



## CONFERENCE PROSPECTUS

2017 **CHICKEN  
MARKETING  
SUMMIT**

### **THE MUST-ATTEND EVENT CONNECTING POULTRY INDUSTRY EXECUTIVES TO THE MARKETPLACE**

**July 16-18  
2017**

Omni Grove Park Inn  
Asheville  
North Carolina

PRESENTED BY:



NCC's Chicken Marketing Summit 2017 brings together a unique cross-section of poultry industry stakeholders to network, share, learn and dialogue together about the opportunities and challenges for chicken being driven by fast-changing consumer trends. This event is a must-attend event for key poultry professionals in the USA and Latin America.

Presented by the National Chicken Council and WATT Global Media, the 42<sup>nd</sup> annual Chicken Marketing Summit will be held July 16-18, 2017 at the Omni Grove Park Inn in Asheville, North Carolina. The event will remain a member benefit for NCC processor and allied member companies, as well members of the National Poultry and Food Distributors Association.

Serving top decision-makers in the chicken supply chain, the NCC Chicken Marketing Summit explores issues and trends in food marketing and consumer chicken consumption patterns and purchasing behavior.

#### **Content & Education**

- Analysts will provide economic forecasts for chicken and competing meats.
- Speakers from the supermarket and foodservice segments give chicken marketers the opportunity to hear directly from their customers about the opportunities and challenges for chicken in their respective business.

In addition to learning educational sessions, attendees will also have networking opportunities during breaks, lunch and Q&A to foster interaction between Chicken Marketing Summit speakers and fellow poultry industry peers.

**TO LEARN MORE, GO TO:**

[www.WATTGlobalMedia.com/ChickenMarketingSummit](http://www.WATTGlobalMedia.com/ChickenMarketingSummit)





## DIRECT ACCESS TO THE LEADERS AND INFLUENCERS CHANGING THE POULTRY INDUSTRY



The NCC Chicken Marketing Summit is geared toward the interests of Poultry Marketing and Sales Executives, Supermarket and Foodservice Buyers, Allied Industry Sales and Marketing Executives, Distributors and more.

### Job titles represented among attendees

- |                                       |  |
|---------------------------------------|--|
| Chief Executive Officer               | Senior Director of Poultry Procurement   |
| Commercial Director                   | VP of Foodservice-National Accounts      |
| Corporate Sales Manager               | VP of Retail                             |
| Director of National Accounts         | VP of Fresh Foodservice                  |
| Director of Marketing                 | VP of Sales & Marketing                  |
| Director of Purchasing                | VP of Supply Chain                       |
| Director of Purchasing & Supply Chain | Director of Fresh Sales                  |
| Director of Sales                     | Group Product Manager – Raw Poultry      |
| Director of Poultry Procurement       | Senior Director of Business Development  |
| Director of Protein Supply            | Senior Director of Strategic Procurement |
| Marketing Director - Chicken Division | Strategic Marketing Manager              |
| QA, Food Safety & Regulatory Manager  |  |

### Who should attend?

- C-Suite, Vice Presidents, Senior Management and Directors responsible for:
- Business Development
  - Marketing
  - Sales
  - Communications/Customer Relations
  - Supply Chain
  - Sales Operations
  - Purchasing/Procurement

### SAMPLE LISTING OF ATTENDING COMPANIES

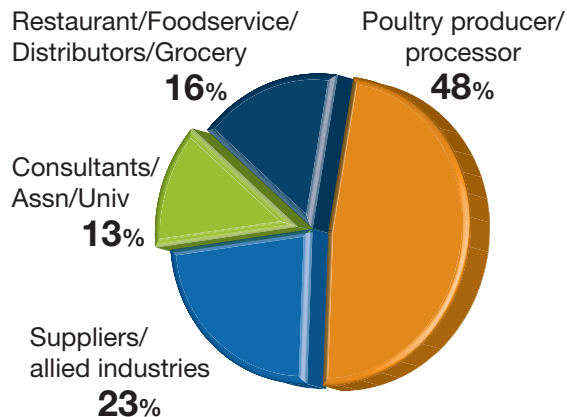
#### Poultry producer/processor companies

- |                           |                              |                       |
|---------------------------|------------------------------|-----------------------|
| Allen Harim               | Keystone Foods LLC           | Perdue Farms          |
| Amick Farms               | Koch Foods                   | Pilgrim's             |
| Case Farms                | Maple Leaf Farms             | Sanderson Farms, Inc. |
| CJ Foods, Inc.            | Mar-Jac Poultry              | Simmons Foods         |
| Claxton Poultry Farms     | Miller Poultry               | Tip Top Poultry       |
| George's, Inc.            | Mountaire Farms, Inc.        | Tyson Foods, Inc.     |
| GNP Company               | O.K. Foods, Inc.             | Wayne Farms           |
| House of Raeford Farms    | Ozark Mountain Poultry, Inc. |                       |
| Jack Links Protein Snacks | Peco Foods                   |                       |

