportunity to give back to our host city by participating in an afternoon of painting. Completed artwork will be donated to Shriners Hospital for Children in Tampa, with help from the Foundation for Hospital Art (www.HospitalArt.org). The service project will take place at the Hotel on Tuesday, 2/19 from 2:00 - 3:30 pm.

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 on name badge for each company attendee
- **GOLF FAVOR: Exclusive RFA Branded Shoe Bag (1 opportunity @ \$1,000)**
Given out to all Golf Registrants. You will receive signage at the sponsored event and in printed Conference materials.
- **GOLF LUNCH (1 opportunity @ \$1,500)**
A box lunch will be given to all tournament players. You will receive signage at the sponsored event and in printed Conference materials.
- **GOLF HOLES (18 opportunities @ \$200 each) - 11 SOLD**
You will receive recognition at the sponsored hole and in printed Conference materials.
- **PRIZE FOR FIRST PLACE WINNERS (1 opportunity @ \$400)**
You will receive signage at the sponsored event and in printed Conference materials.
- **PRIZES FOR OTHER TOURNAMENT AWARDS (1 opportunity @ \$500)**
You will receive signage at the sponsored event and in printed Conference materials.

ADVERTISING OPPORTUNITIES FOR 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, Exhibit Hall directory, and sponsor listing)

- **Inside Front Cover** - will be sold on a first-come, first-serve basis
Full Page - Full Color 8.5"x11" Full Color **(1 opportunity @ \$2,000)**
- **Outside Back Cover** – Full Page 8.5"x11" Full Color **(1 opportunity @ \$1,900)**
- **Inside Back Cover** - will be sold on a first-come, first-serve basis
Full Page - Full Color 8.5"x11" Full Color **(1 opportunity @ \$1,800)**
- **Inside Full Page Ad** 8.5"X11" Color **(\$1,700 ea)**
- **Inside 1/2 Page Ad** 7.5"x5" Color **(\$900 ea) -**
- **Inside 1/2 Page Ad** 7.5"x5" B&W **(\$600 ea)**