



SPONSOR
PROSPECTUS

FARE13

FOODSERVICE AT RETAIL EXCHANGE

powered by **CSP**

The Spark of Innovation

June 18-20 | Renaissance Schaumburg | Chicago, IL

Where connections are made and business is done across multiple foodservice channels, all under one roof at FARE. Meet face to face with buyers and grow your business at the only show of its kind—FARE brings the grab-and-go foodservice industry together. Secure a place in front of these buyers today!

C-Stores • Truck Stops • Travel Centers • Healthcare • Supermarket/Grocery • University/College Foodservice
Mass Merchandisers • Drug Chains • Club Stores • Airports • Recreation
Military Bases • Contract Feeders • Business & Industry

MEDIA PARTNER: **FOODSERVICE DIRECTOR**



Interested in entering new foodservice channels while building upon your existing business? Meet with buyers at the only show of its kind, where connections are made and business is done across multiple foodservice channels—all under one roof at Foodservice at Retail Exchange.

FARE is the only event that brings together the dynamic, fast-growing foodservice-at-retail industry. Attendees include foodservice operators in convenience, grocery/drug/mass, recreation, college and university and healthcare. Network with key buyers, attend education sessions and showcase your products in this unique, two-day, highly focused multi-channel conference.

FARE 2013 Agenda Highlights

Tuesday, June 18

Early-Arrival Lunch & Education Sessions // 11:45a – 12:45p

- Keeping Hot Beverage Sales Hot
- Employee as Ambassador: Building a Powerhouse Team
- Food Safety Protocol: Own It, Conquer It

Opening General Session // 1:00p – 4:45p

- How We Shop: Behavioral Design Innovation – *Kevin Kelley, Founder and Principal, Shook Kelley*
- Leaders in Retail Foodservice Awards: Consumer Evolution = Industry Innovation
- FARE Lightning Talks: Innovation, Take Three

Food Pavilion // 4:45p – 7:00p

Where retailers/operators meet with suppliers and experience the latest foods, beverages, equipment, services and supplies geared toward the foodservice-at-retail buyer.

Welcome Reception & Strolling Dinner // 7:00p – 8:30p

The official start to the industry's premier foodservice-at-retail event. Enjoy fabulous food, network and exchange experiences with operators from multiple channels, and tap industry suppliers for their on-the-go food observations during this free-flowing, relaxed time.

FARE After-Dark Lounge // 8:00p – 12:00a

The place to network with your peers and customers in a relaxed atmosphere after the day's events is the FARE After-Dark Lounge. The lounge will be rocking with activities, food and, of course, drinks! Be sure to join the leaders of the industry and superstars of foodservice for the ultimate in networking.

Wednesday, June 19

General Session & Networking Breakfast // 7:30a – 10:00a

Jumpstart the Innovative Process:

FARE Roundtables Breakfast

One of the biggest hits of FARE 2012, the Roundtables Breakfast combines great education with a unique networking opportunity. Attendees gather in small groups for guided discussions on specific topics, including social media, menu development and recruitment and training.

Concurrent Education Sessions // 10:15a – 11:15a

- Good to Go: Trends and Best Practices for Foodservice Packaging
- Equipment Innovations
- Money Well Spent: Four Walls Branding and Neighborhood Marketing

Food Pavilion Exploration & Lunch // 11:15a – 2:30p

Concurrent Education Sessions // 2:45p – 3:45p

- Solving the Distribution Puzzle
- Global Foodservice Trends: Duty-Free Insights
- Technology and the Consumer-Brand Relationship

Closing General Session // 4:00p – 6:00p

- TrendTranslations™: Where the Gains Are – *Don Burke, Senior Vice President, Management Science Associates*
- Better Leaders, Better Teams and Better Businesses Through Flawless Execution – *Afterburner, Organizational & Corporate Trainers and Working Fighter Pilots*

FARE After-Dark Lounge // 8:30p – 11:30p

Thursday, June 20

Private Meetings and Departures

Grow your business with the power of FARE

FARE delivers top chains and key buyers. Here is just a sample of the top foodservice buyers that attend **FARE**:

7-Eleven Chicagoland FOAC
83 & Devon Citgo
A. Ritt Corporation
Abbott Foodservice
Aladdin Foods
Alimentation Couche-Tard Circle K
AMCON Distributing
Andrews University Dining Services
Appert's
Aquatic Club
ARAMARK
Arbor Vitae
Arbor vitae Java & Juice
Atlas Oil
Auditorium Theatre of Roosevelt University
Bartlett Hills Golf Club
Beck Oil Co.
Blodgett Oil Co., Inc.
BoilerCROSSING Purdue University
Bon Appetit Management Company
Bosselman Petroleum
BP/ampm
Brigham Young University Dining Services
Buckeye Carry Out
Cancer Treatment Centers of America
Caputo's Fresh Markets
Carlin O'Brien, Inc.
Charley's Grilled Subs
Christiana Development
CHS Inc.
Clover Hill Foods LLC
Consolidated Buying Company
Convenience Sales Network
Core-Mark Int.
Courtyard at Jamestown
Creative Dining Services
Crestwood Medical Center
CROSSMARK
Culver Academies
Cumberland Farms Inc.
Dash In Food Stores Inc.
Davians Foodservice
Deerfields
Delaware Technical Community College
Devi Enterprises Inc.
Dignity Health (formerly Catholic Healthcare West)

Dion's Quik Marts
Eby-Brown
Elgin Community College
Elmhurst Memorial Healthcare
Englefield Oil Company
Erickson Oil Products, Inc.
Events by Moxie
EZ Energy USA
E-Z MART STORES
Farner-Bocken Company
Fox River Foods Inc.
Golden Living
Gourmet Dining Ilc
GPM Investments, LLC
Graham C-Stores
Graham Enterprise
Grand Cinema Hinckley
Grand Ole Opry
Graystake Stop & Shop
Grinnell College
Grocery Supply Company
Guilbeau Inc.
H.T. Hackney Louisville
H.T. Hackney.com
Harold Levinson Associates, inc.
Harper Oil Co.
Harry's Fresh Foods
Henicles
Hess Corporation
Illinois State University
Indiana University
Iowa State University
IPAP
J.J. Peppers
James Angelo
John D. Dudley Co.
Jump Asian Express
Kaleidoscope Research Consulting
Kendall College
Kennicott Brothers Company
Kohl Wholesale
Kostner Korner
Kwik Trip, Inc.
L.A. Edlbeck Company
Lake Forest College
Lakeland College

Liberty House
LSG Sky Chefs
Luke's One Stop
M and K Market
MacEwen Petroleum
Magnetic Hill Esso
mái cuisine
Mansfield Oil Company
Marriott International
Martin & Bayley, Inc.
Martin Bros. Distributing
Metropolitan Community College
Miami VA Healthcare System
Michigan State University
Murphy USA
Nice N Easy Grocery Shoppes, Inc.
Norman Distribution, Inc.
Northwest Community Hospital
Ohio Valley Manor
Oklahoma Heart Hospital
Open Pantry Food Marts of Wisconsin, Inc.
Our Lady of The Resurrection Medical Center
Oxford Travel Plaza
OXXO
Pacific Convenience & Fuel
Palos Community Hospital
Pavan Inc.
Pilot Flying J
Power Mart
Priyal, Inc.
Purdue University
Quest Food Management Services
Quick Chek
Quik Stop Markets Inc.
R P S L M C
RaceTrac Petroleum, Inc.
Red Apple
Resurrection Healthcare
Resurrection Retirement Community
Road Ranger LLC
Royal Buying Group, Inc.
Rutter's Farm Stores
S E Corporation
S. Abraham & Sons, Inc.
Sac n Pac
Saint Joseph Hospital

Sarasota Memorial Health Care System
Sarasota Memorial Hospital
SDSU Aztec Shops Dining Services
Shriners Hospital for Children, Chicago
Sodexo
Sodexo @ Northwestern University
Sodexo/DePauw University
Speedway LLC
St Joseph Mercy Hospital
Station Sales and More Inc.
Steep & Brew
Stop-N-Go of Madison, Inc.
Suplisur
The Eli's Cheesecake Company
The Kent Companies
The Pantry
Thorntons Inc.
Tom Thumb
Topco Associates LLC
TravelCenters of America
Treat America Foodservices
Tri Star Energy
Truenorth
Turkey Hill
U.S. Petroleum
U-Gas, Inc./GIGI's Cafe Express
UNC Healthcare
Union College
United States Navy
University of Iowa
University Of Massachusetts
University of Missouri
University of Northern Colorado
University of Pittsburgh Medical Center
University of Wisconsin - Milwaukee
US Olympic Committee
USC
UW-Platteville Dining Services
VPS Convenience Store Group
Walgreen's
Wallis Companies
Wawa
Western Hospitality
Zervos One, Inc.
Zuma and Sons Distributor Corp.

