



**ANNUAL MEAT
CONFERENCE™**

EXHIBITOR WEBINAR

JANUARY 29, 2024

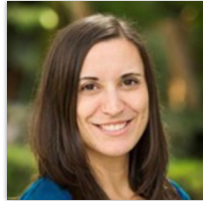
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**SELECT THE QUESTIONS PANE IN
THE TOOLBAR, ENTER YOUR QUESTION
AND PRESS ENTER.**





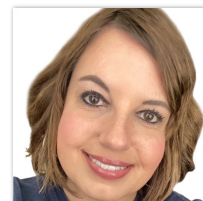
Eric Zito
Meat Institute
VP, Business
Development



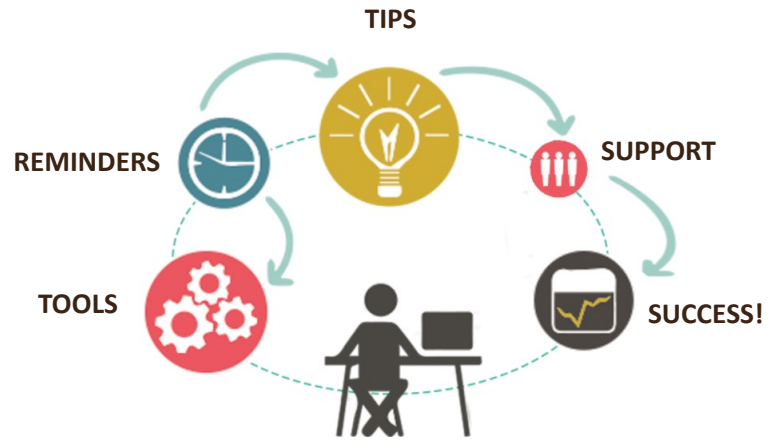
Jamie Hillegas
Tradeshaw Logic
VP, Organizational
Strategy & Innovation



Kori Williams
Gaylord Opryland
Senior Event Manager



Erin Harrison
Tradeshaw Logic
Account Manager





RESOURCES TO MAKE PLANNING EASIER!



EXHIBITOR RESOURCE CENTER

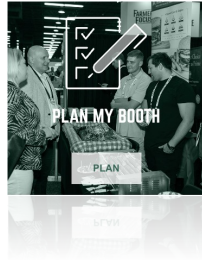
THE #1 CONFERENCE FOR MEAT RETAIL PROFESSIONALS IS COMING TO NASHVILLE!

We're bringing together peers and trading partners from all over the world for the ultimate three-day conversation to celebrate all things meat! From unparalleled networking opportunities, the discovery of the best innovations in meat retail, and dozens of insightful sessions and professional development — it all happens March 18-20, 2024!

Access the **Exhibitor Resource Center** right from www.meatconference.com.



- Use the new **Exhibitor Resource Center** to find everything you need to plan for the event.
- Plan My Booth – includes key planning info such as the Quick Reference Guide, food sampling information, general rules & regulations, vendor ordering information, the exhibitor service kit and hotel and travel information
- Promote My Booth – includes tools and info to promote your company and participation at the event
- Quick Links – quickly find frequently needed info, answers to FAQs and the Exhibitor Checklist, which you'll want to save/print
- Check out the **Exhibitor Updates** section on the page to see newsletters that were sent out with key reminders and updates.
- Find contact information so you can quickly reach out if you need assistance



PLAN MY BOOTH

- Quick Reference Guide
- Exhibitor Checklist
- Exhibitor Schedule
- Exhibitor FAQs
- Food Sampling Information

General Information and Requirements

- AMC Booth Display Guidelines
- Liability Insurance Requirements
- Labor Jurisdictions
- Terms and Conditions
- Facility Exhibit/Display Terms and Conditions
- Vendor Ordering Information

Exhibitor Service Kit

- GES Show Information
- Booth Furnishings Rental
- Shipping, Drayage and Material Handling
- Refrigerated and Frozen Storage
- Labor & Equipment
- Using Exhibitor Appointed Contractors (EACs)
- GES Regulations and Guidelines

Hotel and Travel

- Register Booth Staff
- Reserve Hotel Rooms
- Purchase Additional Badges

Find everything you need to plan for the event by topic.

STAY ON TOP OF DEADLINES!

