

2024 SPONSOR PROSPECTUS



July 29-31, 2024

Renaissance Birmingham Ross Bridge
Golf Resort & Spa

Part of the Robert Trent Jones Golf Trail

**CHICKEN
MARKETING
SUMMIT®**

ChickenMarketingSummit.com



Consumer desires are changing rapidly, and this is impacting how chickens are raised, processed and marketed, and these changes are also impacting distribution channels. Chicken Marketing Summit provides chicken sales, marketing, supply chain and product development/culinary professionals a unique setting for learning about these trends and networking to find solutions for the challenges of today and opportunities of tomorrow.

INDUSTRY SEGMENTS represented by attendees

	POULTRY PRODUCERS
	POULTRY PROCESSORS
	FOOD PRODUCERS
	FOOD DISTRIBUTORS
	RESTAURANT EXECUTIVES
	FOOD SERVICE EXECUTIVES
	GROCERY EXECUTIVES
	SUPPLIERS TO THE POULTRY INDUSTRY
	GOVERNMENT AND UNIVERSITY
	INDUSTRY ASSOCIATIONS

Direct access to the leaders and influencers impacting the poultry industry

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 Consumer Officer
Chief Executive Officer
Chief Marketing Officer & SVP E-Commerce
Chief Operating Officer
Director of Animal Welfare and Sustainability
Director of Customer Solutions
Director of Marketing & Business Development
Director of Poultry Analytics
Director of Poultry Operations
Director of Protein Procurement
Director of Purchasing
Director of Sales & Marketing

Director of Strategic Alliances
Executive Director
Global Director of Strategy & Sustainability
Global Marketing Director
Head of Procurement
Market Research Analyst
Poultry Buyer
President
R&D Manager
Senior Director Business Development Protein
Senior Director Food Industry Engagement
Senior Procurement Manager

Senior Product Manager
Senior Supply Chain Manager
Senior Vice President and Principal
Senior Vice President Global Marketing
Senior Vice President Global Supply Chain
Senior Vice President of Operations
Vice President of Co-Manufacturing
Vice President of Fresh Sales
Vice President of Purchasing and Supply Chain
Vice President of Sales & Marketing
Vice President Procurement & Supply Chain
Vice President Supply Chain and Quality Assurance



Who sponsors the Summit?

Allen Harim
 Amcor Packaging
 Aviagen
 Baader
 Bachoco
 Boehringer Ingelheim
 Cantrell-Gainco
 Cargill
 Ceva
 Chortime
 CMS Solutions & Logistics
 Cobb
 Computerway Food Systems
 Corbion
 Core Occupational Medicine
 Cryovac
 Delacon
 Diamond V
 Diversified Ag
 Dr G's Creations
 DS Smith Packaging
 Elanco
 Evonik Corp.,
 Express Markets
 Foodmate
 Foster Farms
 George's
 House of Raeford
 International Paper
 JBT
 Kemin
 Life Spice
 Marcus Technologies
 Marel
 Merck Animal Health
 Meyhen
 Meyn
 Mountaire Farms
 Novus
 O&T Farms
 OK Foods
 Packaging Specialties
 Pacmac
 Pactiv
 Perdue
 Phibro Animal Health Inc.
 Pilgrim's
 ProBin
 Provimi
 Sanderson Farms
 Seal Air
 Simmons
 The Poultry Federation
 Tosca
 Trouw Nutrition
 Tyson
 Verizon
 Wayne Farms
 Where Food Comes From
 Zinpro
 Zoetis

Who attends the Summit?



RESTAURANT and FOODSERVICE companies

7-Eleven Inc	Costas Provisions Corp	PFG Milton's
A&W Restaurants, Inc.	Dairy Queen	PFSbrands
Applegate	Foodbuy, LLC	Raising Cane's
Arby's	Freshpet	Restaurant Supply Chain
ARCOP	H O A Brands	Solutions, LLC
Blue Apron	Halalco	Slim Chickens
Bojangles'	Harimanok Litson Inc	Supply Management Services (SMS)
Bonchon Restaurants	Huey Magoo's Chicken Tenders	SYSCO Corporation
Centralized Supply Chain	Inspire Brands	US Foods
Services	John Stores Limited	Wendy's Quality Supply Chain
Chester's International	KFC	Cooperative
Chick N' Skin	Krispy Krunchy Chicken	Whole Foods
Chicken Salad Chick	Lee's Famous Recipe Chicken	Wingstop
Chick-fil-A	McDonalds	YUM Brands
Church's Chicken	Ourhome Ltd.	Zaxby's
Compass, Foodbuy	Panda Restaurant Group	



