



Winsight[®]
Events

2018 Sponsorship Prospectus

Events Powered By





About us

10,000+ CONNECTIONS

Face-to-face is the most effective way to build key partnerships and drive businesses forward. Winsight's portfolio of exclusive, invitation-only events is unmatched within the industries we serve. Each event brings the right operators/retailers and suppliers from foodservice and convenience retailing together—one place, one time.

WINNING FORMULA

Content is balanced to include inspirational speakers, industry experts, proprietary insights, Technomic data and of course fun activations. All of Winsight's events are equipped with networking activities, educational sessions and product showcases—creating captivating environments that foster better business relationships.

YOUR EVENTS

Winsight's sponsorship philosophy is unlike any other where supplier partners are encouraged to "own" the events they participate in. We provide the platforms for you to customize and personalize to best serve your needs. You'll leave a better person with stronger industry ties.

Full Lineup

21-23
FEB

**Convenience
Retailing
University**

Renaissance Glendale Hotel & Spa
Glendale, AZ

4-6
MAR

MenuDirections

New Orleans Marriott
New Orleans, LA

20-22
MAR

**Hot Dispensed
Beverages
Forum**

Sheraton Chicago O'Hare
Airport Hotel
Rosemont, IL

27-29
MAR

**C-Store
Loyalty
Forum**

Sheraton Chicago O'Hare
Airport Hotel
Rosemont, IL

15-18
APR

**Restaurant
Leadership
Conference**

JW Marriott Desert
Ridge Resort & Spa
Scottsdale, AZ

1-3
MAY

**C-Store
Foodservice
Forum**

Embassy Suites
Downtown Chicago

12-14
JUN

**Risk
Management
Forum**

25-27
JUN

**Restaurant
Directions**

Gaylord Opryland Resort
Nashville, TN

31-2
JUL/AUG

**Behind The
Counter Forum**

Sheraton Chicago O'Hare
Airport Hotel
Rosemont, IL

19-22
AUG

**Outlook
Leadership
Conference**

Terranea Resort
Rancho Palos Verdes, CA

25-27
SEP

**Cold
Vault
Forum**

Sheraton Chicago O'Hare
Airport Hotel
Rosemont, IL

1-3
OCT

FSTEC

Rosen Centre Hotel
Orlando, FL

10-13
NOV

**Global
Restaurant
Leadership
Conference**

JW Marriott Marquis
Dubai, United Arab Emirates



Success in retail is more than price, value and assortment. It involves the psychology behind a shopper's motives and purchases. Superior category managers are constantly looking for insights into consumer thinking to ensure their store incorporates the right product mix and promotions that attract shoppers and ensure year-over-year growth. Convenience Retailing University's unprecedented format fosters the information exchange between key creative leaders and their supplier partners to help build better, smarter convenience stores. These three days of ideas, solutions and peer-to-peer networking are unmatched by any other industry event.

To learn more, visit
ConvenienceRetailing.com

WHO ATTENDS?

350+ total attendees

133 c-store retailers

5 of top 10 convenience chains represented

31 of top 101 top chains represented

135 supplier partners

OUTLOOK

LEADERSHIP

The Outlook Leadership Conference brings together the right mix of more than 300 convenience and petroleum retailing executive-level retailers and the supplier partners that serve them. It's the industry's premier, invitation-only event where you'll establish key partnerships, address real challenges and just get away. Only at this event will you find actionable solutions for long-term success during these times of unprecedented change.

To learn more, visit
OutlookLeadership.com

WHO ATTENDS?

300+ total attendees

130+ c-store retailers

6 of top 10 convenience chains represented

28 of top 101 top chains represented

140+ supplier partners

Edu Networking

PORTFOLIO



At CSP's 10th coffee bar summit, participants will network with best-in-class retailers and manufacturers to learn what and who is likely to affect the marketplace and their bottom line in the months ahead. This meeting provides to opportunity to share insight to ensure your coffee bar program is a hit with customers of all ages.



Consumer-centric organizations that use technology to create successful loyalty programs and make the buying and paying process seamless are sure to reap the rewards of repeat business. Blending education and functional networking, CSP's Building Loyalty Forum is a must-attend event for retailers and suppliers in the convenience channel.



Foodservice is now the largest contributor of in-store gross profit, and the future looks bright. CSP's C-Store Foodservice Forum is an intimate gathering of thought leaders concentrating on the foodservice needs of the convenience-store industry.



For 15 years, this by-invite meeting for c-store executives addresses key topics of concern for risk managers, compliance officers, safety managers and more. CSP's Risk Management Forum combines retailers and liability experts to discuss how to prepare, prevent, respond and recover when the unexpected occurs.



CSP's Behind the Counter Forum, formerly Total Nicotine, brings tobacco and OTP category managers together to hear the latest analysis of key business indicators, insight into regulations and thoughtful discussion about a path ahead through this unsettled and unpredictable category.



CSP's Cold Vault Forum offers category managers the latest in beverage trends and who's drinking what, presented by subject-matter experts. The discussion will educate managers of everything from energy drinks and waters to craft beer, wine, iced tea and kombucha, and better equip them for success.

