



REIMAGINING THE MARKETPLACE: Embracing Change and Transformation

CORPORATE SPONSOR
PACKAGE

March 22-23, 2022 DeVos Place, Grand Rapids, MI

FoodMarketingConference.com #WMUFMC



WESTERN MICHIGAN UNIVERSITY

Haworth College of Business

Food and Consumer

Package Goods Marketing

2022 Corporate Sponsor Packages

PLATINUM PLUS - \$25,000

- Includes in-person conference registration for 24 people. Additional registrations or tables discounted at 20%.
- Includes unlimited on-demand access to all sessions for your organization.
- Sole sponsor recognition for a keynote speaker session – limited.
- Company commercial and logo will be featured before sponsored keynote session.
- Company ad copy and logo featured prominently within conference ballroom.
- Sponsor recognition on conference website with company logo on scrolling banner.
- Company recognition with all conference promotional materials including print, social media and virtual.
- Two \$2,000 Platinum Plus Sponsor Scholarships awarded in your company's name.

PLATINUM - \$15,000

- Includes in-person conference registration for eight people. Additional registrations or tables discounted at 15%.
- Includes on-demand access to all sessions for 30 people in your organization.
- Sponsor recognition for a keynote or breakout session.
- Company commercial and logo will be featured before sponsored keynote session.
- Company ad copy and logo featured prominently within conference ballroom.
- Sponsor recognition on conference website with company logo on scrolling banner.
- Company recognition with all conference promotional materials including print, social media and virtual.
- Two \$1,000 Platinum Sponsor Scholarships awarded in your company's name.

GOLD - \$10,000

- Includes in-person conference registration for 4 people. Additional registrations or tables discounted at 10%.
- Includes on-demand access to all sessions for 20 people in your organization.
- Sponsor recognition for a breakout session.
- Company will be recognized before and after sponsored breakout session.
- Sponsor recognition on conference website.
- Conference signage recognizing your company throughout the event.
- Company recognition in select conference promotional materials including print, social media and virtual.
- One \$1,000 Gold Sponsor Scholarship awarded in your company's name.

SILVER - \$5,000

- Includes in-person conference registration for 2 people. Additional registrations or tables discounted at 5%.
- Includes on-demand access to all sessions for 10 people in your organization.
- Sponsor recognition on the conference website.
- Conference signage recognizing your company throughout the event.
- Company recognition in select conference promotional materials including print, social media and virtual.
- One \$500 Silver Sponsor Scholarship awarded in your company's name.

BRONCO - \$2,500

- Includes in-person conference registration for 1 person.
- Includes on-demand access to all sessions for 5 people in your organization.
- Sponsor recognition on the conference website.
- Conference signage recognizing your company as a Bronco Sponsor.
- Company recognition in select conference promotional materials including print, social media and virtual.

Additional registrations/tables are available at discounted rates for sponsors.
Single conference registration is \$695; table registration is \$4,999 for 8 attendees.

Key Industry Influencers Support FMC



Indra Nooyi

Retired Chairperson, CEO PepsiCo



Trent Weller

VP Consumables, Sam's Club



Rick Keyes

President and CEO of Meijer



Kevin Holt

President and CEO, Ahold-Delhaize



Tony Sarsam

President, CEO of SpartanNash



Celia Swanson

Former Executive VP at Walmart



Sarah Alter

President and CEO
Network of Executive Women



John Phillips

SVP, Customer Supply Chain
PepsiCo, Inc.



Psyche Terry

President and CEO, UI Global Brands



John Ross

President and CEO, IGA International



Peggy Davies

President and CEO of
Private Label Manufacturers Association



Carmela Cugini

President, Digital DTC Retail Group at
Advantage Solutions

Key Industry Influencers Support FMC



Bill McDermott
President and CEO, ServiceNow



Leslie Sarasin
President and CEO, Food Marketing Institute



Rich Woloski
President and CEO, Gordon Food Service



Jonathan Mayes
SVP External Affairs and Chief Diversity Officer,
Albertsons Companies



Peter Whitsett
EVP Merchandising and Marketing, Meijer



Greg Ferrara
President and CEO
National Grocers Foundation



Chieh Huang
CEO, Boxed



Jody Kalmbach
Group VP, Product Experience, Kroger



Kevin Hartman
Global Head of Analytics, Google



Wendy Davidson
President of Americas, Glanbia Nutritionals



Duncan Wardle
Innovation Consultant and Speaker
Former VP of Innovation, Walt Disney



Brandon Barnholt
President and CEO, KeHE Distributors

Three great reasons to be a sponsor for the 56th Annual Food Marketing Conference

1. Great Content ...

- Understand how consumer behaviors will impact retailing post-COVID-19.
- Learn how your organization can embrace change in a transforming marketplace.
- See how evolving workplace dynamics can add value to your organization.
- Discover how AI and other technologies can transform your business.

