

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. The man on the right is holding a white folder. The background shows the building's facade and a clear sky.

**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>Animal Care and Handling Conference</i> OCTOBER 18-19   KANSAS CITY MO</p> <p>This workshop is designed to help industry improve productivity, efficiency and product quality while learning the latest humane handling &amp; 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"> <li>- Recognition &amp; signage before and during the event.</li> </ul>	<p>\$4,000</p> <ul style="list-style-type: none"> <li>- Increased recognition &amp; signage before and during the event.</li> <li>- 1 complimentary table-top exhibit.</li> <li>- 1 complimentary registration to the event.</li> </ul>	<p>\$6,500</p> <ul style="list-style-type: none"> <li>- Increased recognition &amp; signage before and during the event.</li> <li>- Provide materials at registration.</li> <li>- 2 individual social media posts to all 10,000 @meatinstitute followers.</li> <li>- 1 complimentary table-top exhibit.</li> <li>- 2 complimentary registrations to the event.</li> </ul>	<ul style="list-style-type: none"> <li>Hotel Key Cards \$3,000</li> <li>Lanyards \$3,000</li> <li>Floor Decals \$3,000</li> <li>Conference App \$4,000</li> <li>Lunch on Thursday \$3,000</li> <li>Coffee Breaks \$2,500</li> <li>Table-Top Exhibit During Reception \$1,850</li> </ul>