

# 2022 FEDA ANNUAL CONFERENCE

SEPTEMBER 20-23, 2022

INTERCONTINENTAL SAN DIEGO



## SPONSORSHIP OPTIONS AND ORDER FORM

### SPECIAL OPENING DAY EVENTS SPONSORSHIPS TUESDAY, SEPTEMBER 20, 2022

#### TORREY PINES GOLF OUTING SPONSOR

**Tuesday, September 20, 2022**

7:00 a.m. to 1:00 p.m.

Choose one:

- 50% Off Exhibitor Booth  
(for single \$10,000 sponsorship)
- 50% Off Registration  
(for single \$10,000 sponsorship)

\$10,000 for Single Sponsorship or \$5,000 for Shared Sponsorship. FEDA's first golf outing with breakfast and lunch provided at scenic and celebrated U.S. Open golf course, Torrey Pines South. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including event branding in registration and networking areas; virtual/app and conference book marketing and promotion during the conference; and lunch remarks.

#### ATTENDEE WELCOME BAGS SPONSOR

**Tuesday, September 20, 2022**

8:00 a.m. to 4:00 p.m.

\$6,200 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. Sponsorship includes registration desk signage and virtual/app and conference book marketing and promotion during the conference.

#### YOUNG INDUSTRY LEADERS SESSION: BUILDING WORKPLACE DIVERSITY AND INCLUSION SPONSOR

**Tuesday, September 20, 2022**

4:30 p.m. to 5:30 p.m.

\$5,000 Young industry leaders learn how one company has built a culture focused on diversity and inclusion, which includes leadership's strong commitment and accountability for creating opportunities for candidates of color, expanding global and diverse talent, and building a more inclusive workplace. For any member of FEDA's Young Industry Leaders or conference attendees between ages 21 and 46. Sponsorship includes digital marketing and promotion prior to the conference; onsite signage; recognition; and virtual/app and conference book marketing and promotion during the conference.

#### YOUNG INDUSTRY LEADERS RECEPTION ON SUNSET TERRACE SPONSOR

**Tuesday, September 20, 2022**

5:30 p.m. to 6:30 p.m.

\$5,000 Young industry leaders reunite with their peers and enjoy breathtaking views and creative cocktails. For any members of FEDA's Young Industry Leaders or conference attendees between ages 21 and 46. Sponsorship includes digital marketing and promotion prior to the conference; onsite signage; recognition; and virtual/app and conference book marketing and promotion during the conference.

#### OPENING NIGHT RECEPTION ON BAYVIEW TERRACE SPONSOR

**Tuesday, September 20, 2022**

6:30 p.m. to 7:30 p.m.

\$2,800 All-attendees networking event. Sponsorship includes digital marketing and promotion prior to the conference; onsite signage, promotion and recognition during the conference.

#### OPENING NIGHT DINNER AND PARTY ON LANE FIELD SPONSOR

**Tuesday, September 20, 2022**

7:30 p.m. to 9:00 p.m.

Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$6,200 All-attendees opening night dinner/party networking event. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; onsite signage; virtual/app and conference book marketing and promotion during the conference; and recognition during Wednesday Opening General Session.

## OPENING GENERAL SESSION SPONSORSHIPS WEDNESDAY, SEPTEMBER 21, 2022

### OPERATOR SPOTLIGHT: STATE OF THE FOODSERVICE INDUSTRY SPONSOR

**Wednesday, September 21, 2022**

8:30 a.m. to 9:25 a.m.

Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$10,000 First-day all-attendees session with chairman opening remarks, keynote speaker, multiple guest speakers, moderated panels and Q&As. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app and conference book marketing and promotion; and general session opening remarks and introduction of Operator Spotlight speakers Jot Condie and David Cantu.

### DEALER FOCUS: WHY INDEPENDENT DISTRIBUTORS WILL WIN THE FUTURE SPONSOR

**Wednesday, September 21, 2022**

9:25 a.m. to 10:00 a.m.

Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$8,200 First-day all-attendees session with chairman opening remarks, multiple guest speakers, moderated panels and Q&As. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app and conference book marketing and promotion; and remarks and Dealer Focus speaker, Dirk Beveridge, introduction.

### FEATURED PRODUCT PRESENTATION SPONSOR *(presented mid-opening session)*

**Wednesday, September 21, 2022**

10:15 a.m. to 10:20 a.m.

Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$10,000 As a top manufacturer, highlight your company and featured foodservice equipment before all attendees. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app and conference book marketing and promotion during the conference; and three to five minutes of video presentation/remarks during the opening general session.

### MANUFACTURER INSIGHTS PANEL: WORKING TOGETHER TOWARD INDUSTRY RECOVERY SPONSOR

**Wednesday, September 21, 2022**

10:20 a.m. to 11:00 a.m.

Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$4,200 First-day all-attendees session with chairman opening remarks, multiple guest speakers, moderated panels and Q&As. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app and conference book marketing and promotion; and remarks and Manufacturer Insights panel introduction.

### STRATEGIC PLANNING: INCREASING PROFITABILITY THROUGH VALUE-ADDED SERVICES SPONSOR

**Wednesday, September 21, 2022**

11:00 a.m. to 11:35 a.m.

Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$8,200 First-day all-attendees session with chairman opening remarks, multiple guest speakers, moderated panels and Q&As. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app and conference book marketing and promotion; and remarks and Strategic Business Planning speaker, Paul Reilly, introduction.

### FEATURED PRODUCT PRESENTATION SPONSOR *(presented toward the close of the opening session)*

**Wednesday, September 21, 2022**

11:35 a.m. to 11:40 a.m.

Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$10,000 As a top manufacturer, highlight your company and featured foodservice equipment before all attendees. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app and conference book marketing and promotion during the conference; and three to five minutes of video presentation/remarks during the opening general session.

## AFTERNOON KEYNOTE AND PROGRAM SPONSORSHIPS / EVENING EVENT SPONSORSHIPS WEDNESDAY, SEPTEMBER 21, 2022

### BROADWAY PIER PICNIC LUNCH SPONSOR

**Wednesday, September 21, 2022**  
11:45 a.m. to 12:45 p.m.

\$3,200 All-attendees Southern California picnic lunch on Layover Terrace overlooking the ocean. Sponsorship includes digital marketing and promotion prior to the conference; onsite signage; recognition; and virtual/app and conference book marketing and promotion during the conference.

### KEYNOTE PRESENTATION: STEVE FORBES ON HOW WE ACHIEVE ECONOMIC RECOVERY SPONSOR

**Wednesday, September 21, 2022**  
1:00 p.m. to 1:45 p.m.  
Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$8,200 All-attendees keynote presentation by Steve Forbes, Chairman and Editor-In-Chief of Forbes Magazine, with moderator Patricia Bible, President and CEO of KaTom. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app and conference book marketing and promotion; and recognition at opening of keynote presentation.

### PARTNER EXCHANGE ROUNDTABLES SPONSOR

**Wednesday, September 21, 2022**  
1:45 p.m. to 3:00 p.m.

\$5,000 Dealer, manufacturer and partner roundtable discussions on a variety of current industry issues. Sponsorship includes digital marketing and promotion prior to the conference; onsite signage; recognition; virtual/app and conference book marketing and promotion during the conference; and opening remarks.

### FEDA DATA GOVERNANCE AND QUALITY PROJECT PRESENTATION SPONSOR

**Wednesday, September 21, 2022**  
3:00 p.m. to 4:00 p.m.

\$5,000 This session will include the latest updates on FEDA's Data Governance and Quality Project, including what's next for the FEDA Data Repository. Sponsorship includes digital marketing and promotion prior to the conference; onsite signage; recognition; virtual/app and conference book marketing and promotion during the conference; and opening remarks.

### SOUTHERN CALIFORNIA COCKTAIL RECEPTION SPONSOR

**Wednesday, September 21, 2022**  
5:30 p.m. to 6:30 p.m.

\$2,200 All-attendee event highlighting cocktails and hors d'oeuvres on Sunset Terrace overlooking the bay. Sponsorship includes onsite signage, recognition and promotion during the conference.

### A NIGHT AT THE BALLPARK SPONSOR

**Wednesday, September 21, 2022**  
5:30 p.m. to 10:00 p.m.  
Choose one:

- 50% Off Exhibitor Booth  
(for single \$10,000 sponsorship)
- 50% Off Registration  
(for single \$10,000 sponsorship)

\$10,000 for Single Sponsorship or \$5,000 for Shared Sponsorship. Conference attendees watch the San Diego Padres play the St. Louis Cardinals while enjoying a traditional ballpark-style buffet with snacks, drinks and dinner in Petco Park's Skyline Patio. Sponsorship includes 50% off an exhibitor booth or 50% off one registration (for single \$10,000 sponsorship); digital marketing and promotion prior to the conference; full onsite signage, including highest-traffic-area event branding in registration and networking areas; virtual/app and conference book marketing and promotion during the conference.

## SPECIAL EVENT AND PRESENTATION SPONSORSHIPS THURSDAY, SEPTEMBER 22, 2022

### GOLD AWARDS BREAKFAST SPONSOR

**Thursday, September 22, 2022**  
8:00 a.m. to 9:45 a.m.

\$10,000 All-attendees recognition event. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including highest-traffic-area event branding in registration and networking areas, including elevator branding; virtual/app marketing and promotion during the conference; and event co-hosting and presentation participation.