POULTRY PRODUCERS and PROCESSOR companies

Agri Star Meat & Poultry	George's, Inc.	Peco Foods
Aia Spa	Gerber	Perdue Foods
Allen Harim, LLC	Harrison Poultry, Inc	Pilgrim's Pride Corporation
Amick Farms	Holly Poultry	Pitman Farms
Avisid	Holmes Foods	Sanderson Farms
Bell & Evans	House of Raeford Farms, Inc.	Shenandoah Valley Organic
Brakebush Brothers, Inc	John Soules Foods	Simmons Prepared Foods Inc.
Case Farms, LLC	Koch Foods	Southern Hens Inc
Claxton Poultry Farms	Lincoln Premium Poultry	Standard Meat Company
Custom Craft Poultry, LLC	Maple Leaf Farms	Suguna Poultry Farm Limited
Empire Kosher	Mar Jac	Tip Top Poultry
Fieldale Farms	Miller Poultry	Tyson Foods, Inc.
Foster Farms	Mountaire Farms Inc	Wayne Farms LLC
Freshpet	OK Foods	



The above information is a sample listing of previous attending and sponsor companies



2024 sponsorship opportunities

Become a partner sponsor to maximize your brand exposure at the poultry industry's executive conference.



YOUR SPONSORSHIP includes:

- Company logo on the 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
- 15% discount on registration to the Summit for anyone at your company

SPONSORSHIP options

Attendee bags	Premier branding of the event bag distributed to all attendees at registration.	\$6,000
Breakfast sponsor	Sponsor the most important meal of the day.	\$5,500
Chicken Marketing Summit program sponsor	Full page ad in the show guide, which is given to all attendees.	\$5,500
Chicken Marketing Summit proceedings	Logo placed on the presentation web page and in an email promoting the presentations.	\$4,500
Coffee break sponsor	An industry-sponsored, casual networking break.	\$4,500
Conference bag gift	Insert a take-home item of your choice (pending approval) in the attendee bag.	\$4,500
Conference Wi-Fi	Your company name is the password for attendee access on the conference Wi-Fi.	\$6,750
Consumer Chicken Consumption Survey sponsor	Support the vital industry survey that answers questions about the most pressing consumer topics.	\$7,000 primary sponsor, \$4,500 secondary sponsor
Courtyard flag sponsorship	Prime visibility of your brand on a promotional flag placed on the lawn outside the conference space.	\$4,500
Evening cocktail receptions	Maximize your branding while sponsoring one of the always-popular networking receptions.	\$5,500
Frisbee	Let your message soar all summer long.	\$6,000
Golf awards	Sponsor the team awards at the annual golf tournament. Sponsor can participate in awarding the prizes to the winners.	\$2,500



SPONSORSHIP options *(continued)*

Golf balls	Company name and logo on sleeves of golf balls presented to each player in the golf tournament.	\$3,000
Golf hole sponsor	Your logo will be prominently displayed on the tee box of the golf hole.	\$1,000 per hole
Golf tournament gift basket	Sponsor a gift basket full of golf swag to be given away during the reception.	\$3,000
Golf tournament tee prizes	Sponsorship of the golf tournament awards given to the longest drive or closest to the pin.	\$3,000 each
Hotel keycards	Place your logo in the hands of attendees on the keycards given to all event guests at the headquarter hotel upon check-in.	\$6,000
Hydration station	Keep attendees hydrated while supporting sustainability.	\$5,000
Koozie	Keep drinks cold during hot summer days while promoting your business.	\$5,000
Lanyard/badge holder	Company logo on the badge holders each attendee receives.	\$5,500
Lunch sponsor	An industry-sponsored networking lunch.	\$6,500
Notepads in the conference room at every seat	Have an 8.5-by-11-inch notepad branded with your company's name and info at each seat in the conference room.	\$8,000
Notebook	Premier branding of the event notebook placed in attendee bags.	\$4,000
Pen	Exclusive branding of the event pen placed in the attendee bags and at each seat in the conference room.	\$4,200
Post card and raffle drawing	Sponsor a post card that attendees fill in with name and address that will be sent out in January with a discount code for 2025 Chicken Marketing Summit. Get great exposure at the event extending into the following year when postcards are mailed out.	\$6,700
Promotional insert	Sponsor-provided collateral material for inclusion in attendee bag. 1 item per sponsor,	\$3,500
Pull-up signage	Showcase your company message on a pull-up sign in the conference room. Sponsor must provide pull-up sign.	\$3,000
Registration desk	Company logo displayed at the registration desk welcoming attendees to the conference.	\$5,500
Room drop	Reach attendees directly by delivering collateral material or item to attendee hotel rooms.	\$5,500
Stylish sunglasses	Shade out the competition with this essential summer item.	\$6,000
Tabletop exhibits	Prime visibility during breaks and lunch allowing you to interact with attendees during the conference. A 6-foot skirted table is provided to display your information.	\$5,500
Waterproof Bluetooth speaker	Present your message loud and clear.	\$6,000



WATT AGRIFOOD SALES TEAM

Your WATT Sales Representative can customize a sponsorship package to fit your company's budget as well as suggest the best options based on your marketing objectives. **Our goal is to make sure your investment receives the maximum exposure and benefit for your brand.**

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LEARN MORE AT: [CHICKENMARKETINGSUMMIT.COM](https://chickenmarketingsummit.com)

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IN COLLABORATION WITH:



WITH SUPPORT FROM:

