



9 – 11 MARCH 2010

*US/Ireland Functional Foods Conference:
Dietary Optimization of Gut Function and the Microbiota*

SPONSORSHIP PACKAGE

Introduction

Functional foods are identified as one of the central pillars for the future development of the food industry internationally. In a recent foresight exercise undertaken by Teagasc, research in functional foods is seen as a priority to support the ambitions of Irish industry to compete in this market segment. In connection with this aim, Teagasc, University College Cork and the USDA have combined to organize US/Ireland Functional Foods Conference 2010, to bring together leading scientists whose research is important for the realisation of these ambitions.

Theme of the Conference

This conference will focus on the science of gut function and response to diet and will address gut hormones and incretin release, gut microbiota for optimal gut function, diet and immune function and biomarkers for enhanced health through diet. While the health effects are broad, they will naturally be those that are diet-related and that connect to gut responses that are linked to such conditions as obesity and the metabolic syndrome. The conference will focus on the sciences that the food industry will need to develop functional foods and bioactives with validated health claims.

SPONSORSHIP PACKAGE

The following is a list of sponsorship opportunities. The various levels of sponsorship can be reached by combining different sponsorship opportunities. Additional benefits that come with each level of sponsorship are listed at the end of this document

All sponsorship opportunities are designed to increase recognition of your organisation!

WE ARE OFFERING THE FOLLOWING LEVELS OF SPONSORSHIP:

SPONSOR CATEGORIES

VALUE

- | | |
|----------------------|-------------------|
| • Platinum Level | from €15,000 min. |
| • Gold Level | from €10,000 min. |
| • Silver Level | from €7,500 min. |
| • Bronze Level | from €5,000 min. |
| • Corporate Sponsor | from €3,000 min. |
| • Supporting Sponsor | from €1,500 min. |
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USA/IRELAND FUNCTIONAL FOODS CONFERENCE 2010
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CONFERENCE GALA DINNER

€15,000

This is an **exclusive** sponsorship opportunity (*1 sponsor only*)

At this farewell event, guests will be treated to a spectacular dinner. Benefits to sponsoring this event include:

- Your organisation name and logo on all printed materials and signage associated with the Gala Dinner
- 4 complementary seats for the Gala Dinner
- Sole and exclusive sponsorship of this event
- Logo on all dinner menu cards
- Verbal recognition during dinner
- The option to place a flyer in the delegate bags announcing your company as the Gala dinner sponsor
- Special recognition on conference website as Gala Dinner sponsor
- Recognition in the On-Site Programme
- Logo and organisation name recognition in the Final Conference Brochure
- Your organisation name and logo on the Conference Website
- Your organisation name displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the on-site registration area of the Conference

WELCOME RECEPTION AND KEYNOTE ADDRESS

€10,000

This is an **exclusive** sponsorship opportunity (*1 sponsor only*)

Delegates to the conference will be welcomed in our usual warm and friendly style! Benefits to sponsoring this event include:

- Your organisation name and logo on all printed materials and signage associated with the Welcome Reception and Keynote Address
- Verbal recognition during Welcome Reception and Keynote Address
- The option to place a flyer in the delegate bags announcing your company as the Welcome Reception and Keynote Address sponsor
- Special recognition on conference website as Welcome Reception and Keynote Address sponsor
- Signs to be placed on all food tables announcing your company as sponsor
- Recognition in the On-Site Programme
- Logo and organisation name recognition in the Final Conference Brochure
- Your organisation name and logo on the Conference Website
- Your organisation name displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the on-site registration area of the Conference

SESSION SPONSORSHIP

€7,500

There is an opportunity to sponsor **one** conference session. Benefits from this sponsorship include:

- Verbal recognition as session sponsor
- Company name and logo on all relevant session signage for the sponsored session
- Recognition in the On-Site Programme
- Logo and organisation name recognition in the Final Conference Brochure
- Your organisation name and logo on the Conference Website
- Your organisation name displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the on-site registration area of the Conference
- **NOTE:** Sponsorship of **both sessions** in a day available subject to negotiation

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DELEGATE SACHELS

€5,000

This is an exclusive sponsorship opportunity (**1 sponsor only**)

- Delegate satchel shall be of good and lasting quality
- Company name or logo on the delegate satchel
- Recognition in the On-Site Programme
- Logo and organisation name recognition in the Final Conference Brochure
- Your organisation name and logo on the Conference Website
- Your organisation name displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the on-site registration area of the Conference

LANYARD (Badge holders)

€3,000

This is an **exclusive** sponsorship opportunity (**1 sponsor only**)

Benefits to sponsoring this item include:

- Company name or logo on the lanyard
- Recognition in the On-Site Programme
- Logo and organisation name recognition in the Final Conference Brochure
- Your organisation name and logo on the Conference Website
- Your organisation name displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the on-site registration area of the Conference

CONFERENCE PADS AND PENS

€1,500

Conference Pads and Pens will be inserted into all delegate conference satchels and are a lasting reminder of the conference. Sponsorship of this item includes:

- Inclusion of a pen and notepad in each delegate satchel (Sponsor to provide the items for packing)
- Inclusion of your logo and company name on the conference web site with a link to your own web site
- Opportunity to include a promotional insert in the delegate conference satchel (maximum 1 x A4 double sided flyer)
- Acknowledgement as a conference supporting sponsor in the Final Conference Brochure