FARE Testimonials:

I continue to be inspired with the event and your team's knowledge and understanding across several different channels.

Joseph Chiovera, Vice President of Foodservice,
Alimentation Couche-Tard, Circle K Stores Inc.

The cross-channel diversity, networking opportunities, education and incredible energy truly sets this conference apart.

Lon Southerland, Sr. Director Global Food and Beverage,
Marriott International

FARE is probably the best retail-focused conference you would ever want to attend.

Ken Toong, Executive Director of Auxillary Enterprises,
University of Massachusetts-Amherst

2013 Sponsor Opportunities & Pricing

Title Sponsorship

Customer Networking/Engagement

► **Speed Networking**—Opportunity to sit with key retailer/operators one-on-one prior to conference (limit 2 representatives per company).

► **Fare Exclusive Research Report**—An exclusive, in-depth report from our annual foodservice at retail operator study. Cross-channel sales trends & forecasts for key categories. Results presented only to Title & Marquee sponsors in a special pre-show forum. Provide 4 questions, answers available only to you.

► **Advisory Board Representation**

- Advisory board reception/dinner pre-conference with leading operators
- On-site advisory board signage recognition

- Attendance of four sponsor representatives. Each additional representative, \$1,995 (airfare/lodging not included).
- Personalized invitations to 100 preferred/potential grocery, university, and convenience key clients as your guests for all conference activities (airfare/lodging not included).
- On-site assistance with scheduling use of available private meeting space
- Access to past/current attendee list, both pre- & post-conference

Food Pavilion

- Preferred booth selection
- Coordination of inbound/outbound freight through conference logistics team
- Opportunity to distribute/sample products related to category
- Storage for excess supplier product during conference

► **Food Pavilion Passport Program**

- An award program for operators with opportunities to win prizes the more booths they visit. Title Sponsor's names/booth location receive special recognition and value.

Marketing

► **CSP Foodservice at Retail Handbook**

- Full-page, four-color ad in this special at-FARE issue of CSP magazine

► **Website**

- Company profile of up to 500 words posted to conference website, including up to four executive headshot photos, logo, contact information, and link to company home page for exposure both pre- and post-conference

► **Conference Directory**—provided to all attendees at registration.

- Full-page, four-color ad
- Company profile & company listing of up to 50 words to include contact information for up to four sponsor contacts

► **Room Drop**—deliver one item on one day to all conference attendees.

Brand Association

- **Company Logos**—on conference promotional materials including:
- Event Signage
 - Personalized invitation inserts & follow-up conducted by FARE team
 - Jumbo screen in general session
 - Recognized in pre- and post-conference marketing, in print & online

► **Product Exposure**

- One SKU of product to be included in one conference meal function (if applicable)
- Opportunity to provide promotional items to attendees

► **Presenting Sponsor of a General Session Speaker** (mutually agreed upon)

- Includes on-stage introduction with brief company message
- Opportunity for appropriate videos/commercials viewed by attendees

Additional Opportunities

Discounted After-Dark Lounge Sponsorship

- Recognized on promotional materials including website, event signage, etc.
- Product integration

Break Sponsorship

- Recognized on promotional materials including website, event signage, etc.
- Product integration

Breakout Session Sponsorship

- Recognized on promotional materials including website, event signage, etc.
- Includes sponsor introduction of session

2013 Sponsor Opportunities & Pricing

Marquee Sponsorship



Customer Networking/ Engagement

► **Speed Networking**—Opportunity to sit with key retailer/operators one-on-one prior to conference (limit 2 representatives per company).

► **Fare Exclusive Research Report**—Results presented to Title & Marquee sponsors in special pre-show forum.

► **Advisory Board Representation**

- Advisory board reception/dinner pre-conference with leading operators
- On-site advisory board signage recognition

- Attendance of four sponsor representatives. Each additional representative, \$1,995 (airfare/lodging not included).
- Personalized invitations to 100 preferred/potential grocery, university, and convenience key clients as your guests for all conference activities (airfare/lodging not included).
- On-site assistance with scheduling use of available private meeting space
- Access to past/current attendee list, both pre- & post-conference

Food Pavilion

- Premium display area
- Coordination of inbound/outbound freight through conference logistics team
- Opportunity to distribute/sample products related to category
- Storage for excess supplier product during conference

► **Food Pavilion Passport Program**

- An award program for operators with opportunities to win prizes the more booths they visit.