#### Restaurant/Food Service

- |                           |                                       |
|---------------------------|---------------------------------------|
| Albertville Quality Foods | Huey Magoos Restaurants               |
| ARCOP, Inc.               | PFM Milton's                          |
| Boston Market Corp        | Raising Cane's                        |
| Brakebush Brothers        | Restaurant Supply Chain Solutions LLC |
| Buffalo Wild Wings        | Supply Management Services, Inc.      |
| Chick-fil-A               | Sysco                                 |
| Church's Chicken          | Whataburger Restaurants               |
| Dominos                   | Wingstop Restaurants, Inc.            |
| Eastern Quality Foods     | Zaxby's                               |

### INDUSTRY SEGMENTS REPRESENTED BY ATTENDEES IN 2016



PRESENTED BY:



TO REGISTER AND VIEW DETAILS, GO TO:

[www.WATTGlobalMedia.com/ChickenMarketingSummit](http://www.WATTGlobalMedia.com/ChickenMarketingSummit)

## 2017 SPONSORSHIP OPPORTUNITIES

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Sponsorship opportunities at the Chicken Marketing Summit take you beyond advertising and go further towards enhancing your company's brand.

An extensive marketing campaign will promote the event from January to July 2017, utilizing an integrated combination of advertising to WATT Global Media's qualified poultry industry audience and featuring your logo. Be among the first to sign up for sponsorship to maximize your exposure across multiple opportunities.

All sponsorship opportunities are on a first-come, first-served basis, so act now as these opportunities will sell out. Contact your WATT Agribusiness Sales Manager for pricing and details.

### Chicken Marketing Summit 2017 delivers value before, during and after the event

#### Sponsor Deliverables include:

- Company logo on event signage
- Company logo on email promos leading up to event
- Company logo on Chicken Marketing Summit website
- Company logo on Chicken Marketing Summit printed Show Guide distributed to all conference attendees
- Company logo on Chicken Marketing Summit display ads, distributed to print and digital readership for WATT Poultry USA, Feed Management and Industria Avicola (translated to Spanish) magazines, in each published monthly or bi-monthly issue leading up to the event, including bonus distribution

### SPONSORSHIP OPPORTUNITIES AND DESCRIPTIONS

Opportunity	Description	Number available
Conference program sponsor	Your company message and full page advertisement appear in the show program.	Four (4) opportunities
Lunch sponsor	Your company can sponsor the networking lunch opportunity at the conference.	One (1) opportunity
Golf lunch buffet	Your company can sponsor the BBQ lunch buffet on Tuesday	One (1) opportunity
Check-in desk	Your company information front and center as the attendees check in to this one of a kind event, welcoming them to Chicken Marketing Summit 2016.	One (1) opportunity
Table top sponsorship	Available during the breaks and lunch to speak with attendees during the conference. A four foot skirted table is provided for you to display your information.	Only Four (4) tables
Lanyard/badgeholder:	Your company logo and name on the badge holders that each attendee receives.	One (1) opportunity
Attendee bags	Your company logo on the conference bag that all the attendees receive upon check in at the registration desk.	One (1) opportunity
Flash drives	Your company logo and name on the flash drives that each attendee receives for session presentations.	One (1) opportunity
Coffee break sponsor	Your company name attached to the relaxing part of the conference.	Four (4) opportunities
Tee prizes	Longest Drive and Closest to the Pin golf awards at the Golf Tournament.	One (1) opportunity each
Golf balls	Your company name and logo on sleeves of golf balls presented to each player in the Golf Tournament.	One (1) opportunity
Conference Wi-Fi	Keep your company name top of mind as the exclusive conference Wi-Fi sponsor and password.	One (1) opportunity
Pens	Have your company logo alongside the show logo on the official pen placed in the attendee bags.	One (1) opportunity
Golf awards	Your company logo will receive brand recognition with both golf award winners and non-golfers at the Tuesday evening cocktail event	One (1) opportunity
Hotel keycards	Your company logo and message on the keycards given to all registered Summit guests at the host hotel upon check in starting on Saturday	One (1) opportunity
Notepad	Your company logo on the official notepad that is placed in each attendee bag.	One (1) opportunity

## WATT AGRIBUSINESS SALES TEAM MEMBERS

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# 5 REASONS

*to be part of the*

## 2017 Chicken Marketing Summit:

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- 1** Reach poultry business leaders and influencers
- 2** Engage with the entire chicken supply chain
- 3** Build relationships and share ideas
- 4** Focus on the dynamically changing consumer
- 5** Network and learn

The earlier you become a sponsor, the more value your company will receive from being featured in event promotions. Contact your WATT Agribusiness Sales Manager for pricing and details today.

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