

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.

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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>Advanced Listeria monocytogenes Intervention and Control</i> OCTOBER 23-24 KANSAS CITY MO</p> <p>This fall workshop is designed to help you examine the issues surrounding testing for <i>Listeria monocytogenes</i> 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. 	<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. 	<ul style="list-style-type: none"> Hotel Key Cards \$3,000 Lanyards \$3,000 Lunch on Wednesday \$3,000 Coffee Breaks \$2,500 Table-Top Exhibit During Reception: \$1,850