EXHIBITOR CHECKLIST

<input type="checkbox"/>	RIGHT AWAY	DEADLINE
<input type="checkbox"/>	Review Booth Display Guidelines and What's Included With Your Booth	Right Away
<input type="checkbox"/>	Update your Listing in the Online Directory and Mobile App	Right Away
<input type="checkbox"/>	Register with your Complimentary Exhibitor Badges sent by email from FMI register@fmi.org	Right Away
<input type="checkbox"/>	Begin reviewing Food Sampling Rules and Regulations and required forms	Right Away
<input type="checkbox"/>	Add Exhibitor Webinar, taking place January 29 at 2:00 p.m. EDT, to your calendar	Right Away
<input type="checkbox"/>	Review the Marketing Tool Kit , available December 20, and promote your participation in the event	Right Away
<input type="checkbox"/>	JANUARY	DEADLINE
<input type="checkbox"/>	Purchase Additional Badges by the Early Bird Discount Deadline	January 10
<input type="checkbox"/>	Last day to cancel or downsize booth space without penalty	January 18
<input type="checkbox"/>	Attend Exhibitor Webinar at 2:00 p.m. EDT	January 29
<input type="checkbox"/>	FEBRUARY	DEADLINE
<input type="checkbox"/>	Booth Material shipments accepted at the Advance Warehouse (NO frozen or refrigerated product) February 13 – March 13	February 13
<input type="checkbox"/>	Required Food Sampling Forms and Catering Orders due	February 19
<input type="checkbox"/>	Last day to reserve discounted rate rooms at Inn at Opryland Hotel	February 19
<input type="checkbox"/>	Last day to reserve discounted rate rooms at Gaylord Opryland Hotel	February 26
<input type="checkbox"/>	Last day to receive discounted rates on SES booth services and furnishings	February 26
<input type="checkbox"/>	Upload Certificate of Insurance to Exhibitor Dashboard. Purchase insurance from Rainsprotection if needed.	February 26
<input type="checkbox"/>	MARCH	DEADLINE
<input type="checkbox"/>	Last day to receive discounted rates for Electric and Internet	March 1
<input type="checkbox"/>	Last day to place orders with Loans Refrigeration	March 4
<input type="checkbox"/>	Last day for Booth Material shipments to arrive at the Advance Warehouse	March 13
<input type="checkbox"/>	Refrigerated/Frozen product for the HOTEL (to cook and prep) accepted Direct to Show	March 13–15
<input type="checkbox"/>	Refrigerated/Frozen product for the BOOTH accepted Direct to Show	March 13–16
<input type="checkbox"/>	Download the Mobile App before heading to Nashville	March 15
<input type="checkbox"/>	Booth Material shipments accepted Direct to Show	March 16–19

This one page document includes key deadlines for planning.



VENDOR SERVICES GUIDE

FIND ALL VENDOR ORDERING INFORMATION IN THE QUICK REFERENCE GUIDE

REFRIGERATED/FROZEN PRODUCT STORAGE AND DELIVERY
All refrigerated/frozen products MUST be shipped directly to the AMC and delivered to the booth location. If a vendor's product is not shipped to the AMC, it will not be accepted for sale. All products must be shipped to the AMC and delivered to the booth location. For more information, please contact the AMC at 800-451-4663.

SHIPPING AND MATERIAL HANDLING INFORMATION
Booth locations are an important element to the success of your show. All shipping must be done in a timely manner and all products must be delivered to the booth location. For more information, please contact the AMC at 800-451-4663.

CONNECT WITH ATTENDEES
The AMC has a variety of tools and resources to help you connect with attendees. The AMC has a variety of tools and resources to help you connect with attendees. For more information, please contact the AMC at 800-451-4663.

MARKETING TOOL KIT
The AMC has a variety of tools and resources to help you connect with attendees. The AMC has a variety of tools and resources to help you connect with attendees. For more information, please contact the AMC at 800-451-4663.

VENOR SERVICES GUIDE
The Vendor Services Guide is a comprehensive resource for vendors. It provides information on all vendor services, including shipping, material handling, and more. For more information, please contact the AMC at 800-451-4663.

VENDOR SERVICES GUIDE INCLUDES:

- SERVICES EACH VENDOR PROVIDES
- ORDERING DEADLINES – THESE ARE ALSO ON THE CHECKLIST
- LINKS TO ORDER FORMS
- CONTACT INFO

THINGS TO NOTE:

- GES IS THE OFFICIAL SERVICE CONTRACTOR
- GAYLORD OPRYLAND AND THEIR OFFICIAL PROVIDERS PROVIDE A VARIETY OF SERVICES
- EAC FORMS ARE REQUIRED IF USING ANOTHER CONTRACTOR TO HELP SET UP YOUR BOOTH

Vendor Services

- You can find a list of all vendors, their order forms and contact info in the **Quick Reference Guide**.
- Official contractor is GES. They provide labor, handle material handling, shipping, furniture rental, product storage, carpet rental and cleaning services.
- Services such as internet, av, rigging, electric, water and catering are through the Gaylord Opryland and their official providers.
- If you wish to use your own contractor to help set up your booth, must complete EAC form with their COI.
- Discount deadlines vary for the different vendors so be sure to review those in the QRG.



