

A photograph of three business professionals in grey suits shaking hands on the stone steps of a modern building with large glass windows. The scene is bright and professional. A large red diagonal shape is overlaid on the left side of the image, containing the text.

**2018**  
*Meeting and  
Event  
Sponsorship  
Opportunities*

**NAMI**  
NORTH AMERICAN  
MEAT INSTITUTE

[www.meatinstitute.org](http://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.

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# 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>Fall Board of Directors Meeting</i> SEPTEMBER   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><b>MAIN SPONSOR:</b> \$7,500</p> <ul style="list-style-type: none"> <li>- Recognition &amp; signage at all events during the meeting.</li> <li>- One complimentary registration to the meeting.</li> </ul>			<p>Hotel Key Cards \$4,000 Lanyards \$4,000 NOTE: No Table-Top Exhibits at this Meeting.</p>