



CONFERENCE PROSPECTUS

2019 **CHICKEN
MARKETING
SUMMIT**

Channels, Choices and **Challengers**

July 21-23, 2019

Belmond Charleston
Place
Charleston,
South Carolina

PRESENTED BY:



Chicken Marketing Summit 2019 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 2019 Chicken Marketing Summit is the only industry conference for poultry sales and marketing executives throughout the USA and Latin America.

Presented by the WATT Global Media and National Chicken Council, the 44th annual Chicken Marketing Summit will be held July 21-23, 2019 at the Belmond Charleston Place in Charleston, South Carolina.

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.



www.ChickenMarketingSummit.com



DIRECT ACCESS TO THE LEADERS AND INFLUENCERS IMPACTING THE POULTRY INDUSTRY



The 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 | Director, R&D | Strategic Marketing Manager |
| Commercial Director | Executive Director | V.P. Fresh Sales |
| Director Marketing | Executive Vice President | Vice President of Retail |
| Director of Business Development | President & CEO | Vice President Sales and Marketing |
| Director of National Accounts | Senior Brand Manager | VP Fresh Foodservice |
| Director of Purchasing | Senior Buyer | VP of Purchasing and Supply Chain |
| Director of Raw Procurement | Senior Director of Purchasing | |
| Director Supply Chain Sourcing | Senior Vice President, Global Supply Chain | |
| Director, Poultry Procurement | Sr. Director, Procurement | |

SAMPLE LISTING OF ATTENDING COMPANIES

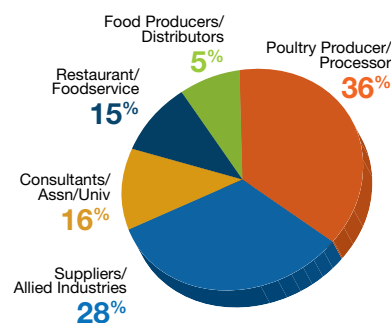
Poultry Producer/Processor Companies

- | | | | | |
|----------------------|-----------------------|-----------------------------|---------------------------|--------------------|
| Allen Harim | DAMATE | Jamaica Broilers Group Ltd. | OK FOODS | Southern Hens Inc. |
| Amick Farms, LLC | Dr. G's Creations | - Best Dressed Chicken | OMP Foods | Tip Top Poultry |
| Aviagen | Fieldale Farms | Keystone Foods, LLC | Peco Foods, Inc. | Tyson Foods |
| BJE Poultry | Foster Farms | Koch Foods | Perdue Foods | Wayne Farms LLC |
| Boar's Head | Freshpet | Maple Leaf Farms | Pilgrim's | West Liberty Foods |
| Brakebush Bros. Inc. | George's Inc. | Maple Lodge Farms | Premium Foods / Direct | |
| Case Farms, LLC | Harrison Poultry Inc. | Mar Jac poultry | Poultry | |
| Claxton Poultry | Hubbard LLC | Mars Petcare | Sanderson Farms | |
| Cobb-Vantress | Imler's Poultry | Miller Poultry | Shenandoah Valley Organic | |
| Crider Foods Inc. | Interchick Ltd | O&T Farms | Simmons | |

Restaurant/Food Service

- | | | |
|---------------------------|------------------------|--|
| ARCOP | Good Deals Supermarket | Restaurant Supply Chain Solutions, LLC |
| Brinker International | Huey Magoos | Safeway |
| Buffalo Wild Wings | Kroger | Supply Management Services, Inc. (SMS) |
| BUTCHERBOX | PDQ | The Cheesecake Factory |
| Chester's International | PFG Miltons | Wingstop Restaurant Inc. |
| Chick-fil-A | PFSbrands | Zaxby's Franchising LLC |
| Church's Chicken | Publix Super Markets | |
| Colorado Box Beef Company | Raising Cane's | |
| Express Markets Inc. | Chicken Fingers | |
| Filet of Chicken | Red Robin | |

INDUSTRY SEGMENTS REPRESENTED BY ATTENDEES IN 2018





2019 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 2019, 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.

Chicken Marketing Summit 2019 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	Your company can sponsor the box lunch 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
Tabletop Exhibits	Available during the breaks and lunch to speak with attendees during the conference. A six foot skirted table is provided for you to display your information	Only Eight (8) tables
Attendee bags	Your company logo on the conference bag that all the attendees receive upon check in at the registration desk	One (1) opportunity
Proceedings Web Page	Your company logo on the proceedings web page that each attendee can access for session presentations	One (1) opportunity
Coffee break sponsor	Your company name attached to the relaxing part of the conference	Two (2) 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	Sponsor the team awards at the annual golf tournament. Sponsor can participate in awarding the golf prizes to the winners	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
Raffle Prize Drawing	Sponsor the raffle prize drawing, awarded during the General Session. Sponsor will take the stage during session to do the drawing	One (1) opportunity
Room Drop	Reach attendees directly by delivering a brochure or item to attendees' hotel room on one night of the conference. Sponsor provides materials for distribution	One (1) opportunity
Evening Cocktail Receptions	Sponsor this one-of-a-kind networking reception	Three (3) opportunities
Breakfast Sponsor	Your company can sponsor the conference breakfast	Two (2) opportunities

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

2019 Chicken Marketing Summit:

2019 **CHICKEN
MARKETING
SUMMIT**

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

www.ChickenMarketingSummit.com

PRESENTED BY:

