

Prepared Foods' 2009 R&D Applications Seminar East is a 1 1/2-day applications-oriented event dedicated to further educating hundreds of food & beverage R&D formulators on specific ingredient functionality and application challenges. This event is held in conjunction and under the same roof with NYIFT Suppliers Day. Sponsorships provide ingredient suppliers a unique opportunity for enhanced visibility and name recognition.

- Tuesday Breakfast**
A group breakfast served in the ballroom offers a superb opportunity for added exposure and a unique opportunity to integrate your ingredients.
 - Email Café**
Sponsorship enables attendees to conveniently check their Email. Your logo will Act as a screensaver and once any key is hit, your website will appear.
 - Tuesday Box Lunch**
Includes sponsorship of a box lunch served in a thermo lunch bag with your logo on it, that attendees will take home and use regularly.
 - Tuesday "Cinco de Mayo" Networking Reception – CO Sponsorship**
After a busy day of learning and the NYIFT Expo, the Cinco de Mayo reception offers a premium opportunity to gain visibility and network with R&D attendees.
 - Wednesday Breakfast**
The group breakfast on the second day of meetings offers enhanced name recognition for one sophisticated supplier.
 - Wednesday Buffet Lunch**
Sponsorship of the group buffet lunch served in the ballroom is an excellent networking event and a unique opportunity to integrate your ingredients into the meal.
- Refreshment Breaks**
Sponsorship includes coffee, tea, soft drinks, bottled water and a healthy snack.
- Tuesday A.M. Break**
 - Wednesday A.M. Break**
 - Seminar Briefcase**
All attendees will be given an executive style canvas briefcase with your company's logo for lasting brand recognition long after the Seminar is over.
- √ **Binders - Sold**
All attendees will receive a hardbound Seminar binder with the sponsors' logo to organize their Seminar presentation materials and to take back to the office for later reference.
- √ **Applications Labs - Limited to 4, 90-minute sessions – SOLD OUT**
The Applications Lab is designed to provide ingredient suppliers with an interactive venue to demonstrate their ingredient's functionality or its application in a finished consumer product or model system. Attendance is limited to 40 formulators. Reservations accepted on a first-come, first-served basis. Contact your PF salesperson for more details.

- ❑ **R&D Seminar Tee Shirts**
Sponsor tee shirts with your logo handed out to each attendee. Includes cost of tee shirts.
- ❑ **Lanyards**
Your company's logo on the name badge lanyards distributed to all Seminar attendees and worn to gain access educational sessions and NYIFT Suppliers Day Expo.
- ❑ **Water Bottle (12 oz) with your Customized Label**
Provide each attendee with a 12 oz. water bottle, printed with your customized message and/or logo on the label. Includes cost of printing label and 12oz water bottle.
- ❑ **Daily Newspaper Bellyband**
Wrap your sales message around a USA Today bellyband, delivered to attendees' room.
- ❑ **Seminar Note Pads**
Your logo custom printed on 50 sheet note pads.
- ❑ **Luggage Tags**
We'll custom make the luggage tags throughout the Seminar. Your logo on one side and attendee's business card on the other side.
- ❑ **Customized Sponsorship**
We're eager to customize a sponsorship just for you. For more information contact Marge Whalen at 630-694-4347 or whalenm@bnpmedia.com

Sponsorship Benefits

- **Free** advertisement in **Prepared Foods** for sponsorships \$4,000.00 or greater. **
- Your logo included in R&D Seminar East advertisements, brochure and web site. *
- **Free** use of the R&D Applications Seminar East registration list.
- Network with an elite group of 250 industry leaders.
- **Signage** prominently placed at your sponsored event.
- **Free**, 1 page **Company Profile** in the Seminar Binder

**Subject to deadlines for printing of brochure and Seminar advertisements.*

*** Must be in addition to your regular scheduled ads and run in 2009.*

For an Exhibit at NYIFT Suppliers Day, please visit www.nyiftsuppliersday.com

Questions? Contact your **Prepared Foods** salesperson or Marge Whalen at 630-694-4347 or whalenm@bnpmedia.com.