Brand Boosting

Custom Printed Room Key Cards

With thousands of attendees rooming at the host hotel, a customized room key card with your logo printed on the front will keep your brand top of mind throughout the entire event.

Custom Printed Name Badges

Business leaders attend Winsight Events' leadership conferences to make valuable connections. Imagine your brand's message being seen during every conversation. On the back is where your brand's logo or ad can be custom printed.

Custom Printed Badge Lanyards

Throughout the duration of each event, attendees must wear their name badges. Lanyards can be personalized with your logo and passed out to each attendee. It's sometimes the little things that can make the biggest impact for your brand.

Agenda at a Glance

Upon arrival, every attendee will be given what we call a "pocket agenda" custom printed with your logo. This valuable resource is a favorite amongst attendees, plus it fits in their pocket ... it doesn't get more convenient than that.

Comprehensive Media Package

Winsight's leading convenience and/or foodservice publications, websites and email capabilities can help you reach an even broader audience before, during and after the event. Please contact one of our dedicated sales representatives who can create an exceptional package for you.

Wireless Internet For Event

At large events, Wi-Fi is a definite need among attendees and you could provide them a solution! As the official Wi-Fi sponsor, you will be able to customize the log-in password that all attendees must enter in order to access the network.

Charging Stations

At large hotels, power outlets are few and far between and often found in the most inconvenient of places. We'll provide some comfortable seating areas complete with power sources, while you provide the branding.

Integrated Event App Package

The Winsight Events app is the best digital resource to promote your brand. Push notifications to attendees to drive traffic to your display, schedule meetings, capture leads, submit artwork for advertisements and much more.

Ad in Event Resource Guide

At each event you'll notice attendees flipping through the guide to get a complete understanding of the conference. Place a full-page ad in this book to get eyes on your product.



Innovation & Leadership

General Session Speaker

Are you a supplier looking to share your case studies, success stories and challenges with attendees? Whether you have groundbreaking research, important trends or a unique leadership message to share, our stage is yours!

General Session Intro/Promo

Interested in sponsoring a large general session, but not looking to give a long, in-depth presentation? You'll have the desired three to five minutes of stage time to discuss your brand before introducing a renowned, respected icon.

Innovation Forum

Communicate how your brand can transform operations by hosting your own Innovation Forum. Whether you bring in an outside thought leader, ask key clients to participate in a panel discussion or present compelling and proprietary research, the podium and impressions are yours. Several tiers are available.

Innovation Forum Intro/Promo

Within each agenda, there are plenty of timely topics that could be a great fit for your brand. You'll have two to three minutes of stage time to discuss your brand, its connection to a particular workshop/topic and to introduce the speaker.

Award Ceremony

Align your brand with some of the most well-renowned, forward-thinking operators and retailers who have changed the landscape of their industries in innovative ways. Begin by backing one of Winsight Events' prestigious award programs.

CARRE Foundation

The philanthropic activities of CARRE (Charitable Alliance of Restaurant and Retail Executives) allow attendees of Winsight's events to give back and actively support national/global charities. Become an honorary co-chair to show your company's generosity and dedication to making a difference.



Integrate Your Product

Showcase Display Space

At most of Winsight's events the product gallery is the ultimate place to engage with key operators or retailers. Have them test your new products and discuss business-building opportunities. Secure a spot on the floor today!

Networking Meals/Breaks

Sponsor a networking meal or break to gain additional exposure and spotlight a new food or beverage concept your company is unveiling. This is your opportunity to get your product in the hands of attendees through this exclusive, highly impactful sponsorship.

All Attendee Gift

Winsight is able to integrate your gift into registration as attendees pick up their badge or drop it into their hotel rooms before they return for the evening. Remember, it's sometimes the small, personal touches or tokens of appreciation that can make the biggest impact.

Hotel Room Drop

Room drops can be anything from brochures and letters to sweets, snacks and clothing items. Winsight and the hotel will work through all the logistics if you simply supply the product.

Exclusive Product Provider

If you want to own a specific category such as hot beverages, snacks, candy, etc., Winsight can guarantee that only your product will be consumed or used throughout the event.

Unique Product Integration

Maybe your company doesn't fit the mold. If you have an idea to integrate your product or services into one of Winsight's events, please contact one of our dedicated sales representatives who can create an exceptional package for you.



Expand Your Network

Networking Receptions/Meals

When you sponsor one of Winsight's events, the exposure, awareness and networking opportunities extend well beyond the ballrooms. After long days of learning and showcasing, align your brand with one of the evening events that are truly the highlight of each conference.

Private Meeting Space

Care to have more privacy to host a focus group or a space for secluded meetings with key clients? Maximize your sponsorship investment to ensure you get the critical face-to-face time with your targets.

Private Receptions/Meals

Whether you're looking to host a private meal, a special reception at one of the finest establishments in the host city or some other networking function, we'll do the recruiting and planning to ensure that your key contacts enjoy every minute.

Experiential Enhancements

In-app contests, scavenger hunts and games are a great way to engage attendees with your brand or new product. For these unique opportunities, Winsight has the resources to support and promote your special sponsorship as appropriate.





Winsight[®]

Events

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