Marketing

► **CSP Foodservice at Retail Handbook**

- Full-page, four-color ad in this special at-FARE issue of CSP magazine

► **Website**

- Company profile of up to 500 words posted to conference website, including up to four executive headshot photos, logo, contact information, and link to company home page for exposure both pre- and post-conference

► **Conference Directory**—provided to all attendees at registration.

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Brand Association

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- Jumbo screen in general session
- Recognized in pre- and post-conference marketing, in print & online

► **Product Exposure**

- One SKU of product to be included in one conference meal function (if applicable)
- Opportunity to provide promotional items to attendees

Additional Opportunities

Discounted After-Dark Lounge Sponsorship

- Recognized on promotional materials including website, event signage, etc.
- Product integration

Break Sponsorship

- Recognized on promotional materials including website, event signage, etc.
- Product integration

Breakout Session Sponsorship

- Recognized on promotional materials including website, event signage, etc.
- Includes sponsor introduction of session

Room Drop Sponsorship

2013 Sponsor Opportunities & Pricing

Event Sponsorship

Customer Networking/Engagement

- Attendance of two sponsor representatives. Each additional representative, \$1,995 (airfare/lodging not included)
- Personalized invitations to 15 preferred/potential grocery, university, and convenience key clients as your guests for all conference activities (airfare/lodging not included).
- Access to past/current attendee list, both pre- & post-conference

Food Pavilion

- Display area with access to conference-provided furnishings
- Coordination of inbound/outbound freight through conference logistics team
- Opportunity to distribute/sample products related to category
- Storage for excess supplier product during conference

► **Food Pavilion Passport Program**

- An award program for operators with opportunities to win prizes the more booths they visit.

Marketing

► **Website**

- Company profile of up to 500 words posted to conference website, including up to four executive headshot photos, logo, contact information, and link to company home page for exposure both pre- and post-conference



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► **Product Exposure**

- Opportunity to provide promotional items to attendees

Additional Opportunities

Discounted After-Dark Lounge Sponsorship

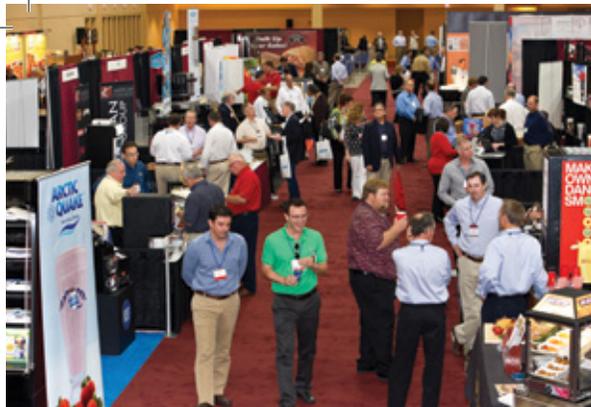
- Recognized on promotional materials including website, event signage, etc.
- Product integration

Breakout Session Sponsorship

- Recognized on promotional materials including website, event signage, etc.
- Includes sponsor introduction of session

Room Drop Sponsorship

Full Page Ad in Conference Directory



Product Categories

This event is especially designed for companies that provide food, food programs, services, equipment and technology to the retail-foodservice industry. Key categories include:

Bakery

Beverages

- Cold dispensed
- Frozen dispensed
- Hot dispensed

Food Items

- Barbecue
- Chicken
- Hamburgers
- Hot dogs
- Mexican
- Pizza
- Sandwiches
- Soups
- Salads

- Snacks/chips/crackers
- Healthy for you/gluten free
- Other cuisine that is served in an on-the-go format

Equipment

- Coolers & cooler accessories
- Dispensers (fountain, coffee, condiments)
- Foodservice cases & counters
- Ice machines
- Warmers & ovens

- Menu systems/signs
- Food packaging & packaging equipment
- Refrigeration
- Utensils
- Energy management
- Water filtration

Franchise Programs

Food Safety

QSRs

Store Design Services

Technology Solutions

Housing

FARE 2013 will be held June 18-20 at the Renaissance Schaumburg in Schaumburg, Illinois. To book your hotel room please call 847.303.4100 and mention **Foodservice at Retail Exchange** to receive the group rate of \$159 per night.

For additional information, please contact:

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For complete conference details including the agenda, go to **FoodserviceAtRetail.com**



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