IMPORTANT REMINDERS & REQUIREMENTS



BADGE & HOTEL REMINDERS

REGISTER BADGES AND MAKE HOTEL RESERVATIONS RIGHT AWAY!

EACH COMPANY RECEIVES THE FOLLOWING:

- (2) FULL CONFERENCE PER 120 SQ. FT.
- (1) EXHIBIT HALL ONLY PER 120 SQ. FT.
- (2) FULL CONFERENCE PER COMPANY TO INVITE RETAIL CUSTOMERS
- ADDITIONAL REGISTRATIONS MAY BE PURCHASED ONLINE

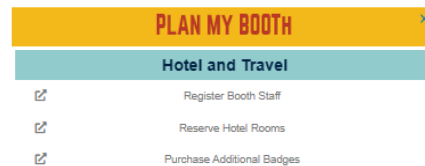
USE INSTRUCTIONS EMAILED FROM REGISTER@FMI.ORG TO REGISTER USING YOUR COMPLIMENTARY BADGES!

ON-SITE:

- PICK-UP WRISTBANDS FOR ACCESS DURING MOVE-IN
- PICK-UP BADGES AT REGISTRATION FOR SHOW DAY ACCESS

INCREASED DEMAND FOR HOTELS ROOMS:

- GAYLORD OPRYLAND SOLD OUT/INN AT OPRYLAND AVAILABLE
- EMAIL GOGROUPHOUSING@GAYLORD.COM FOR WAITLIST
- SHUTTLE SERVICE PROVIDED
- LOG INTO THE EXHIBITOR DASHBOARD FOR HOTEL LINKS
- BEWARE OF SCAMMERS FOR HOTELS AND REGISTRATION!



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Badge & Hotel Reminders

- Register in advance using the complimentary badges that come with your booth and purchase more if needed. There will be a desk onsite to pick up wristbands for access during move-in and you must pick-up badges at registration for show day access.
- Key hotel deadlines
 - Feb 19 – last day to reserve discounted rate rooms at Inn at Opryland Hotel
 - Feb 26 – last day to reserve discounted rate rooms at Gaylord Opryland Hotel
- Warning about solicitations from vendors not affiliated with AMC

The screenshot displays the AMC Annual Meat Conference website. At the top left is the AMC logo. The main header reads 'GENERAL INFORMATION & REQUIREMENTS'. Below this, there are two main sections:

- PLAN MY BOOTH** (highlighted in yellow): This section contains a list of links:
 - Quick Reference Guide
 - Exhibitor Checklist
 - Exhibitor Schedule
 - Exhibitor FAQs
 - Food Sampling Information
- General Information and Requirements** (highlighted in teal): This section contains a list of links:
 - AMC Booth Display Guidelines
 - Liability Insurance Requirements
 - Labor Jurisdictions
 - Terms and Conditions
 - Facility Exhibit/Display Terms and Conditions
 - Vendor Ordering Information

An arrow points from a thumbnail image of the 'PLAN MY BOOTH' page to the 'General Information and Requirements' section.

Be sure to review the **General Information and Requirements** section of the **Plan My Booth** tab so that you are prepared and do not have any issues onsite.

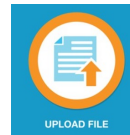
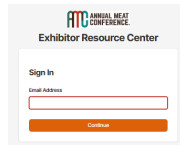
- Review booth display guidelines for height restrictions
- See labor jurisdictions so you know what you are permitted to set up vs. what you must hire labor to set up
- See Facility Guidelines for regulations on things like use of adhesives, balloons, fire regulations and storage

PROOF OF LIABILITY INSURANCE MUST BE SUBMITTED BY ALL EXHIBITORS!

LIABILITY INSURANCE REQUIREMENTS

Please review this information carefully as exhibitors may not set up and exhibit without proof of insurance. If you have any questions, please contact amcexhibitorcare@tradeshowslogic.com.

