



2021 FEDA ANNUAL CONFERENCE

SEPTEMBER 21-24, 2021 • GRAND HYATT NASHVILLE

SPONSORSHIP OPTIONS

SEPTEMBER 21-23, 2021

GOLD AWARDS RECEPTION AND DINNER

Tuesday, September 21, 2021

6:00 p.m. to 9:00 p.m.

Choose one:

Exhibitor Booth

Registration

\$8,800 Opening night all-attendees reception and awards dinner. Includes an exhibitor booth or one registration; digital marketing and promotion prior to the conference; full onsite signage, including highest-traffic-area event branding in registration and networking areas; virtual/app marketing and promotion during the conference; and opening remarks.

OPENING GENERAL SESSION SPONSOR

Wednesday, September 22, 2021

8:45 to 11:30 a.m.

Choose one:

Exhibitor Booth

Registration

\$8,800 First-day all-attendees session with chairman opening remarks, keynote speaker, Food Network Star presentation, and moderated panels and Q&As. Includes an exhibitor booth or one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app marketing and promotion; and opening remarks.

FEATURED PRODUCT PRESENTATION SPONSOR (during Opening General Session)

Wednesday, September 22, 2021

9:50 a.m.

Choose one:

Exhibitor Booth

Registration

\$8,800 As a top manufacturer, highlight your company and featured foodservice equipment before all attendees. Includes an exhibitor booth or one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app marketing and promotion during the conference; and three to five minutes of video presentation/remarks during the opening general session.

FEATURED PRODUCT PRESENTATION SPONSOR (during Opening General Session)

Wednesday, September 22, 2021

10:40 a.m.

Choose one:

Exhibitor Booth

Registration

\$8,800 As a top manufacturer, highlight your company and featured foodservice equipment before all attendees. Includes an exhibitor booth or one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app marketing and promotion during the conference; and three to five minutes of video presentation/remarks during the opening general session.

GENERAL SESSION SPONSOR

Thursday, September 23, 2021

9:00 to 11:30 a.m.

Choose one:

Exhibitor Booth

Registration

\$8,800 First-day all-attendees session with chairman opening remarks, keynote speaker, Food Network Star presentation, and moderated panels and Q&As. Includes an exhibitor booth or one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app marketing and promotion during the conference; and opening remarks.

FEATURED PRODUCT PRESENTATION SPONSOR (during General Session)

Thursday, September 23, 2021

9:45 a.m.

Choose one:

Exhibitor Booth

Registration

\$8,800 As a top manufacturer, highlight your company and featured foodservice equipment before all attendees. Includes an exhibitor booth or one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app marketing and promotion during the conference; and three to five minutes of video presentation/remarks during the opening general session.

FEATURED PRODUCT PRESENTATION SPONSOR (during General Session)

Thursday, September 23, 2021

10:40 a.m.

Choose one:

Exhibitor Booth

Registration

\$8,800 As a top manufacturer, highlight your company and featured foodservice equipment before all attendees. Includes an exhibitor booth or one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app marketing and promotion during the conference; and three to five minutes of video presentation/remarks during the opening general session.

NASHVILLE POOLSIDE BARBECUE SPONSOR

Wednesday, September 22, 2021
11:30 a.m. to 12:30 p.m.

\$6,200 All-attendees Southern-style picnic on the pool deck overlooking Music City. Includes digital marketing and promotion prior to the conference; onsite signage; recognition; and virtual/app marketing and promotion during the conference.

LEARN SESSIONS SPONSOR: PARTNER EXCHANGE ROUNDTABLES AND DATA GOVERNANCE PRESENTATION

Wednesday, September 22, 2021
12:45 to 2:00 p.m.
Partner Exchange Roundtables
2:00 to 3:00 p.m.
Data Governance Presentation

\$6,200 Special CEO-led roundtables to discuss supply chain challenges and key dealer presentation and training on FEDA's new Data Governance and Quality Project. Includes digital marketing and promotion prior to the conference; onsite signage; recognition; virtual/app marketing and promotion during the conference; and opening remarks during each Learn session.

DINNER AND DANCING ON THE POOL DECK SPONSOR

Thursday, September 23, 2021
6:00 to 8:00 p.m.

\$6,200 All attendees come together in a casual setting overlooking the famous Broadway to enjoy one last night of southern hospitality, live music, dancing, and fun! Includes digital marketing and promotion prior to the conference; onsite signage; recognition; and virtual/app marketing and promotion during the conference.

GRAND TERRACE COCKTAIL RECEPTION, BUFFET AND A NIGHT AT THE GRAND OLE OPRY SPONSOR

Wednesday, September 22, 2021
5:00 to 6:00 p.m.
Cocktail Reception and Buffet
7:00 to 9:00 p.m.
A Night at the Grand Ole Opry

\$4,200 All-attendee event highlighting cocktails and dinner followed by an evening of entertainment at the Grand Ole Opry! Includes onsite signage, recognition and promotion during the conference and welcome remarks to the Opry attendees.

ATTENDEE WELCOME BAGS SPONSOR

Monday, September 20, 2021
12:00 to 7:00 p.m.
Early Arrivers
Tuesday, September 21, 2021
8:00 a.m. to 4:00 p.m.
First Day Arrivers

\$4,200 Let us put your logo on these beautiful bags filled with water, snacks and gifts - and let your company's brand be the first thing conference attendees see when they arrive in their hotel room. Includes registration desk signage and virtual/app marketing and promotion during the conference.

CREATE YOUR OWN LUNCH ON THE GO SPONSOR

Thursday, September 23, 2021
11:30 a.m. to 12:30 p.m.

\$2,200 We'll add your logo to these special to-go bags filled with attendees' choice of gourmet lunch items for Thursday's Create Your Own Lunch On the Go event. Includes lunch area signage and virtual/app marketing and promotion during the conference.

Sponsorships are confirmed on a first-come, first-served basis.

Return signed form to or for more information: Tracy Mulqueen, tracy@feda.com, (224) 293-6501.

FEDA will bill sponsors after a signed form is received and approved by FEDA.

Payments may be mailed to: FEDA, 5600 North River Road, Suite 740, Rosemont, IL 60045.

Please add our company, _____ (company name), as a sponsor for the following event:

- Gold Awards Reception and Dinner \$8,800
- Opening General Session Sponsor \$8,800
- Featured Product Presentation Sponsor – September 22, 2021 Opening General Session, 9:50 a.m. \$8,800
- Featured Product Presentation Sponsor – September 22, 2021 Opening General Session, 10:40 a.m. \$8,800
- General Session Sponsor \$8,800
- Featured Product Presentation Sponsor – September 23, 2021 General Session, 9:45 a.m. \$8,800
- Featured Product Presentation Sponsor – September 23, 2021 General Session, 10:40 a.m. \$8,800
- Nashville Poolside Barbecue Sponsor \$6,200
- Learn Sessions Sponsor: Partner Exchange Roundtables and Data Governance and Quality Presentation \$6,200
- Dinner and Dancing On the Pool Deck \$6,200
- Grand Terrace Cocktail Reception, Buffett and A Night at the Grand Ole Opry Sponsor \$4,200
- Attendee Welcome Bags Sponsor \$4,200
- Create Your Own Lunch On the Go Sponsor \$2,200



Elevator branding included with General Session and Featured Product Presentation Sponsorships