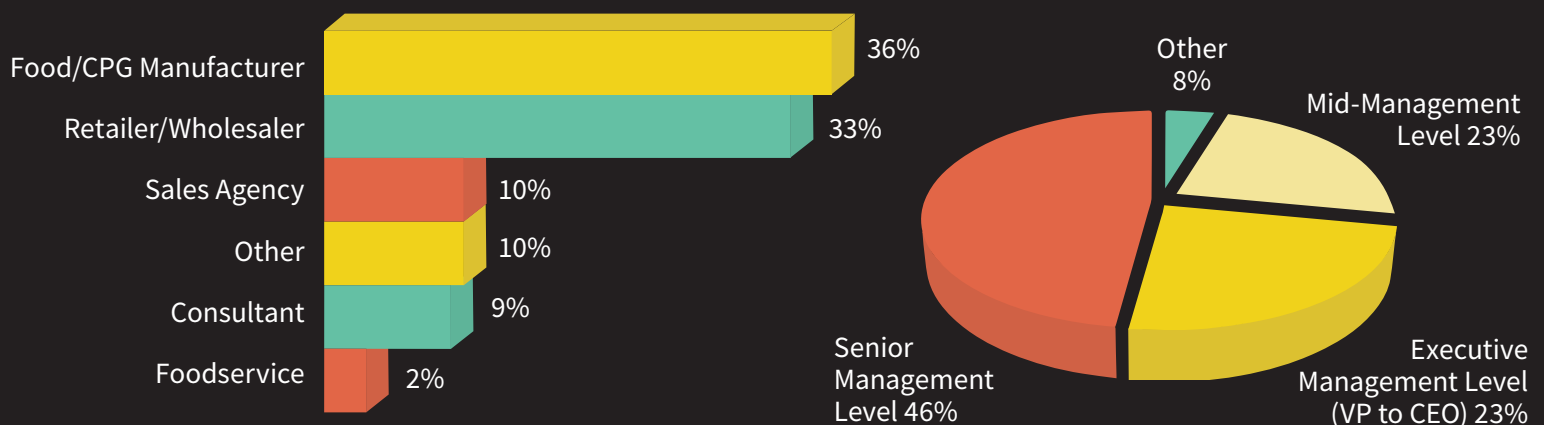
2. Great Cause ...

- The Food Marketing Conference supports student scholarships and unique educational experiences.
- Be a part of developing the next generation of industry leaders.
- WMU is nationally recognized as the premier university for food and consumer packaged goods marketing.

3. Great Connections ...

- Engage with industry experts, speakers and panelists.
- Interact with trading partners in issue-focused discussions.
- Connect with the future leaders of our industry, the WMU food and consumer package goods marketing majors.

WHO ATTENDS THE FOOD MARKETING CONFERENCE:



99% of Food Marketing Conference survey respondents said they would recommend the Food Marketing Conference to someone they know.

Who attends the Food Marketing Conference?