- All exhibitors must provide a Certificate of Insurance to the Meat Institute. Coverage requirements are below and certificates must be [uploaded to the Exhibitor Dashboard](#) by **February 26**.
- The Gaylord Opryland requires a certificate of insurance from all exhibitors. Review their requirements below and submit the certificate [directly to them](#) by **February 19**. Don't forget to also submit the required [food sampling forms!](#)
- Exhibitors using an Exhibitor Appointed Contractor to set-up/dismantle their space (other than GES, the official contractor) must have their EAC [submit a COI](#) to GES by **February 19**.



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Review liability insurance requirements and make sure you upload/send them in advance and bring a copy onsite – due February 26 for AMC and February 19 for Food Sampling and if you are using an EAC.

If you need to get insurance, you can get it through **Rainprotection**, which you can find in the **Vendor Services Guide**.



FOOD SAMPLING



Find the **Food Sampling Information** from the Plan My Booth section of the Exhibitor Resources page.

It can also be accessed in the Quick Reference Guide, the Exhibitor Checklist, the Exhibitor Dashboard and the GES Service Kit.



REQUIRED FOOD SAMPLING FORMS

**MEAT OR POULTRY PROCESSING COMPANIES
MUST SERVE SAMPLES DURING EXHIBIT
HOURS, AND ALL OTHERS ARE
ENCOURAGED TO DO SO AS WELL.**



FOOD SAMPLING, SHIPPING, STORAGE AND DELIVERY

1. If you are serving food samples in your booth, review all [rules and regulations](#) regarding food preparation and service. This includes the type of equipment and appliances permitted in your booth, food prep and equipment that can be ordered, and more.
 - Gaylord Opryland is the official and exclusive caterer of the AMC. Review and submit [all required forms](#) no later than **February 19, 2024**. This includes:
 - o Food Preparation Service Rules & Regulations
 - o Food Preparation Waiver and Indemnification Agreement
 - o Booth Food Preparation Order Form
 - o Booth Food Equipment Order Form
 - o Chef meeting

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- If an exhibitor is a meat or poultry processing company, they must serve product during exhibit hours. All others are encouraged to do so as well.
- If you are serving food samples
 - o Gaylord is official and exclusive caterer
 - o Rules/Regs & required forms - Due Date – Feb 19
 - o Work with Gaylord to help confirm the quantity of samples you may want to do based on your product/sample item



USE APPROPRIATE SHIPPING LABELS

SEPARATE PRODUCT THAT IS FOR HOTEL FROM BOOTH PRODUCT AND USE APPROPRIATE SHIPPING LABELS.

R RUSH!
REFRIGERATED FOOD DISPLAY
- BOOTH -

Deliver to booth on: (Circle one)
Saturday Sunday Monday

DIRECT SHIPMENT

TO: _____
Full Existing Company Name or Show

North American Meat Institute Annual Meet Conference
Name of Exhibit: 03/00000

Booth Number: _____

C/O GES
Gaylord Opryland Resort & Conv. Center
2815 Opryland Dr.
Nashville, TN 37214-1200 US

Shipment Should Arrive on or Between:
Wednesday, Mar. 13, 2024 after 8:00 AM - Saturday, Mar. 16, 2024 by 8:00 PM
Certified Weight Tickets are required for all shipments. Orders must reach us by 2:00 PM to be guaranteed same day unloading.

Carrier: _____ of _____ pieces

R RUSH!
REFRIGERATED FOOD COOKED
- HOTEL -

Deliver to booth on: (Circle one)
Saturday Sunday Monday

DIRECT SHIPMENT

TO: _____
Full Existing Company Name or Show

North American Meat Institute Annual Meet Conference
Name of Exhibit: 03/00000

Booth Number: _____

C/O GES
Gaylord Opryland Resort - Ryman C
2815 Opryland Dr.
Nashville, TN 37214-1200 USA

Shipment Should Arrive on or Between:
Wednesday, Mar. 13, 2024 after 8:00 AM - Saturday, Mar. 16, 2024 by 8:00 PM
Certified Weight Tickets are required for all shipments. Orders must reach us by 2:00 PM to be guaranteed same day unloading.

Carrier: _____ of _____ pieces

F RUSH!
FROZEN FOOD DISPLAY
- BOOTH -

Deliver to booth on: (Circle one)
Saturday Sunday Monday

DIRECT SHIPMENT

TO: _____
Full Existing Company Name or Show

North American Meat Institute Annual Meet Conference
Name of Exhibit: 03/00000

Booth Number: _____

C/O GES
Gaylord Opryland Resort & Conv. Center
2815 Opryland Dr.
Nashville, TN 37214-1200 USA

Shipment Should Arrive on or Between:
Wednesday, Mar. 13, 2024 after 8:00 AM - Saturday, Mar. 16, 2024 by 8:00 PM
Certified Weight Tickets are required for all shipments. Orders must reach us by 2:00 PM to be guaranteed same day unloading.

