TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Escalator Landing Banner Sponsorship $4,000

(2 available)

All meetings are on the 3rd level which is accessed by escalators. Showcase your company and brand to a captive audience in a high traffic location by sponsoring an 18’ x 12’ banner on the landing of the escalators in the TASN sections.

Gold Level Benefits *PLUS*

- Company name, logo and message on banner
- 18 ft. x 12 ft. banner

Total Value $16,570

High Traffic Entrance Floor Cling Sponsorship: $2,000

(4 available)

Floor decals grab attention and pinpoint your message as attendees actually use it as a stepping stone to their destination. This high visibility branding will get you noticed and will be available in four (4) high-traffic areas:

- General Sessions & Meetings Entrance
- Exhibit Hall Entrance
- Meetings Escalator
- Registration

Silver Level Benefits *PLUS* for one

- 2’ x 2’ Floor Cling
- Company name, logo and message

Total Value $10,075

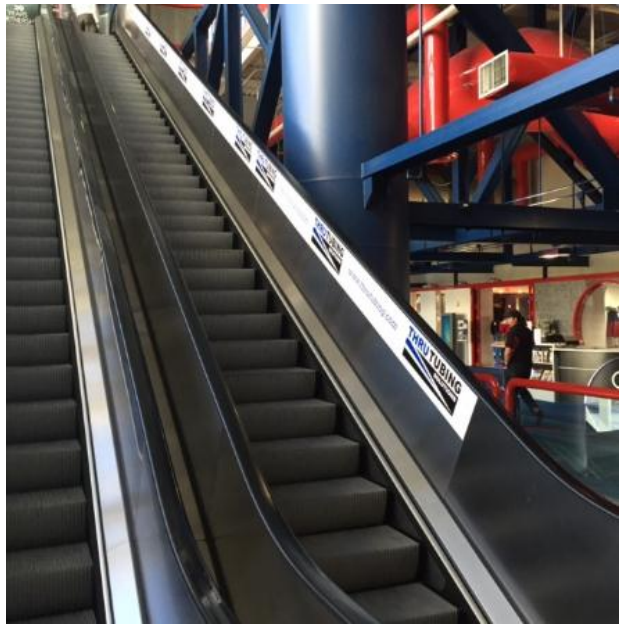
TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Escalator Runner Sponsorship $3,000

(6 available)

All meetings are on the 3rd level which is accessed by escalators. Showcase your company and brand to a captive audience in a high traffic location by sponsoring a runner on each escalator.



Silver Level Benefits *PLUS*

- 110 sq. ft. runner, L1; 90 sq ft. runner L2
- Company name & logo on escalator runner

Total Value $11,075

Water Cooler Sponsorship: $900

(10 Available)

Water cooler stations are located in high-traffic areas at TASN meeting rooms. Your company logo and name on a wrap or sleeve on the cooler water jug will provide repeated exposure.

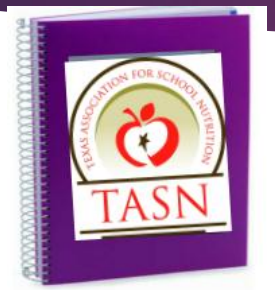
Bronze Level Benefits *PLUS* for one
Silver Level Benefits *PLUS* for 2-4
Gold Level Benefits *PLUS* for 5-7
Diamond Level Benefits *PLUS* for 8-10

- Company name & logoed wrap at each water cooler
- Water cooler

Total Value for 1 $2750
Total Value for 2 – 4: $3,650 to $5,450
Total Value 5-7: $16,750 to $18,550
Total Value 8-10: $24,635 to $26,435

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders



Learning Notebook Sponsorship: $2,000 (3 Available)

What a value for the amount of exposure your company will receive! Your company name and logo in the hands of over 1,300 anticipated attendees using the Learning Notebook during the Conference and also when they return to work. You will receive one full page (6”x9”) advertisement as well with your company logo on each page of the notebook.

Silver Level Benefits *PLUS*

- Company logo on each page of Learning Notebook
- One full page advertisement in Learning Notebook

Total Value $10,075

Conference Tote Bag:
Sole Sponsorship $7,000
Co-sponsorship $3,500

Get exposure during the conference and afterwards. Place your company’s logo on this signature piece given and carried by each attendee, seen by all, and used afterwards as a handy souvenir.

Diamond or Silver Level Benefits *PLUS*

- Company logo on official Conference tote bag
- One (1) page marketing piece or pre-wrapped product insertion

Total Value Sole Sponsorship $24,435

Total Value Co-sponsorship $11,575

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Name Badge Pouch Sponsorship: $5,000

(1 Available)

Market your company by having every attendee wear your company's logo throughout the Conference! With this sponsorship comes four days of high visibility company exposure without leaving your booth.

Gold Level Benefits *PLUS*

- Company logo on badge pouch

Total Value $17,570

Official Conference App Sponsorship: $5,000 (1 Available)

Every time an attendee checks to see what's happening, find a session or locate a booth, your company's logo will be seen throughout the app:

Splash Screen – your logo will be next to TASN's logo and visible immediately when the app is opened

Banner Ads: a rotating banner ad with your logo will be on the app home screen and navigation screen

Home Screen: front placement of your company's logo with live link to your company's website or desired link

Gold Level Benefits *PLUS*

- App visibility

Total Value $17,570

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

No Longer Available

Charging Station Sponsorship: $2,000

(1 Available)

Every attendee will want to sit and recharge their cell phone, and this high-traffic, highly utilized station offers a charging coffee table sporting your logo, seating, and space for your one-page marketing material.

