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Food Marketing Conference and Yearbook

Marketing

2019

Food Marketing Conference, 2019 - Brochure

Haworth College of Business

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54th Annual Food Marketing CONFERENCE

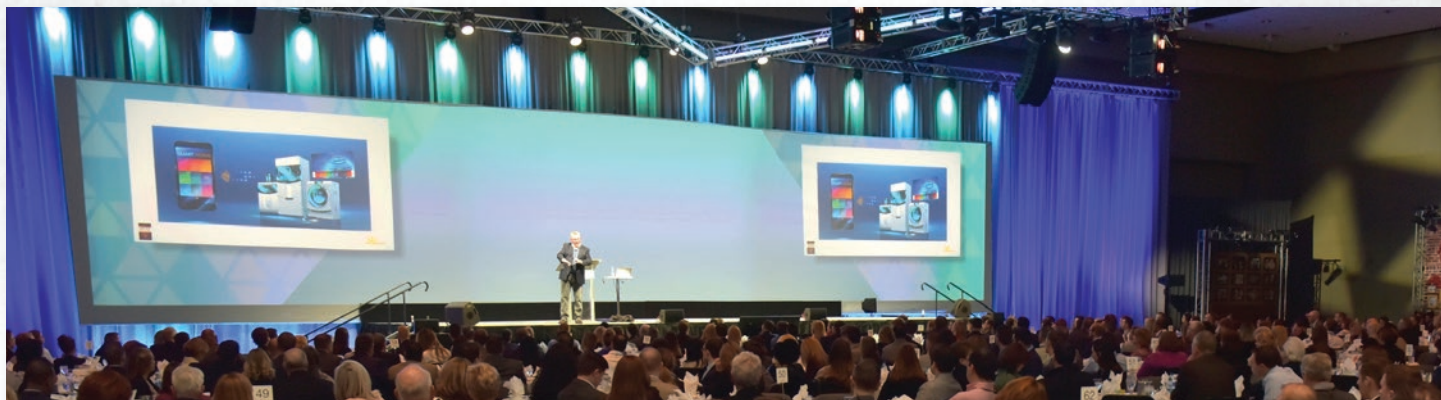
An Industry in Transformation



#FMC2019

March 26-27, 2019 | Devos Place | Grand Rapids, MI

^{54th Annual} Food Marketing CONFERENCE



2019 FOOD MARKETING CONFERENCE AGENDA

Tuesday, March 26, 2019

Time	Event
8:30 am	Registration Opens
9:30 - 10:30 am	Early Bird Sessions
11:00 - 11:45 am	How America's Largest Grocery Retailer is Redefining the Customer Experience -Matt Thompson, VP of Digital, The Kroger Company
11:45 - 12:30 pm	Best Practices to Win on Digital -Arthur Sevilla, CPG Vertical Strategy Lead, Pinterest
12:30 pm	Lunch
1:15 - 2:00 pm	Marketing to Moms: Why is the Bar Set So Low? -Lauren Fitzgerald, Partner, The Mom Complex
2:00 - 3:30 pm	Executive Forum moderated by Michael Sansolo
3:30 - 4:00 pm	Networking Time/Coffee Break
4:00 - 5:00 pm	Super Sessions
5:30 pm	Networking Reception/Dinner

Wednesday, March 27, 2019

Time	Event
7:30 am	Registration Opens
7:30 - 8:30 am	Breakfast
8:30 - 9:15 am	Delivering a Personal Customer Experience Right to Your Door -Chieh Huang, President & CEO, Boxed.com
9:15 - 10:00 am	Against the Odds: How Some Grocery Stores are Thriving in this New Age of Retail -Kevin E. Kelley, Principal, Shook Kelley Design
10:00 - 10:30 am	Networking Time/Coffee Break
10:30 - 11:30 am	Concurrent Breakout Sessions I
11:45 - 12:45 pm	Concurrent Breakout Sessions II
1:00 - 2:30 pm	Luncheon Program/Awards
2:30 - 3:15 pm	Winners Dream: A Global CEO's Life Lessons in Sales, Motivation, and Leadership -Bill McDermott, CEO, SAP

Conference App

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1. Go to the app store on your smart phone and search for Guidebook, tap the download button to get the free Guidebook app
2. Open Guidebook and search for Western Michigan University Food Marketing Conference
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FoodMarketingConference



FoodMktgCon

#FMC2019

Tuesday, March 26, 2019

Early Bird Sessions – 9:30–10:30 am



Face First: Biometrics and Facial Recognition in Next Generation Retail

Lori Stillman

Executive Vice President, Analytics, Insights and Intelligence, Advantage Solutions

Facial recognition technology is finally hitting its stride. From unlocking your iPhone to 'Pay by Smile' mobile payment technologies, modern retail is poised for dramatic change. As consumers balance privacy concerns with the levels of security and convenience that technology offers, the landscape before us opens doors to improved service delivery, strengthened relationships and frictionless experience. Lori will share examples of biometric and facial recognition being used across the globe in her fast-paced and entertaining style. She will not only shed light on the trade-off's consumers are willing to make at the crossroad of technology and privacy but give you critical insight into the steps your organization must take to balance privacy with innovation.