Carrier: _____ of _____ pieces

F RUSH!
FROZEN FOOD COOKED
- HOTEL -

Deliver to booth on: (Circle one)
Saturday Sunday Monday

DIRECT SHIPMENT

TO: _____
Full Existing Company Name or Show

North American Meat Institute Annual Meet Conference
Name of Exhibit: 03/00000

Booth Number: _____

C/O GES
Gaylord Opryland Resort - Ryman C
2815 Opryland Dr.
Nashville, TN 37214-1200 USA

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Wednesday, Mar. 13, 2024 after 8:00 AM - Saturday, Mar. 16, 2024 by 8:00 PM
Certified Weight Tickets are required for all shipments. Orders must reach us by 2:00 PM to be guaranteed same day unloading.

Carrier: _____ of _____ pieces

Hotel product accepted March 13 – 15.

Booth product accepted March 13 – 16.

PRODUCT STORAGE & DELIVERY

STORAGE

- GES PUTS PRODUCT DIRECTLY INTO STORAGE BASED ON THE SHIPPING LABEL USED
- STORAGE FEES APPLY FOR PRODUCT
- REFRIGERATED CASES MAY BE RENTED - ORDER DEADLINE MARCH 4



REFRIGERATED TRAILER

DELIVERY

- YOU MUST SUBMIT A DELIVERY FORM WITH THE DAY/TIME YOU NEED PRODUCT DELIVERED TO YOUR BOOTH
- LABOR FEES FOR DELIVERY OF PRODUCT APPLY
- STOP INTO THE GES SERVICE DESK ONSITE WITH QUESTIONS OR CHANGES TO DELIVERY NEEDS





DONATION

HAVE ADDITIONAL PRODUCT?

- LET GES KNOW WHEN YOU SCHEDULE PRODUCT PICK-UP IF YOU WOULD LIKE IT TO BE DONATED.
- AT THE END OF THE SHOW:
 - TAG PRODUCT REMAINING IN YOUR BOOTH WITH LABELS PROVIDED AT THE GES SERVICE DESK.
 - DISPOSE OF PRODUCT NOT BEING DONATED.



SHIPPING & MATERIAL HANDLING

The screenshot displays the AMC Annual Meat Conference website. On the left is a 'PLAN MY BOOTH' sidebar with a 'PLAN' button circled in orange. The main content area is titled 'PLAN MY BOOTH' and contains several sections: 'Quick Reference Guide' (circled in orange), 'Exhibitor Checklist', 'Exhibitor Schedule', 'Exhibitor FAQs', and 'Food Sampling Information'. Below these are three main categories: 'General Information and Requirements' (including AMC Booth Display Guidelines, Liability Insurance Requirements, Labor Jurisdictions, Terms and Conditions, Facility Exhibit/Display Terms and Conditions, and Vendor Ordering Information), 'Exhibitor Service Kit' (including GES Show Information, Booth Furnishings Rental, 'Shipping, Drayage and Material Handling' circled in orange, Refrigerated and Frozen Storage, Labor & Equipment, Using Exhibitor Appointed Contractors (EACs), and GES Regulations and Guidelines), and 'SHIPPING, DRAYAGE AND MATERIAL HANDLING' (including GES Material Handling+, Information about Material Handling/Drayage, Shipping to the Show, Print Address Labels, POV Instructions, POV and Cartload Guidelines, Show Site Storage, Request for Pre-Printed Outbound Labels, Freight Service Questionnaire, and Request a Shipping Quote). The page number '23' is visible in the bottom right corner.

Shipping & Material Handling

Materials shipped to the show must be unloaded and delivered by GES, the official service contractor. They also manage the storage and return of your empty crates/cartons and reloading your shipment at the close of show.



