

Survive and thrive in disruptive times

CONFERENCE PROSPECTUS

2018 **CHICKEN
MARKETING
SUMMIT**

THE MUST-ATTEND EVENT CONNECTING POULTRY INDUSTRY EXECUTIVES WITH CONSUMER INSIGHTS

July 22-24, 2018

Four Seasons
Resort Orlando at
Walt Disney World
Orlando, Florida

PRESENTED BY:



NCC's Chicken Marketing Summit 2018 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 demands. The 2018 Chicken Marketing Summit is a must-attend conference for poultry sales and marketing executives throughout the USA and Latin America.

Presented by the WATT Global Media and National Chicken Council, the 43rd annual Chicken Marketing Summit will be held July 22-24, 2018 at the Four Seasons Resort Orlando at Walt Disney World in Orlando, Florida. The event is a member benefit for National Chicken Council members and allied member companies, as well as members of the National Poultry and Food Distributors Association and the National Turkey Federation.

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 company marketers the opportunity to hear directly from their customers about the opportunities and challenges for chicken in their respective businesses.

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

TO LEARN MORE, GO TO:

www.WATTGlobalMedia.com/ChickenMarketingSummit



DIRECT ACCESS TO THE LEADERS AND INFLUENCERS IMPACTING 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

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

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

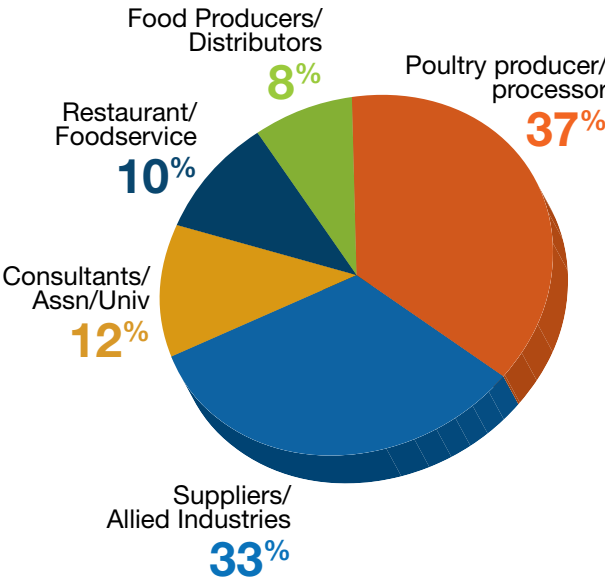
Poultry producer/processor companies

- | | | |
|-------------------------------|------------------------------|-----------------------------|
| Agrosuper | Harrison Poultry Inc. | Peco Foods, Inc. |
| Allen Harim Foods, LLC | Holly Poultry Inc. | Perdue Farms |
| Amick Farms, LLC | House of Raeford Farms, Inc. | Perdue Foods |
| BJE Poultry | Imler's Poultry | Pilgrim's |
| Boar's Head | Keystone Foods | Sanderson Farms, Inc. |
| Case Farms | Koch Foods | Schlegel Organic Turkey |
| Claxton Poultry Farms | Maple Leaf Farms | Simmons Foods, Inc |
| Crystal Lake Farms | Mar Jac poultry | Simmons Prepared Foods, Inc |
| Darwin's Natural Pet Products | Midwestern Pet Foods | Tip Top Poultry, Inc. |
| Filet of Chicken | Miller Poultry | Tyson Foods, Inc. |
| Foster Farms | Mountaire Farms Inc. | Victory Processing |
| Freshpet | OK Foods | Wayne Farms LLC |
| George's, Inc. | OMP Foods | |

Restaurant/Food Service

- | | | |
|---------------------------|---------------------------|-----------------------------|
| Albertville Quality Foods | Express Markets, Inc. | Solutions, LLC |
| ARCOP | Extel | Safe Foods Corporation |
| Blue Apron | Freshness Foods | Slim Chickens |
| Bojangles' | Harris Teeter | Supply Management |
| Brinker International | Ingles Markets | Services, Inc. (SMS) |
| Buffalo Wild Wings | Jetro New York | The NPJ Group, Inc. |
| Centralized Supply Chain | Kelly's Foods Inc | Whataburger Restaurants LLC |
| Services | MVP Holdings | Wingstop Restaurant Inc. |
| Chick-fil-A | National Food Group, Inc. | Zaxby's Franchising LLC |
| Church's Chicken | Raising Cane's | |
| Eastern Quality Foods | Restaurant Supply Chain | |

INDUSTRY SEGMENTS REPRESENTED BY ATTENDEES IN 2017



PRESENTED BY:



TO REGISTER AND VIEW DETAILS, GO TO:

www.WATTGlobalMedia.com/ChickenMarketingSummit



2018 SPONSORSHIP OPPORTUNITIES

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 2018, 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 available to those who ask first, so act now as these opportunities will sell out quickly. Contact your WATT Agribusiness Sales Manager for pricing and details.

Chicken Marketing Summit 2018 delivers value before, during and after the event

Sponsor Deliverables include:

- Company logo on Chicken Marketing Summit website
- Company logo on event signage
- Company logo on Sponsors page in the Chicken Marketing Summit Show Guide distributed to all conference attendees
- Company logo on Sponsor slide displayed before and after each Summit session presentation
- Company logo on Sponsor post-event display ad in WATT PoultryUSA magazine

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 2018	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/badge holder	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

Interested in a sponsorship opportunity not on this list? Talk to your WATT Agribusiness Sales Manager to discuss your sponsorship idea.

WATT AGRIBUSINESS SALES TEAM MEMBERS

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5 REASONS

to be part of the

2018 Chicken Marketing Summit:

2018 **CHICKEN
MARKETING
SUMMIT**

- 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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