Workplace Transformation and the Gig Economy

Brad Oberwager, CEO, Jyve

Gone are the days when most people in the workforce held a regular job for just one company. Working nine to five for a single employer bears little resemblance to the way a substantial share of the workforce makes a living today. No matter what role you play in the retail space, shifts in the workforce have implications for everyone. As the workplace evolves with changes in consumer behavior, technological innovation and high wages, employee turnover remains on the rise. Amid a rapidly evolving landscape, traditional strategies will not solve the new challenges facing our industry. Brad Oberwager will argue that the single most significant factor that will drive our success as an industry is labor. In this provocative talk, he will assert that the key to unlocking our impending labor crisis is an unorthodox shift in how we think about the future of work.



Online Grocery: Are We There Yet?

Kurt Jetta, Executive Chairman, Founder and CEO, TABS Analytics

Online grocery got its start in the late 1990's with the founding of Webvan and Peapod. However, the dot-com crash and competitive pressures stifled growth for the next 10 years. Early in this decade, better technologies, more funding and the growth of Amazon drove renewed interest in online grocery. While the channel has made impressive gains in the past few years, it has not reached comparable brick-and-mortar penetration and loyalty levels among consumers. Kurt will discuss online grocery's historical development and benchmark it against several categories where online is well established. He will also detail what will likely be the growth levers pushing online grocery further and the trends he sees shaping 2019, including how brick-and-mortar retailers will use both their online and physical assets to their advantage against pure-play online retailers. Join Kurt for this fact-based, insightful session on the past, present and future of online grocery.



Importance of Partnership in Driving Conversion

Ashleigh Borchers, Customer Director, Shopper Marketing, Mondelēz International

Stephen McGowan, Head of Shopper Marketing & Strategic Partnerships, Mondelēz International

In this session, attendees will learn the value of developing partnerships in the creation of compelling programs that lead to conversion with consumers. Partnership is key to the development of inspiring consumer centric programs that start with a great insight, creative idea, full 360-degree program, retailer/shopper customization and leveraging of the right vendor and other partners to bring the idea to life. The intent of the partnership is to drive awareness of the brand or program with the retailer and the shopper that ultimately leads to conversion. We will share how Mondelēz International brings great partnerships to life. How and when we engage with our retail partners and how and when we select vendors and other partners to help bring the idea to life in a full omni-channel experience. Lastly, we will share examples of some great recent partnership programs.



Tuesday, March 26, 2019



Opening Keynote Session 11:00–11:45 am
How America's Largest Grocery Retailer is Redefining the Customer Experience



Matt Thompson

Vice President of Digital, The Kroger Company

The nation's largest traditional supermarket chain is investing aggressively in building digital platforms that give customers the ability to buy anything, anytime, anywhere from Kroger. The Restock Kroger initiative aims to build out Kroger's e-commerce and omnichannel businesses as well as optimize the shopper experience through store improvements, digital innovation and talent development.

Kroger serves more than nine million customers daily through a seamless digital shopping experience with over 2,800 food stores under a variety of retail banners. Kroger continues to redefine the customer experience through pickup, ship, and home delivery modalities along with innovative partnerships like Ocado, Nuro, and Walgreens.



Keynote Session 11:45–12:30 pm
Best Practices to Win on Digital



Arthur Sevilla

CPG Vertical Strategy Lead, Pinterest

Consumers see more than 300 ads a day across platforms—and breaking through the clutter is critical for brands and retailers to grow. Although in-store activity is essential for capitalizing on impulse purchases, shoppers are increasingly turning to digital to plan their grocery trips. The digital shopping experience has become much more than just the transaction. With a chance to make an impact on a consumer in an authentic way, how must brands and retailers evolve to deliver content that is personalized and contextualized for their customers? In this session Marketers will learn how to think outside the constraints of analog tactics and rethink the role of digital in shaping shopper behavior.



Keynote Session 1:15–2:00 pm
Marketing to Moms: Why is the Bar Set So Low?



Lauren Fitzgerald

Partner, The Mom Complex

Mothers are the most powerful target audience on the planet, controlling 85% of all household purchases and \$3.2 trillion in spending power. Yet 75% of mothers say marketers have "no idea" what it's like to be a mother. How can this *possibly* be? Join Lauren Fitzgerald, partner at The Mom Complex, as she shines a light on this massive disconnect and shares three ways to bridge the gap.