ADVERTISING OPPORTUNITIES

INSERT IN DELEGATE SACHELS

€1,000

Advertising material (single or double sided printing) will be inserted into all delegate conference satchels and provide an opportunity for a lasting reminder of your company's support of the conference. Sponsorship of this item includes:

- Inclusion of your A4 sponsorship material in each delegate satchel (Sponsor to provide material for packing)

ADVERTISING IN THE FINAL CONFERENCE BROCHURE or ON-SITE PROGRAMME:

Full Page	€1,000
Half Page	€500
Quarter Page	€250

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ADDITIONAL BENEFITS FOR EACH LEVEL OF SPONSORSHIP

Platinum Level Sponsor

- 1 complementary Exhibit booth
- 3 complementary Registrations
- Half page advertisement in Final Conference Brochure
- Recognition on Conference signage
- Half page Advertisement in On-Site Programme

Gold Level Sponsor

- 1 complementary Exhibit Booth
- 1 complimentary Registration
- Recognition on Conference signage
- Half page Advertisement in On-Site Programme

Silver Sponsor

- 1 complimentary registration
- Quarter page Advertisement in On-Site Programme

Bronze Sponsor

- Recognition in the On-Site Programme
- Logo and organization name recognition in the Final Conference Brochure
- Your organization name and logo on the Conference Website
- Your organization name displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the on-site registration area of the Conference

Corporate Sponsor

- Recognition in the On-Site Programme
- Your organisation name displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the on-site registration area of the Conference

Supporting Sponsor

- Recognition in the On-Site Programme
- Your organisation name displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the on-site registration area of the Conference

For information regarding IN-KIND contributions please contact

Michael Hickey Tel: + 353 63 89392; e-mail: mfhickey@oceanfree.net

EXHIBITION PACKAGE

THIS IS YOUR OPPORTUNITY TO BE AN EXHIBITOR AT THE USA/IRELAND FUNCTIONAL FOODS CONFERENCE 2010

Exhibition Booths

€2,000

- Promotion as an Exhibitor via company name and logo listed in the Final Conference Brochure.
- Exhibition booth comprising of 3m x 2m floor space, Walls 2.5m high and finished in White Octanorm framed panels, 2 spotlights, 1 power point and fascia board. Optional extras available on request.
- One full registration to the conference, for all sessions, morning and afternoon teas, lunches and inclusive social functions.
- One additional ticket to the Welcome Reception, One additional ticket to the Gala Dinner.
- Includes lunch, morning and afternoon teas for up to **2** staff manning the exhibition booth (does not include access to sessions). Catering vouchers for additional booth staff may be purchased at time of registration.

A letter confirming your booth allocation and account will be sent to you with a contract.

Booth Allocation

Booths are allocated on a first come first serve basis.

Subletting or Booth Sharing

No exhibitor is to sublet or share with another exhibitor without the prior written approval of the Sponsorship Manager, Michael Hickey.

Cancellation Policy

There will be no refund given to Sponsorship & Exhibition amounts paid.

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SPONSORSHIP/EXHIBITION APPLICATION FORM

We seek to confirm our interest in: (please tick to indicate choice)

SPONSOR CATEGORIES & OPPORTUNITIES

- | | | | |
|---|--------------|---|--------------|
| Platinum Level Sponsor | from €15,000 | Gold Level Sponsor | from €10,000 |
| Silver Level Sponsor | from €7,500 | Bronze Level Sponsor | from €5,000 |
| Corporate Sponsor | €3,000 | Supporting Sponsor | €1,500 |
| <input type="checkbox"/> Conference Gala Dinner | €15,000 | <input type="checkbox"/> Welcome Reception & Keynote Add. | €10,000 |
| <input type="checkbox"/> Session Sponsorship | €7,500 | <input type="checkbox"/> Delegate Satchels | €5,000 |
| <input type="checkbox"/> Lanyards (Badge holders) | €3,000 | <input type="checkbox"/> Conference Pens & Pads | €1,500 |
| <input type="checkbox"/> Insert in Delegate Satchels | €1,000 | | |
| <input type="checkbox"/> Advertising Final Program – Full Page | €1,000 | | |
| <input type="checkbox"/> Advertising Final Program – Half Page | €500 | | |
| <input type="checkbox"/> Advertising Final Program – Quarter Page | €250 | | |

EXHIBITION

- Trade Exhibition €2,000

Sponsorship & Trade Exhibition to be paid in full by **16th December 2009**.

Cheques/bank drafts must be made payable to **Conference Partners Ltd.** and be forwarded to the address below. Please Note: **Payment must be in EURO.**
VAT will be charged at 21.5% on all sponsorship and exhibition amounts.

Organisation Name: _____
Address: _____ Postcode: _____
Contact Person: _____ Position: _____
Telephone: _____ Facsimile: _____ Mobile: _____
E-mail: _____
Signed: _____ Date: _____

Please forward completed application form with payment to:

Louise Ryan

Conference Partners Ltd. 2nd Floor, Heritage House, Dundrum Office Park, Dundrum, Dublin 14
T: 353 1 2967252 F: 353 1 2968678 E: louise@conferencepartners.ie