SHIPPING & MATERIAL HANDLING

- **GES HANDLES ALL UNLOADING AND DELIVERY OF SHIPMENTS**
- **BOOTH MATERIALS MUST BE PACKAGED SEPARATELY FROM PERISHABLE PRODUCT**
- **SHIP TO ADVANCE WAREHOUSE TO ENSURE EVERYTHING IS THERE WHEN YOU ARRIVE**
- **PERISHABLE PRODUCT MUST BE SENT DIRECT**
- **ADDITIONAL FEES APPLY IF SENT OUTSIDE OF PUBLISHED DATES**

Shipment Type/Method	Date/Time Accepted
Booth Material Shipments to Advance Warehouse	February 13 – March 13
Booth Material Shipments Direct to Show	March 16 – March 19
Refrigerated Product Shipments for Booth	March 13 – 16 8:00 a.m. – 5:00 p.m.
Refrigerated Product Shipments for Hotel	March 13 – 15 8:00 a.m. – 5:00 p.m.
Frozen Product Shipments for Booth	March 13 – 16 8:00 a.m. – 5:00 p.m.
Frozen Product Shipments for Hotel	March 13 – 15 8:00 a.m. – 5:00 p.m.

Determine if you are shipping in advance to the warehouse or direct to show site (reminder that refrigerated/frozen product must be sent direct) and make sure you use the proper shipping labels.

- Advance warehouse is a good option to ensure everything is there when you arrive and also great if you are shipping from another show and need to have stuff stored for up to 30 days.
- Be sure to review the material handling and storage rates as well as the dates when shipments will be received. Material Handling is charged per pound, starting at 25 lbs. and there are additional charges if you send items outside those dates. If you wish to use GES to ship your items, they do offer discounts on material handling.

BRINGING BOOTH MATERIALS IN PERSONAL VEHICLE

SHIPPING, DRAYAGE AND MATERIAL HANDLING

- GES Material Handling+
- Information about Material Handling/Drayage
- Shipping to the Show
- Print Address Labels
- POV Instructions
- **POV and Cartload Guidelines**
- Show Site Storage
- Request for Pre-Printed Outbound Labels
- Freight Service Questionnaire
- Request a Shipping Quote

**REFRIGERATED/FROZEN
PRODUCT MUST BE SHIPPED IN
USING THE APPROPRIATE
LABEL AND CANNOT BE
BROUGHT IN A POV.**

HAND CARRY ITEMS FROM LOAD-IN DOOR OR PARKING LOT.



GES CARTLOAD SERVICE FROM LOAD-IN

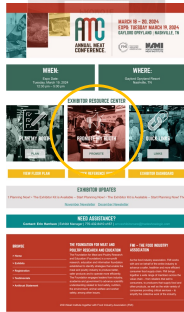
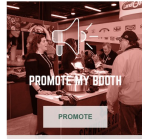


Review Self-unloading Rules

- 20-minute limit
- 1 person must always remain with vehicle
- Freight over 200 lbs. is charged Material Handling rates
- You can also park in any of the parking lots and bring in things you can hand carry.



PROMOTE YOUR PARTICIPATION & CONNECT WITH ATTENDEES



- PROMOTE MY BOOTH** ✕
- Exhibitor Dashboard**
 - ✎ Upload Your Directory Listing
 - ✎ Upload Press Releases
- Marketing & Advertising**
 - ✎ Marketing Toolkit
 - ✎ Industry Media Contacts
 - 📄 Sponsorships



UPDATE YOUR DIRECTORY LISTING

AMC ANNUAL MEAT CONFERENCE
Exhibitor Resource Center

Sign In

Email Address

Continue

LOGIN TO THE EXHIBITOR DASHBOARD TO:

- UPDATE YOUR DIRECTORY LISTING ON THE FLOOR PLAN
- VIEW/PAY OUTSTANDING INVOICES
- UPLOAD YOUR CERTIFICATE OF INSURANCE FOR MEAT INSTITUTE
- SEE SPONSORSHIP OPPORTUNITIES

Complete Your Profile

- | | | | |
|--|--------------|---|--------------|
| <input checked="" type="checkbox"/> Description | Complete | <input checked="" type="checkbox"/> Exhibitor Collateral | 0 of 4 added |
| <input checked="" type="checkbox"/> Logo | None added | <input checked="" type="checkbox"/> Onsite Contact | 2 of 4 added |
| <input checked="" type="checkbox"/> Product Photos/Videos | 0 of 4 added | <input checked="" type="checkbox"/> Exhibitor Scheduled Events | 0 of 1 added |
| <input checked="" type="checkbox"/> Online Contact | 0 of 4 added | | |

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Update your **Directory Listing** so that anyone visiting the floor plan on the website can see info about your company.