### FEATURED PRODUCT PRESENTATION SPONSOR *(at the start of the Guy Fieri presentation)*

**Thursday, September 22, 2022**  
10:00 a.m. to 10:05 a.m.  
Choose one:

- 50% Off Exhibitor Booth
- 50% Off Registration

\$10,000 As a top manufacturer, highlight your company and featured foodservice equipment before all attendees. Sponsorship includes 50% off an exhibitor booth or 50% off one registration; digital marketing and promotion prior to the conference; full onsite signage, including main event area elevator branding; virtual/app and conference book marketing and promotion during the conference; and three to five minutes of video presentation/remarks during the opening general session.

### CUSTOMIZE YOUR LUNCH ON THE GO SPONSOR

**Thursday, September 22, 2022**  
11:00 a.m. to 12:00 p.m.

\$1,800 We'll add your logo to these special to-go bags filled with attendees' choice of gourmet lunch items for Thursday's *Customize Your Lunch On the Go*. Sponsorship includes lunch area signage and virtual/app marketing and promotion during the conference.

### LAST NIGHT ON BAYVIEW TERRACE SPONSOR

**Thursday, September 22, 2022**  
6:00 to 8:00 p.m.

\$2,200 All attendees come together in a casual setting on the bay to enjoy one last night of Southern California hospitality, live music and fun! Sponsorship includes digital marketing and promotion prior to the conference; onsite signage; recognition; and virtual/app and conference book marketing and promotion during the conference.



**Elevator branding (Red Area) included with General Session and Featured Product Presentation Sponsorships**

# 2022 FEDA ANNUAL CONFERENCE

SEPTEMBER 20-23, 2022

INTERCONTINENTAL SAN DIEGO



## 2022 FEDA ANNUAL CONFERENCE SPONSORSHIP OPTIONS ORDER FORM

Sponsorships are confirmed on a first-come, first-served basis. Please return this form with sponsorship selection and signature or direct questions to [conference@feda.com](mailto:conference@feda.com) or 224-293-6500.

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(s):

### SEPTEMBER 20, 2022

- |   |          |
|---|----------|
| <input type="checkbox"/> Torrey Pines Golf Outing (Single) . . . . .            | \$10,000 |
| <input type="checkbox"/> Torrey Pines Golf Outing (Shared). . . . .             | \$5,000  |
| <input type="checkbox"/> Attendee Welcome Bags . . . . .                        | \$6,200  |
| <input type="checkbox"/> Young Industry Leaders Learn Session . . . . .         | \$5,000  |
| <input type="checkbox"/> Young Industry Leaders Reception . . . . .             | \$5,000  |
| <input type="checkbox"/> Opening Night Reception on Bayview Terrace. . . . .    | \$2,800  |
| <input type="checkbox"/> Opening Night Dinner and Party on Lane Field . . . . . | \$6,200  |

### SEPTEMBER 21, 2022

- |   |          |
|---|----------|
| <input type="checkbox"/> Opening General Session – Operator Spotlight . . . . .                     | \$10,000 |
| <input type="checkbox"/> Opening General Session – Dealer Focus. . . . .                            | \$8,200  |
| <input type="checkbox"/> Featured Product Presentation (mid-Opening General Session) . . . . .      | \$10,000 |
| <input type="checkbox"/> Opening General Session – Strategic Business Planning . . . . .            | \$8,200  |
| <input type="checkbox"/> Opening General Session – Manufacturer Insights Panel. . . . .             | \$4,200  |
| <input type="checkbox"/> Featured Product Presentation (close of Opening General Session) . . . . . | \$10,000 |
| <input type="checkbox"/> Broadway Pier Picnic Lunch. . . . .  | \$3,200  |
| <input type="checkbox"/> Keynote Presentation – Steve Forbes. . . . .                               | \$8,200  |
| <input type="checkbox"/> Partner Exchange Roundtables . . . . .                                     | \$5,000  |
| <input type="checkbox"/> FEDA Data Governance and Quality Project Presentation. . . . .             | \$5,000  |
| <input type="checkbox"/> Southern California Cocktail Reception . . . . .                           | \$2,200  |
| <input type="checkbox"/> A Night at the Ballpark (Single Sponsorship) . . . . .                     | \$10,000 |
| <input type="checkbox"/> A Night at the Ballpark (Shared Sponsorship). . . . .                      | \$5,000  |

### SEPTEMBER 22, 2022

- |   |          |
|---|----------|
| <input type="checkbox"/> Gold Awards Breakfast . . . . .  | \$10,000 |
| <input type="checkbox"/> Featured Product Presentation (before Guy Fieri Presentation). . . . . | \$10,000 |
| <input type="checkbox"/> Customize Your Own Lunch On the Go . . . . .                           | \$1,800  |
| <input type="checkbox"/> Last Night on Bayview Terrace . . . . .                                | \$2,200  |

Signature \_\_\_\_\_

Date \_\_\_\_\_