

2012 PROTEIN INNOVATION SUMMIT

Flavor, Innovation & Profit at the Center of the Plate

WHEN: APRIL 16 – 17, 2012

WHERE: TRUMP CHICAGO HOTEL & TOWERS, 401 N. WABASH AVE., CHICAGO, IL

WHAT: THE PROTEIN SUMMIT: Flavor, Innovation & Profit at the Center of the Plate

- A two-day, must-attend, two-day conference produced by Meatingplace, Plate and HOTELS.
- Explore emerging center-of-the-plate trends that impact value-added menu applications.
- Discuss collaborative strategies with meat buyers, processors and supply-chain partners to stream line and optimize the R&D process.
- Share original research findings and discuss their significance in terms of new product opportunities.
- Presenters include farm-to-fork experts on consumer purchase behavior, industry trends, corporate chefs, culinarians and educators, and R&D professionals from leading meat processors and foodservice chains.

WHO: Attendees will include top executives of meat and poultry processors and restaurant and hotel chains:

- Corporate and executive chefs
- R&D/menu development professionals
- F&B management of hotels
- Senior executives of meat and poultry processors
- Marketing and sales executives
- Industry consultants, suppliers and commodity boards

PROGRAM: Keynotes, presentations and interactive panel discussions on:

- The growing influence of sustainability on new product development
- The increasing impact of nutritional concerns and regulation
- The surging challenge of anticipating and controlling food cost in R&D

BENEFITS

Supporting - \$9500

- Complimentary tabletop display to serve food/show company benefits during Trade Fair and networking breaks throughout the conference (registration, evening cocktail reception, breakfast and lunch)
- Four (4) total free registrations for your company and VIP customers
- Logo placement on print ads featured in Meatingplace, Plate and HOTE LS

Presenting - \$14,500

- Exclusive sponsorship of one session during The Protein Summit which includes logo placement on PowerPoint and recognition/introduction by our MC
- Product placement during this session of program (if applicable)
- Exclusive recipe/dish featuring your product to be served at the cocktail reception Monday night (Executive Chef to execute and serve your recipe at special station)
- Complimentary tabletop display to serve food/show company benefits during Trade Fair and networking breaks throughout the conference (registration, evening reception, breakfast and lunch)
- Pre-event communication with attendees (eblast 30 days in advance)
- Six (6) total free registrations for your company and VIP customers
- Eblast invitation sent to sponsor-provided list of VIP prospects
- Prominent logo placement on print ads featured in Meatingplace, Plate and HOTE LS
- Prominent logo placement on web ads featured on all three web sites: Meatingplace.com, Plateonline.com and HOTE LSMAG.com

All levels receive:

- Company name/logo on multiple invitations to prospective conference attendees
- Company name/logo included on event website with hyperlinks to sponsors' own websites
- Access to the complete database of attendees and all event participants
- Access to the complete gallery of event photos, copies of all PowerPoint presentations, and transcripts of panel discussions
- Your company profile included in attendee registration packet
- Opportunity to place your customized/branded promotional item in attendee gift bag
- Logo placement on signage throughout entire event
- Logo placement on main stage screen during event