

2019

Meeting and Event Sponsorship Opportunities



NAMI
NORTH AMERICAN
MEAT INSTITUTE

www.meatinstitute.org

Sponsorships

have evolved as a critical component in any marketing manager's arsenal of marketing tools. Today's expectations from sponsorships are much higher than the old days of simply having your company's name listed at an event. The CEIR (*Center for Exhibition Industry Research*) reports that **event efficiency increases by a whopping 104% when a sponsorship is included** in an Event Plan, when that company is attending & participating in a conference or event.

In the following pages, please review various sponsorship opportunities for your company to better communicate and connect to those professionals in the meat & poultry industry. The North American Meat Institute has a vast array of meetings and events for you to reach specific segments of industry. After reviewing your options, please contact **Jim Goldberg** about finalizing your sponsorship plans with the Meat Institute in 2018.

Jim Goldberg

North American Meat Institute

202.587.4206

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www.meatinstitute.org



2019 Calendar

Winter Executive Board Meeting

JANUARY 10-11 | ?

IPPE

FEBRUARY 12-14 | ATLANTA, GA

Environmental Conference for the Meat & Poultry Industry

Co-located at the International Production and Processing Expo (IPPE)

FEBRUARY 11-12 | ATLANTA, GA

Worker Safety Conference for the Meat & Poultry Industry

Co-located at the International Production and Processing Expo (IPPE)

FEBRUARY 11-12 | ATLANTA, GA

Annual Meat Conference

MARCH 3-5 | DALLAS, TX

Meat Industry Summit & Board of Directors Meeting

APR 8-11 | CARLSBAD, CA

Spring Advanced *Listeria monocytogenes* Intervention and Control Workshop

APRIL 16-18 | KANSAS CITY, MO

Center of the Plate*

JUNE 4-6 | COLLEGE STATION, TX (TEXAS A&M UNIVERSITY)

Summer Executive Board Meeting

JULY 11-12 | ?

Pathogen Control and Regulatory Compliance in Beef Processing Conference

SEPTEMBER 4-6

Fall Forum

OCTOBER 3-4 | WASHINGTON DC

Annual Meeting/Fall Board

OCTOBER 4

Animal Care and Handling Conference

OCTOBER 16-18 | KANSAS CITY, MO

Fall Advanced *Listeria monocytogenes* Intervention and Control Workshop

OCTOBER 22-23 | KANSAS CITY, MO

**SPONSORSHIP
OPPORTUNITIES:**

**BRONZE
LEVEL**

Meat Industry Summit & Board of Directors Meeting

APRIL 8-11 | CARLSBAD, CA

This annual meeting and conference is a great networking and educational opportunity for the entire industry. This packed schedule includes committee meetings, NAMI Board of Directors meeting, and an annual membership meeting. Education topics will include issues, answers & actions, general sessions and workplace issue forums. Networking opportunities include receptions and golf.

\$2,000

- Recognition & signage before and during the event.

Spring Advanced Listeria monocytogenes Intervention and Control

APRIL 16-18 | KANSAS CITY, MO

This spring workshop is designed to help the industry examine the issues surrounding testing for Listeria monocytogenes and to provide experience in developing appropriate standards and procedures for processing RTE products.

\$2,000

- Recognition & signage before and during the event.

SILVER LEVEL	GOLD LEVEL	ADDITIONAL OPPORTUNITIES
<p>\$4,000</p> <ul style="list-style-type: none"> - Increased recognition & signage before and during the event. - 1 complimentary table-top exhibit. - 1 complimentary registration to the event. 	<p>\$6,500</p> <ul style="list-style-type: none"> - Increased recognition & signage before and during the event. - Provide materials at registration. - 2 individual social media posts to all 10,000 @meatinstitute followers. - 1 complimentary table-top exhibit. - 2 complimentary registrations to the event. 	<p>Hotel Key Cards \$4,000</p> <p>Lanyards \$4,000</p> <p>Floor Decals \$4,000</p> <p>Conference App \$4,000</p> <p>Board of Directors Breakfast \$9,000</p> <p>Lunch on Tuesday \$9,000</p> <p>Lunch on Wednesday \$9,000</p> <p>Coffee Breaks \$6,500</p> <p>Opening Reception \$11,500</p> <p>WiFi Sponsorship \$11,000</p>
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SPONSORSHIP OPPORTUNITIES:	BRONZE LEVEL
<p><i>Summer Executive Board Meeting</i> JULY 11-12 TORONTO CANADA Need to be 2018 Strategic Partner Sponsor to participate. This biannual meeting will serve as the strategic planning meeting for the NAMI. This event is for NAMI executive board members only. Contact Jim Goldberg for more information at jgoldberg@meatinstitute.org.</p>	
<p><i>Center of the Plate Training</i> JUNE 4-6 COLLEGE STATION TX (TEXAS A&M UNIVERSITY) The Center of the Plate Training® (COP) sessions bring together some of the top experts and species organizations to teach food industry people the best and most profitable use of each beef, pork, lamb, veal and poultry cut. This three-day course is designed to teach the fundamentals of meat specifications by giving a first-hand look at how carcasses are converted to cuts commonly used in retail and foodservice.</p>	<p>EVENT SPONSOR: \$3,500 - Benefits include recognition</p>
<p><i>Pathogen Control and Regulatory Compliance in Beef Processing Conference</i> SEPTEMBER 4-6 ROSEMONT IL Held annually, this event provides valuable insights for beef processors, outstanding networking opportunities, and access to the best information to help your business improve its food safety programs. This conference brings together top experts from industry, government, and academia to address the most critical issues that beef processors face today.</p>	<p>\$2,000 - Recognition & signage before and during the event.</p>

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SPONSORSHIP OPPORTUNITIES:	BRONZE LEVEL
<p><i>Fall Board of Directors Meeting</i> OCTOBER 3-4 WASHINGTON DC</p> <p>Focused on association business, this annual meeting will be held in partnership with the board of directors from Canadian Meat Council and ComeCarne of Mexico. The agenda will include updates from USDA and Capitol Hill Leadership.</p>	<p>MAIN SPONSOR: \$7,500</p> <ul style="list-style-type: none"> - Recognition & signage a - One complimentary regi
<p><i>Animal Care and Handling Conference</i> OCTOBER 16-18 KANSAS CITY MO</p> <p>This workshop is designed to help industry improve productivity, efficiency and product quality while learning the latest humane handling & animal welfare guidelines and practices. This program is intended for key plant personnel, such as managers, production and pen supervisors, training managers, quality assurance and safety staff and others involved in training personnel in animal driving, handling and stunning.</p>	<p>\$2,000</p> <ul style="list-style-type: none"> - Recognition & signage before and during the event.
<p><i>Fall Advanced Listeria monocytogenes Intervention and Control</i> OCTOBER 22-23 KANSAS CITY MO</p> <p>This fall workshop is designed to help you examine the issues surrounding testing for Listeria monocytogenes and to provide experience in developing appropriate standards and procedures for processing RTE products.</p>	<p>\$2,000</p> <ul style="list-style-type: none"> - Recognition & signage before and during the event.

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