This thought-provoking address has implications for virtually everyone involved in marketing and leadership. Having developed successful mom-focused work for brands ranging from Walmart and Tylenol to the Discovery Network and Lego, Lauren will explain how to create better marketing that helps moms feel understood while helping brands see a better bottom line, the ultimate win/win. Attendees will learn how to leverage new tools to crack the code with mom consumers, how to push beyond traditional marketing messages and deliver true utility and connection, and how to use consumer-led, retail-relevant ideas to put an end to mediocre mom marketing.

Tuesday, March 26, 2019

Executive Forum – 2:00–3:30 pm

An Industry in Transformation



Moderator: **Michael Sansolo**, *Retail Food Industry Consultant*

The Food & Consumer Package Goods industry is in the midst of a transformational revolution that promises to change the face of our industry as we know it. Shifting consumer buying patterns, innovative workplace models, new marketplace dynamics and technology that is advancing at the speed of light all are transforming our industry. New disruptive business models are bringing levels of convenience consumers are looking for, from direct-to-consumer to front door delivery convenience. Small box retailers are expanding rapidly offering high value propositions as well as differentiated consumer experiences. Michael Sansolo, along with an expert panel of industry executives will examine the transformation of taking place within our industry and the disruptive forces reshape our industry.

Executive Forum Panelists



Amanda McVay

Group Vice President



Kevin Jackson

Senior VP U.S. Sales



Carrie Sander

Vice President of Sales



Steve Henig

VP of E-Commerce



Maria Gallegos

former Marketing Director



Richard Thompson

VP Retail Operations



Tuesday, March 26, 2019

Super Sessions – 4:00–5:00 pm



Stirring the U.S. Melting Pot for Growth

Sally Lyons Wyatt, *Executive Vice President, IRI Global*

The way consumers shop, cook and dine is changing dramatically. From shopping for food and beverage items both online and in the store to eating fresh, frozen, plant-based, functional and alternative foods, consumer purchasing and consumption habits have never been so varied. CPG companies know that U.S. consumers' eating preferences cross a wide spectrum of differences. Understanding the factors that drive these variances is the key to innovating product lines and capturing more "share of stomach." To help you understand U.S. consumers and stay ahead of the curve, IRI's Sally Lyons Wyatt will share retail-based consumer and shopper sales trends, identify outperforming segments and uncover vulnerabilities during her "Stirring the U.S. Melting Pot for Growth" presentation. She also will provide geographic insights that will help you meet consumers' needs and identify opportunities to capture even more growth.

Above the Line: How to Build a Coaching Culture



Ryan Blanck, *Founder & CEO, Deviate*

Tim Lester, *WMU Head Football Coach*

Many perceive conflict as uncomfortable and avoid it altogether, or, in many cases, they handle it with aggression. Ignoring the issues won't make them go away—it sabotages careers, teams, locker rooms, and friendships. Leaders are expected to prepare for and confront challenges in real-time. Sadly, too many people shy away from real conversations and end up creating a water-cooler culture. Big things can happen when conflict is used as a tool to grow individuals, restore trust, and improve culture. Clearing the air minimizes stories and improves alignment and communication. These factors positively affect the bottom line, engagement, and retention. Managing conflict is not enough and waiting for conflict to happen is passive and not leadership. If you're interested to learn how to proactively build a coaching culture, then, this conversation is for you. We'll provide you with guiding principles to help lead your lives, families, and teams differently.



Cannabis Legalization – Impact on CPGs and Retailers

Andy Lytwynec, *Vice President of Commercial Strategy, US, Canopy Growth*

As the Vice President for Commercial Strategy at Canopy Growth, Andy Lytwynec is helping the world's largest legal cannabis producer navigate the complicated and fast-changing marketplace for cannabis in the United States. As more states legalize cannabis for medical and recreational consumption, support for broader scale legalization or decriminalization at the federal level is at all-time highs and could be a reality sooner than many anticipate. Join Andy for a discussion on how the end of cannabis prohibition might impact the status quo across the consumer packaged goods landscape, including: How the cannabis regulatory landscape in the US might evolve in the coming years; what CPGs and retailers can do to prepare for how cannabis may or may not impact their current business; and the role branding can play in educating consumers and promoting responsible consumption.