The screenshot displays the ATC Annual Meat Conference website interface. On the left, a navigation menu under the heading "PROMOTE MY BOOTH" includes options for "Exhibitor Dashboard", "Marketing & Advertising", and "Sponsorships". The "Marketing & Advertising" section is expanded, with "Marketing Toolkit" highlighted by a yellow circle and an arrow pointing to the right. On the right, two panels show the "EXHIBITOR MARKETING TOOLKIT" content, which includes sections for "LOGO PACK", "EMAIL SIGNATURES", and "SOCIAL MEDIA TEMPLATES". A third panel shows "INDUSTRY MEDIA CONTACTS" with logos for various industry partners like MEAT+POULTRY, meatingplace, PROVISIONER, Progressive GROCER, PERIMETER, UnerBarry, and WATT Poultry.

Use the **Marketing Toolkit** to find email signatures, social media templates and web banners to promote your participation.

See a list of **Industry Media Contacts** with contact info to reach out and promote things you are doing in your booth.

The screenshot shows the website for the 2023 Annual Meat Conference. At the top left is the AMC logo with the text 'ANNUAL MEAT CONFERENCE'. At the top right, the text 'MOBILE APP' is displayed in a large, bold, green font. Below the header is a navigation bar with links: Home, My Agenda, Agenda, Attendees, Speakers, Exhibitors, Exhibit Hall, Leaders of Tomorrow, AMC Chat Room, AMC App Support, and Antitrust Statement. The main content area features a central announcement:

MOBILE APP COMING IN EARLY FEBRUARY!

- UPDATE YOUR LISTING IN SWAPCARD
- USE THE COMPLIMENTARY LEAD RETRIEVAL TO TRACK CONNECTIONS

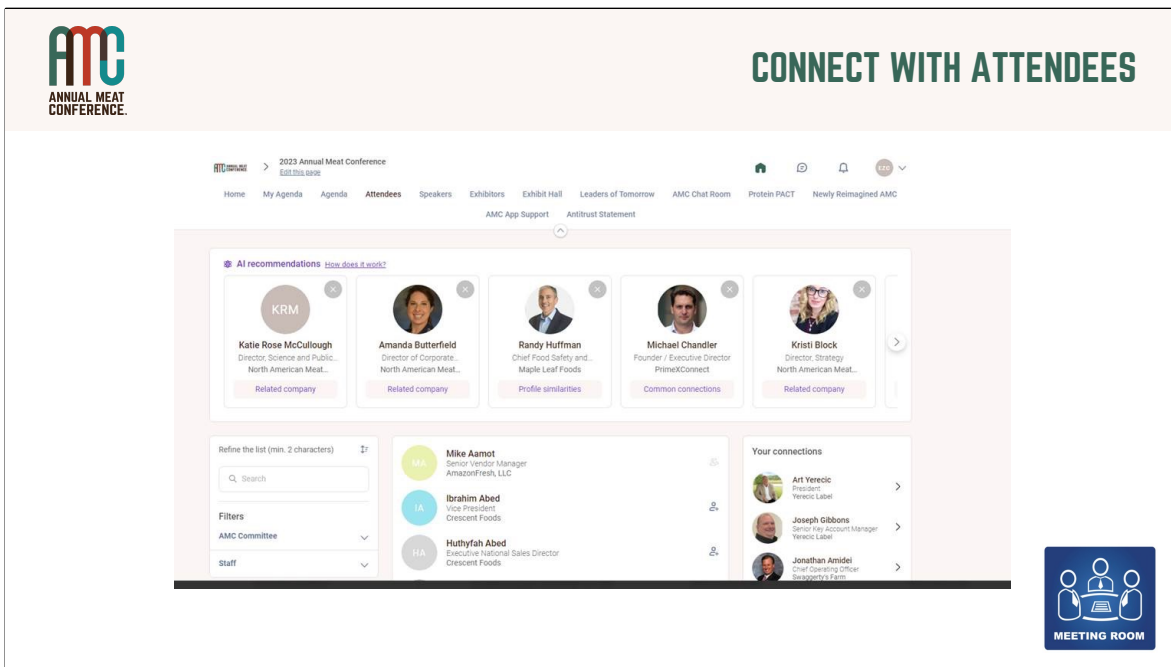
To the right of the announcement is a preview of the mobile app interface. It shows a user profile for Eric Zito, CEM, VP, Business Development at North American Meat Institute. Below the profile is a section for 'Protein PACT' with an 'Edit' button. To the right of the profile is a promotional banner for the 'ANNUAL MEAT CONFERENCE' with the tagline 'PROTEIN MADE PERSONAL' and dates 'MARCH 6-8, 2023 • WILTON ANATOLE • DALLAS, TEXAS'. Below the banner is a vertical menu with icons and labels: My Agenda, Agenda, Attendees, Speakers, and Exhibitors.

