

A photograph of three business professionals in grey suits shaking hands on the stone steps of a modern building with large glass windows. A woman in a white shirt and grey blazer stands on the left, smiling. A man in a grey suit stands in the middle, shaking hands with another man on the right who is holding a white folder. The scene is brightly lit, suggesting an outdoor or well-lit indoor space.

2018
*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
jgoldberg@meatinstitute.org
www.meatinstitute.org

2018 Calendar

Meat Industry Summit & Board of Directors Meeting

APRIL 17-19 | SAN ANTONIO, TX

Advanced Listeria monocytogenes Intervention and Control

APRIL 24-25 | KANSAS CITY, MO

Summer Executive Board Meeting

JULY 12-13 | TORONTO, CANADA

Center of the Plate Training

JUNE 5-7 | COLLEGE STATION, TX (TEXAS A&M UNIVERSITY)

Pathogen Control and Regulatory Compliance in Beef Processing Conference

SEPTEMBER 5-6 | ROSEMONT, IL

Fall Board of Directors Meeting

SEPTEMBER | WASHINGTON, DC

Animal Care and Handling Conference

OCTOBER 18-19 | KANSAS CITY, MO

Advanced Listeria monocytogenes Intervention and Control

OCTOBER 23-24 | KANSAS CITY, MO



SPONSORSHIP OPPORTUNITIES:	BRONZE LEVEL	SILVER LEVEL	GOLD LEVEL	ADDITIONAL OPPORTUNITIES
<p><i>Center of the Plate Training</i> JUNE 5-7 COLLEGE STATION TX (TEXAS A&M UNIVERSITY)</p> <p>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</p> <p>- Benefits include recognition & signage before and during the event.</p>			