Online Grocery Shopping: Practical Considerations to Blunt Migration and Attract a New Consumer

Maria Francisca Gallegos, *former Senior Marketing Director, Amazon Prime*

In as few as five to seven years, 70% of U.S. consumers will shop for groceries online. What are the key drivers of this migration? How will scale platforms like Amazon and Walmart continue to grow? And, how can regional traditional grocery retailers win with click and collect? In this presentation you will learn about key market drivers and how you can build a winning omni-channel shopping experience. A retail and e-tail marketing leader, Maria Gallegos led the marketing, online merchandising, and growth strategies for Amazon Prime Now, the hyper-growth global grocery business for Amazon now integrated with Amazon Fresh. In this presentation Maria will address: Consumer adoption/trial strategies; marketing best practices; how to drive an integrated experience; trends and best practices with click and collect 3rd parties; overcoming real-time product availability challenges; and leveraging your physical stores as an asset to your omni-channel strategy.

Tuesday, March 26, 2019

Networking Reception & Dinner – 5:30 pm

FOOD MARKETING CONFERENCE EVENING EVENT



SHOWCASE YOUR COMPANY & BRANDS



Sponsorship Opportunities include beverage/bar sponsors, food station sponsors and gaming sponsors.

For Sponsorship information, contact:

Lisa Youtzy
Food Marketing Program Coordinator
1093 W. Michigan Ave. | 3210 Schneider Hall
Kalamazoo, MI 49008-5430

Phone: 269.387.2132 | Email: lisa.youtzy@wmich.edu

Wednesday, March 27, 2019



Opening Keynote Session 8:30–9:15 am

*Delivering a Personal Customer Experience
Right to Your Door*

Chieh Huang

Founder and CEO, Boxed.com

BOXED

Fondly called the “Costco for Millennials,” Boxed.com is a digitally native buy-in-bulk retailer with mobile ordering, speedy delivery and great savings. It sells and delivers a variety of products from several categories like grocery, bath and body, home and appliances, lifestyle, and pets. You can buy anything from chips to toilet paper all in bulk. Boxed.com was founded in 2013 by an experienced group of tech pioneers with a simple idea: make shopping for bulk easy, convenient and fun, so you can focus on the things that really matter. The last 24 months have undoubtedly been a period of tectonic change for retail, and that will have a marked impact on the opportunities that lay ahead for bricks and clicks alike. Are these changes necessarily a bad thing for retailers and for brands? Chieh’s presentation will cover where the industry has been and where it is heading — from an in-the-trenches perspective that started in a New Jersey garage.



Keynote Session 9:15–10:00 am

*Against the Odds: How some Grocery
Stores are Thriving in this New Age of Retail*

Kevin E. Kelley

Co-founder and Principal, Shook Kelley

shook kelley

The last decade or so has been a period of deep questioning and debate as to how to combat all the new forces confronting the grocery industry, particularly as it relates to digital and new consumer shopping behaviors. Grocery store leaders are having to wrestle with challenging issues such as what to do about reduced center store traffic, what size stores to build going forward, how to address the growing natural/organic issues, how to develop better foodservice components, and of course, how to better integrate technology. While some grocery store chains have been severely battered by all of these new forces, there are select grocery store organizations that are discovering new and innovative ways to not only survive but actually thrive in this new era of retail. During this provocative session, Kevin E. Kelley — an architect who is often referred to as the “Retail Doctor” — will provide insightful strategies, principles and tools he believes will be essential for grocery retailers to embrace in the future.



Wednesday, March 27, 2019

Concurrent Breakout Sessions I – 10:30–11:30 am



How Four Shifts in Gen Z's Emotional Landscape are Turning Food, Beverage, and Wellbeing Upside-Down

George Carey, *Founder and CEO, The Family Room Strategic Consulting Group*

Much has been written and said about Gen Z's new relationship with entertainment and technology. But what about their relationship to the foods they eat, the beverages they drink, and their broader attitudes toward health and wellbeing? This generation will soon be the hungriest, thirstiest, and most affluent consumer cohort in the world. But do you know the core emotional needs that define them and how they will manifest in the world of in-home and out-of-home dining? In this session, George will share findings from the 2019 Gen Z Passion Point™ study to provide insights into the new emotional landscape of Gen Z and the doors it opens for retailers, brand marketers and new product innovators. In this session, the Emotional Game Changers, the Food and Beverage Connections, and New Product and Brand Positioning Opportunities will be explored. Participants should be prepared for an entirely new perspective on the emotional truths that drive Gen Z decision-making.



Leading with Intention: The Benefits of Values-Based Leadership

Amanda Blanck, *Managing Partner, Deviate*

You know those sessions where you are expected to listen the entire time? That model is boring and it's the antithesis of this program. This session will be fun, fast-paced, and hands-on. Think about this: a pilot never takes off without knowing the destination and flight plan ahead of time. What if leaders led with this type of intentionality? Too many leaders haven't identified the North Star required to guide their companies and their leadership. Sadly, they don't know they've steered in the wrong direction until it's too late—they're almost out of gas, burned out, and leading from a place of deficiency and desperation. All roads leading to a life well lived stem from your values—what you stand for. In this session, we'll create a values-based leadership roadmap used to navigate life and your leadership.