Abbott Nutrition
Accenture
Acme Markets
Acosta Sales and Marketing
Advantage International
Advantage Report USA
Advantage Solutions
AIMIA
Alliance Foods, Inc.
Altria
Amazon
Anheuser-Busch
AFPD Association
Athens Foods Inc.
Aunt Millie's Bakeries
Barkley Advertising
Barnana
Bayer US LLC
BBDO
Bel Brands USA
Bell's Brewery, Inc.
Blue Yonder
Booz and Company
Boxed
Brew Dr.
Burnette Foods, Inc.
Campbell Soup Co.
Canopy Growth
Carlin Group
Catalina Marketing
Category MGMT Assoc.
Century Foods Int'l.
Chobani
CKK
Clorox Sales Company
CMK Group
Coca-Cola
Cole's Quality Foods
Colgate-Palmolive
ConAgra Foods
Constellation Brands
Country Fresh
CROSSMARK
Daisy Intelligence
Danone North America
Dart Container Corp.
Dawn Food Products
Daymon Worldwide
Deviante
Diageo
Dietz-Watson
Dunnhumby
EandJ Gallo Winery
Eggland's Best
Emerge
Energizer
Enjoy Life
Ethern Sales
Eversight
Fabri-Kal
Faygo Beverages
Ferrara Candy
Festival Foods
Filippo Berio
Food Marketing Institute
Founders Brewing
Frane
Fresh Thyme Markets
Freshwater Digital
Frito Lay
Frontier Co-op
General Mills
Georgia Pacific
Gonnella Frozen Foods
Google
Gordon Food Service
Graceland Fruit Inc.
Graeter's Ice Cream
Great Lakes Wine and Spirits
Grecian Delight Foods
GS1 US
H-E-B Grocery Company
H.T. Hackney
Hardings Market
Haribo of America
Hemp Health
Herbruck's Poultry
Hershey
Hewlett Packard Enterprise
Hillshire Brands
Hormel Foods
Hudsonville Ice Cream
IGA, Inc.
Imperial Beverage
InContext Solutions
Inductive Intelligence
Infinite Sum
Information Resources, Inc.
Insignia Systems, Inc.
Interactive Edge
J.M. Smucker Company
JDA Software
Jet.com
Jewel-Osco Stores
JOH
Johnsonville Sausage
JPG Resources
Junkless Foods Inc.
Justin's
Jyve
Kantar Retail
Kars Nuts
KeHE Distributors
Kellogg Company
Kimberly-Clark
KIND Snacks
Kings Food Markets
Kraft-Heinz
Kroger Company
Land O'Frost
Learning Evolution, LLC
Lewis Bakeries Inc.
Lifeway Kefir
Litehouse Foods Inc.
Magnum Coffee
Maple Leaf Farms Inc.
Mars Petcare
Mars Wrigley
Martin's Supermarkets
Masterpiece Flower Co.
McCain Foods
McCormick
McKinsey and Company
McLane Food Service
MegaMex Foods
Meijer Stores
Melitta USA
Meridian Consulting
Metonymize
Michigan Food and Beverage
Michigan Potato Assoc.
Mike's Hard Lemonade
Miller Poultry
Intel
Mondelez International
Moosylvania
MorningNewsBeat
Musco Family Olive Co.
MyWebGrocer
NACS
National Food Group
National Grocers Foundation
Natural Choice Foods
NeoGrid
Nepa USA
Nestle Purina PetCare
Nestle USA
New Carbon Company
New Holland Brewing
Newhall Klein
NielsenIQ
Oleson's Food Stores
Oracle Data Cloud
Outerwall
Paramount Coffee
Path to Purchase Institute
Pepperidge Farm
PepsiCo
Pinnacle Foods
Pinterest
PLMA
Post Consumer Brands
Powers Distributing
Prairie Farms Dairy
Pratt Industries
Prevedere
Primal Kitchen
Procter and Gamble
Professional Media Mgt.
Progressive Grocer
Promotion Optimization
Promoworks/Crossmark
Reckitt Benckiser
Request Foods
Retail Odyssey
RetailNet Group (RNG)
Right Rice
Riverbend Foods
Riviana
RW3 Technologies Inc.
S. Abraham and Sons Inc.
Sam's Club
SAP
Sargento Foods
SC Johnson
Serv-U-Success
Shankman and Associates
Shelby Report
Sherwood Foods
Shipt
Shook Kelley Design
Shopper Intelligence
ShopRite Supermarkets
SignArt/Evolocity
Simple Mills
SKULocal
Slice Intelligence
SmartBrief
Smart Market
Smithfield Foods
SOCIAL Sparkling Wine
Southwest Michigan First
SpartanNash
Speedway
Starbucks
Starlite Media
State of Michigan
Stemilt Growers
Strack and Van Til Stores
Sundance Beverage
Superior Foods
Supermarket News
SuperValu
Sysco Corporation
TABS Analytics
The Gluten Free Bar
The Mom Complex
The PUR Company
The WCN Group
TMV Group
Topco Associates LLC
Tyson Foods
Unilever
Valassis Inc.
Vienna Beef
VML
Wakefern Food Corp.
Walmart
Walgreens
Wells Blue Bunny
West Side Beer
Whitewave
Winston Weber Associates
Wolf and Friends, LLC

2021 Corporate Sponsors

PLATINUM PLUS SPONSORS



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GOLD SPONSORS



SILVER SPONSORS



BRONCO SPONSORS



^{56th} annual
Food Marketing
C O N F E R E N C E



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For more information, contact us at: lisa.youtzy@wmich.edu or 269-387-2132

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