Update your listing in the **Mobile App**

You'll be receiving information in early February to login and add information about your company into **Swapcard**. Exhibitors and attendees can reach out to each other in this platform and exhibitors will also be able to send meeting requests and utilize the complimentary lead retrieval, so be sure you login and update your information!

The screenshot shows the Swapcard website interface for the 2021 Annual Meat Conference. The top navigation bar includes 'Home', 'Attendees', 'Agenda', 'Speakers', 'My Event', 'Products and Services', 'Exhibitors', 'Conference Chat', 'Website', and 'Leaders of Tomorrow'. Below this is a secondary navigation bar with 'Exhibitor Help Desk', 'Attendee Help Desk', and 'Planning Committee'. The main content area features a large background image of a farm with cows. Overlaid on this are three main elements:

- Left Panel:** A vertical banner with the text 'YOUR Partners in Protein' and '100% FAMILY OWNED'. It includes the American Foods Group logo and a 'Learn more' button.
- Center Panel:** A detailed exhibitor listing for 'AMERICAN FOODS GROUP'. It features a header with the company logo and name, followed by a list of bullet points:
 - 5th largest meat processor in the US
 - Industry leader in foodservice, retail, customized products, and delivery solutions
 - Family-run for over 70 years
 Below the text is a 'Bookmark' button and a row of links: 'Products and Services', 'Documents & Links', and 'Team'.
- Right Panel:** A 'Talk to American Foods Group' chat window. It contains a message input field with the placeholder text '+ Write a message...' and a 'Send' button.



Access the **Attendee List** to connect with attendees

Meeting Rooms are available for rent if you are looking for an additional location to meet/engage with current and potential customers in-person at the show – you'll find the info for those in the Quick Reference Guide.



SPONSORSHIP OPPORTUNITIES

ELEVATE YOUR BRAND!
LOGIN TO EXHIBITOR DASHBOARD TO SEE OPPORTUNITIES
AND SUBMIT A REQUEST.

MARCH 18-20, 2024
EXPO: TUESDAY, MARCH 19, 2024
GAYLORD OPRYLAND | NASHVILLE, TN

AMC ANNUAL MEAT CONFERENCE

SPONSORSHIP OPPORTUNITIES

The cost and benefits of each level are listed below. These packages are based on availability of package offerings and can be altered to fit the individual sponsor needs.

Bronze Sponsor \$7,500

- Name recognition and logo on event website
- Signature on show at registration area
- Logo recognition at quarterly dinner: Breakfast
- Name recognition and logo in conference app
- Logo recognition on networking materials

Silver Sponsor \$11,000

- Includes all of the Bronze Sponsorship offerings, plus:
 - 1 Concurrent Session Sponsorship of your choice, based on availability, including the opportunity to introduce the session and speaker

Gold Sponsor \$21,000

- Includes all of the Silver Sponsorship offerings, plus:
 - 1 General Session Sponsorship of your choice, based on availability, including the opportunity to introduce the session and speaker

Platinum Sponsor \$39,000

- Includes all of the Gold Sponsorship offerings, plus:
 - 1 General Session Sponsorship of your choice, based on availability, including the opportunity to introduce the session and speaker

SPONSORSHIP ACTIVITIES

Conference Materials \$7,500

Prizes and gifts with company logo throughout the conference expo

*Sponsor is responsible for the production of the conference approval form and delivery to the property

Digital Advertising in Conference App \$10,000

Based on availability and up to five total sponsors

SOCIAL EVENTS

All food sponsorships are available for the sponsorship fee + food per person, unless otherwise agreed upon.

Sunday Night Ladies of Tomorrow Dinner \$10,000

Monday Afternoon Dinner in Ballroom Networking Lunch \$10,000

Monday Afternoon Break \$7,500

Tuesday Breakfast \$12,500

Tuesday Morning Break \$7,500

Wednesday Breakfast \$10,000

The availability of sponsorship activity of these items is time-limited, please contact Eric Ditz, Vice President, Business Development, 202-897-4237 or ed@amcmeat.com

Increase your exposure through **Sponsorship Opportunities**



WRAP UP

CONTACT THE TRADESHOW LOGIC TEAM!

NEED ASSISTANCE?

Contact: Erin Harrison | Exhibit Manager | 770.432.8410 x167 | amcexhibitorcare@tradeshowlogic.com





Thank you!