Understanding Brand Communities and the Need to Belong

Norty Cohen, *CEO and Founder, Moosylvania*

More than consumers, millennials are joiners. Visit a gathering place of millennials, such as a coffee shop, and notice their laptops are billboards for the brands they most identify with: Stickers as a personal profile. Norty Cohen and his agency, Moosylvania, have been fielding national research studies on favorite brands since 2013. The first five years of this research provided the basis of the book *The Participation Game*. The thesis: people don't consume advertising—they choose to participate in brands. For the last few years, Moosylvania has undertaken a new round of discovery on brand communities and how and why they form—understanding what it takes to become that sticker on a laptop. Their research uncovered a three-part formula, Ignite the Fire; Fuel the Flame and Pass the Torch—and a second book, *Join the Brand*.



How Artificial Intelligence is Augmenting Merchandising Decisions and Strategies

Joe McQuesten, *Senior VP Merchandising, SpartanNash*

Gary Saarevirta, *Founder and CEO, Daisy Intelligence*

This session is all about ensuring your business is realizing operational efficiencies that exceed your competitors and that you are fully leveraging your data in the new world of retail. Consumers place great value on promotions and deals; at the same time, they also demand accessibility and convenience. This criterion draws grocers and other retailers into a vicious cycle of cost-cutting to remain competitive. All the while, industry consolidation and large-scale acquisitions place even greater pressure on an already competitive landscape. So where does artificial intelligence (AI) play a role in this highly competitive environment, present and future? How will it augment a merchandiser's role, drive down prices and ultimately benefit society as a whole? Learn how AI offers tremendous opportunity for companies looking to transform their merchandising and marketing efforts.



Wednesday, March 27, 2019

Concurrent Breakout Sessions II – 11:45–12:45 pm



What Brands and Retailers Need to Know About Each Other to Win in the Age of the Consumer

Wayne Duan, *Vice President of eCommerce, Constellation Brands*

After his time as General Manager at Walgreens.com, Wayne Duan crossed over from retail to brand, and he's perfectly positioned to help both sides understand how ecommerce and digital can quickly amplify or hinder a brand's growth and prospects in the age of the consumer. This isn't a presentation on "did you know more people are shopping online via mobile?" or "Gen Z will be the most digitally-connected generation ever". This session will provide concrete insights and actions you can take back to the office. It will discuss what consumer package goods companies can do to improve and engage their understanding of the role ecommerce and digital plays for their retailers future strategies. It will also discuss what retailers can do to get CPGs to engage and support their ecommerce and digital strategies while tapping into those elusive incremental CPG budgets.



Building a Brand to Attract. Creating a Culture to Retain.

Yvonne Trupiano

Executive Vice President and Chief Human Resources Officer, SpartanNash

Join Yvonne Trupiano, as she shares how best-in-class businesses need to develop an "employment brand" to attract top talent and consider the "employee experience" to build an award-winning culture. Today's workforce is changing, and many employers now have five generations of employees within their organization—all with a different set of expectations of what a "great place to work" means to them. Learn how technology can be used throughout the employee experience to attract, engage, develop and retain your most important asset, your people. What do you get when you build a brand to attract and create a culture to retain? A highly engaged workforce and a great place to work!



Retail Disruption: The Driving Roles of Technology, Branding and the New Consumer

Mark Dickinson, *Managing Partner, Emerge*

Retail has never been so unrelentingly vicious. From Circuit City to Sears to Wild Oats and Fresh & Easy. Dead or dead-man walking, and the scary thing is, there is a pace of change that is growing exponentially. A new Gen Z consumer, with up-and-coming purchasing power and diverse media tastes is a key consumer you will need to reach. And your prowess with big data, artificial intelligence, ecommerce and predictive purchasing will all lean in heavily on your future success (or failure). Mark Dickinson possesses a unique perspective on the global retail marketplace and how brands succeed within it. He has traversed the world, developing retail partnerships across five continents. In this session, Mark will address the top 10, key disruptive factors in the future, from tech to branding to the new consumer, and point to key imperatives for thriving in the future versus your competitors.



Discover the Hidden Drivers that Retailers and CPG Companies Need to Know about Market Behavior

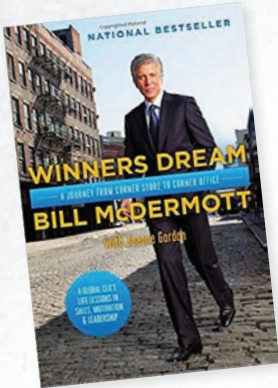
Thomas Kilbane, *Economist, Prevedere*

Nearly every retailer has the ability to report on internal metrics such as sales, pricing, or store performance. What about factors outside of the traditional four walls? While marketing, promotions, and price changes affect future sales, consumer behavior is also driven by numerous external factors. Wages, cost of fuel, consumer sentiment, and online search trends can impact the consumers' willingness to buy but are factors beyond most companies' control. Nonetheless, they can be analyzed and included in your plan. CPG companies that develop plans without the full consumer story risk experiencing loss of share, missed sales targets, or lackluster promotion performance. How can consumer goods decision makers afford not to incorporate external factors while managing daily operations? In this session, the evolution of business intelligence will be explored, and case studies examined. The aim is to show what is possible when external data meets machine learning. The session will also provide a glimpse of the future for several major categories, showing the true drivers of demand.

Wednesday, March 27, 2019

Closing Keynote Speaker

2:30-3:15 pm



Winners Dream: A Global CEO's Life Lessons in Sales, Motivation, and Leadership

Bill McDermott, CEO, SAP

In the chronicles of CEOs, few people have the empathy, charisma and hunger of Bill McDermott. His career is a classic story of ambition and drive: from the hard-knock streets of his youth on Long Island, NY, and to his first forays into business behind the counter of a deli he bought and operated at the age of 17, to his extraordinary rise through the Xerox Corporation where he won his first dream job and his emergence as CEO of one of the most successful and admired global companies of our age.



Colorful and fast-paced, Bill's anecdotes contain effective takeaways: gutsy career moves; empathetic sales strategies; incentives that yield exceptional team performance; and proof of the competitive advantages of optimism and hard work. At the heart of Bill's story is a blueprint for success and the knowledge that the real dream is the journey, not a pre-conceived destination. His personal story is chronicled in the international bestseller, *Winners Dream*.

TUESDAY, MARCH 26, 2019 LUNCHEON PROGRAM



WMU Food Marketing Alumni
Hall of Fame
2019 Inductee

Doug Cygan

President, Jewel-Osco

To be Awarded Posthumously



WEDNESDAY, MARCH 27, 2019 LUNCHEON PROGRAM



Adrian Trimpe
Distinguished Service Award
This Year's Recipient

Larry Pierce

*Executive Vice President
Merchandising and Marketing*



Who Attends the Food Marketing Conference?

A Sample of Past Attendees:

Abbott Nutrition	Great Lakes Wine & Spirits	Nestle USA
Accenture	H.T. Hackney	New Holland Brewing Company
Acme Markets	Harding's Market	Newhall Klein
Acosta Sales & Marketing	Haribo of America	Next Phase Enterprises
Advantage International	Hershey Company	Nielsen Company
Advantage Solutions	Hewlett Packard	Oleson's Food Stores
Alliance Foods, Inc.	Hillshire Brands	Oracle
Altria	Hormel Foods	Outerwall
Amazon	Hudsonville Ice Cream	Paramount Coffee
Anheuser-Busch	IGA, Inc.	Path to Purchase Institute
Arcadia Brewing	Impact Group	Pepperidge Farm
Aunt Millie's Bakeries	Imperial Beverage	PepsiCo
Barkley Advertising	In-Context Solutions	Pinnacle Foods
Bayer HealthCare	Infinite Sum	PLMA
Bel Brands USA	Information Resources Inc.	Post-Consumer Brands
Bell's Brewery, Inc	Insignia Systems, Inc.	Prairie Farms Dairy
Booz and Company	Interactive Edge	Prevedere
Burnette Foods	J.M. Smucker Company	Procter & Gamble
Campbell Soup Company	Jet.com	Professional Media Management
Carlin Group	Jewel-Osco	Progressive Grocer
Catalina Marketing	Johnsonville Sausage	Reckitt Benckiser
Category Management Assoc.	Junkless Foods Inc	Redbox
Clorox Company	Kantar Retail	Request Foods
CMKG	Kars Nuts	S. Abraham & Sons Inc
Coca-Cola	KeHe Distributors	Sam's Club
Cocktail Artist	Kellogg Company	SAP
Cole's Quality Foods	Kimberly Clark	Sargento Foods
Colgate-Palmolive	KIND Snacks	SC Johnson
ConAgra Foods	Kings Food Markets	Shankman & Associates
Constellation Brands	Kraft-Heinz	Shelby Report
Country Fresh	Kroger Company	Shipt
Crossmark	Learning Evolution	Shop Rite
Danone-Wave	Lewis Bakeries Inc.	SignArt/Evolocity
Dart Container Corporation	Lifeway Kefir	Slice Intelligence
Dawn Food Products	Litehouse Foods Inc	Smithfield Foods
Daymon Worldwide	Magnum Coffee	SpartanNash
Diageo	Mars-Wrigley	Speedway
Dietz-Watson	Martin's Supermarkets	Starbucks
E&J Gallo Winery	Masterpiece Flowers	Strack & Van Til
Eastern Fish Company, LLC	McCain Foods USA, Inc.	Supermarket News
Energizer	McKinsey & Company	Sysco Foodservice
Enjoy Life	McLane Food Service	The Gluten Free Bar Company
Etherton Sales	MegaMex Foods	The PUR Company
Fabri-Kal	Meijer	Topco Associates
Family Fare	Melitta USA	Tyson Foods Inc.
Faygo Beverages	Meridian Group	Unilever
Ferrara Candy Company	Michigan Food & Beverage	Valassis
Festival Foods	Mike's Hard Lemonade	Vienna Beef
Food Marketing Institute	Mintel	VML
Fresh Thyme Markets	Mondelez International	Wakefern Food Corporation
Frito Lay	MorningNewsBeat.com	Wal-Mart Stores
General Mills	MyWebGrocer	Walgreens
Georgia Pacific	National Food Group	Wells Enterprise
Google	National Grocers Association	West Side Beer Distributing
Gordon Food Service	NeoGrid	Whitewave Foods

Why YOU Should Be a Sponsor of the 54th Annual Food Marketing Conference...

Your Sponsorship...

...HELPS DEVELOP FUTURE INDUSTRY LEADERS

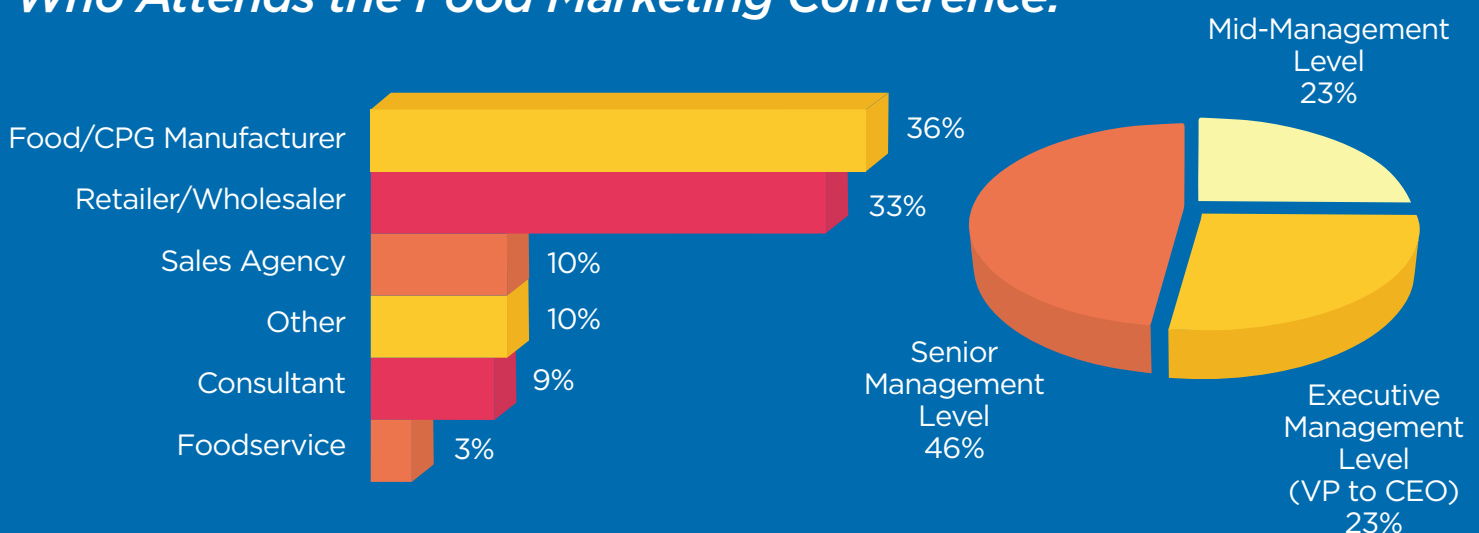
100%
Great Cause

100% of conference proceeds provide scholarship support and other unique educational experiences for students studying at WMU's nationally recognized Food/CPG Marketing Program.

Your Sponsorship...

... REACHES KEY INDUSTRY INFLUENCERS

Who Attends the Food Marketing Conference:



Reasons for Attending the Food Marketing Conference

The top two reasons attendees give for attending the Food Marketing Conference are the high quality educational content and the exceptional networking opportunities with trading partners.

95%
Quality

95% of conference survey respondents rated the WMU Food Marketing Conference as Exceptional or Above Average compared with other industry conferences they have attended.

Key Industry Influencers Support the Food Marketing Conference

95%
"YES"

95% of conference survey respondents said they would recommend the Food Marketing Conference to someone they know.

2019 CORPORATE SPONSOR PACKAGES

PLATINUM SPONSOR PACKAGE \$8,500

Package includes:

- 2-complimentary full-registrations to all conference events
- 2-complimentary registrations to all Pre-Conference Human Resource events
- Two Full Page color ads with premium ad space in Conference Program
- Your Company Ad and Logo will scroll across the Main Ballroom Screen during all meal functions
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- Your company will be invited to the Annual Scholarship Luncheon

DIAMOND SPONSOR PACKAGE \$6,500

Package includes:

- 1-complimentary full-registration into the conference
- 1-complimentary registration to all Pre-Conference Human Resource event
- One Full Page color ad in Conference Program
- Your Company Ad and Logo will scroll across the Main Ballroom Screen during all meal functions
- Your Company will receive prominent Sponsor Recognition on the conference website with a hyperlink to your corporate website
- Your Company's logo will scroll across the home page of conference website
- Your Company will receive Sponsor Recognition during all general session events
- Signage at the conference will recognize your company as a Diamond Sponsor
- All associates from your company attending the conference will receive name badge recognition as a Diamond Sponsor

GOLD SPONSOR PACKAGE \$3,500

Package includes:

- One Full Page color ad in Conference Program
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- Your Company will receive Sponsor Recognition on the conference website with a hyperlink to your corporate website
- Signage at the conference will recognize your company as a Gold Sponsor
- All associates from your company attending the conference will receive name badge recognition as a Gold Sponsor

SILVER SPONSOR PACKAGE \$2,000

Package includes:

- One Full Page color ad in Conference Program
- Your Company will receive Sponsor Recognition on the conference website with a hyperlink to your corporate website
- Signage at the conference will recognize your company as a Silver Sponsor
- All associates from your company attending the conference will receive name badge recognition as a Silver Sponsor

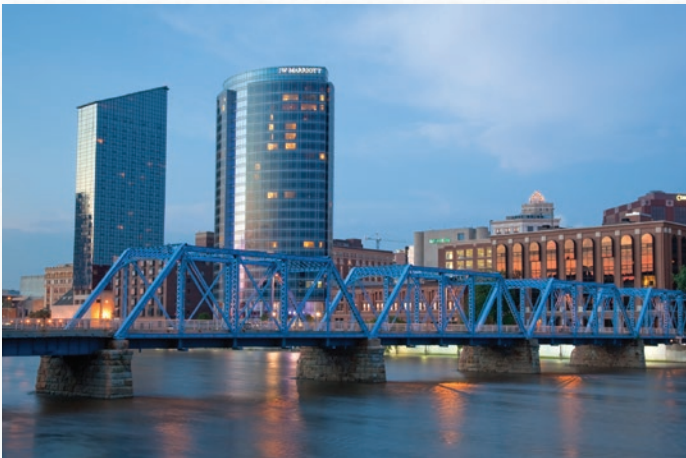
Grand Rapids Looks Forward to Welcoming You!



Travel to Grand Rapids

Grand Rapids provides easy accessibility and convenience. The Gerald R. Ford International Airport (GRR) serves six major airlines and offers 120 daily nonstop flights.

The airport is only a 15-20 minute drive from downtown Grand Rapids, where the Amway Grand Plaza Hotel is located. Metro Car/Metro Cab is the preferred transportation provider at the Gerald R. Ford International Airport. They provide taxis or town cars curbside, in front of the airport terminal. Cost for Uber or Lyft is approximately \$20-\$25 from the airport to the Amway Grand Plaza Hotel.



Hotel Accommodations

A special room rate at the Amway Grand Plaza Hotel in Grand Rapids is available for those attending the WMU Food Marketing Conference. **The conference room discount is good through March 8, 2019.**

To make your hotel reservation, call the hotel directly at (800-253-3590) and ask for the Western Michigan University Food Marketing Conference hotel rate.

Additional hotel accommodations are available at the JW Marriott (616-242-1500) and the Courtyard Marriott (616-242-6000).

Please scan for hotel reservations



Conference Venue

The WMU Food Marketing Conference will be held at the DeVos Place Convention Center, which is connected via skywalk from the Amway Grand Plaza Hotel, JW Marriott and the Courtyard Marriott.

Parking Accommodations

DeVos Place has parking conveniently located under the convention center. Access to the parking lot is on Michigan Street next to the river. DeVos Place parking is available 24/7 and may be paid by credit or debit cards. Additional parking is available in the City-County Building on Monroe Street (across from DeVos Place) or several other parking structures within walking distance.



Conference Registration

Conference Registration, Sponsorship or General Information is available at:
www.foodmarketingconference.com

Conference Hotline: 269.387.2132
#FMC2019

To discover more about Grand Rapids,
visit www.ExperienceGR.com/WMU

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