Silver Level Benefits *PLUS*

- Branded coffee table
- Ability to place marketing material

Total Value $10,075

No Longer Available

Relaxation Lounge Sponsorship: $7,000 (1 Available)

This is not your typical charging station- this is an *entire lounge* located in a prime location and will allow offer maximum company exposure for attendees both coming and going. The lounge style station will feature kiosk-style table & stools plus lounge seating, branded coffee table for marketing material, and signage with your company's logo and message/tags.

Diamond Level Benefits *PLUS*

- 1 Branded bar height charging table
- 4 Stools
- 1 Branded charging coffee table
- Lounge furniture
- Sample placement (with TASN approval)

Total Value $24,435

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

"Love, Light and Insight"

Not your typical motivational speaker or self-proclaimed guru, "Doc" Brown will amuse and educate the TASN family and audience with a little "show and tell" and timeless principles about how to achieve monumental success despite where you are from, labels placed on you, and self-defeating attitudes!

"Doc" overcame an upbringing of extreme poverty and violence, welfare, fatherlessness, first generation high school and college graduate, and a single-mother led household to become a popular media personality, a noted author, award-winning educator, trained anthropologist, psychologist, columnist, business consultant and coach, husband, and father of seven.

His positive impact stays with attendees long after his session.

Keynote Speaker Sponsor

"Doc Brown"

Sole Sponsorship $9,000

Co-sponsorship $4,500 (2 Available)

Our keynote speakers are a huge draw and always well received by TASN attendees. **Associate your company and brand with "Doc's" winning message and success,** and receive pre-Conference visibility and recognition as a "Keynote Speaker Sponsor" in promotional and marketing communications sent to TASN members, attendees and professionals.

Diamond or Gold Level Benefits *PLUS*

- Marketing piece at each table for attendees
- Company packaged item placement

Total Value Sole Sponsorship $26,435

Total Value Co-sponsorship $17,070

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Keynote Speaker Sponsor

Jody Urguhart: $5,500 (1 available)

Our keynote speakers are a huge draw and always well received by TASN attendees. **Associate your company and brand with Jody's winning message, energy and motivational humor,** and receive pre-Conference visibility and recognition as a "Keynote Speaker Sponsor" in promotional and marketing communications sent to TASN members, attendees and professionals.

Gold Level Benefits *PLUS*

- Marketing piece at each table for attendees
- Company packaged item placement

Total Value $18,070

"This Would Be Funny If It Wasn't Happening to Me"

This hilarious and provocative presentation shows school nutrition professionals how to get in front of a constantly evolving school week and proactively drive motivation, morale, and productivity.

A former stand-up comedian and motivational speaker for over 16 years, Jody speaks at over 60 organizations and associations every year, is a top, sought-after keynote speaker, and uses clean humor and original content to help her audience derive more meaning, fun, and satisfaction from their work.

She is also the author of ***All Work & No Say***, a bestselling book that shattered assumptions that work can't be rewarding and fun. Her mission is to help motivate people to derive more meaning, fun, and satisfaction from their work.

Watch Jody Speak

http://www.idoinspire.com/video-thank-you

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

First General Session and Flag Parade Sponsor:

$950 **(3 available)**

Chapters are a very important part of TASN, and the Chapter flag parade and recognition ceremony is a unique opportunity to highlight your company, brand, and demonstrate your company's involvement and commitment.

Program Session Sponsor:

$2,000 **(6 Available)**

Align and identify your company with a specific program segment or session of the Conference. This sponsorship gives you priority access to targeted audiences and sectors.

Bronze Level Benefits *PLUS*:

- Company "flag" (provided by company) and participation in parade
- One (1) piece marketing insert in all attendee registration totes
- Stand-out visibility

Total Value $2,800

Silver Level Benefits *PLUS*

- Marketing piece or prepackaged product placement
- Opportunity to teach a class or session and include product or service (approval by TASN)

Total Value $10,075

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Refrigerator or Freezer Truck Sponsorship: **(2 Available)**

Refrigeration is a must when hosting a food show and what better way to market yourself by providing one of the most important pieces to our show. Sponsorship may alternatively be a monetary donation of $2500 for truck rental.

Silver Level Benefits *PLUS* for one

- ¼ page, full color advertisement in the Conference Guide
- Sponsor recognition announcements in the Exhibit Hall

Total Value $10,575

Gold Level Benefits *PLUS* for two

- ½ page, full color advertisement Conference Guide
- Sponsor recognition announcements in the Exhibit Hall

Total Value $17,570

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Show Floor Ice Sponsor

(1 Available)

$975

Located near the main entrance of the Exhibit Hall, the ice bin and its sponsor signage will be very visible by all coming and going.

Bronze Level Benefits *PLUS*

- Ice bin and first 100 bags of ice
- Sponsor recognition at bin in Exhibit Hall
- Company logo on ice bin
- Sponsor recognition announcements in Exhibit Hall

Total Value $2,825

Chapter Photo Opportunity Sponsor $4,750

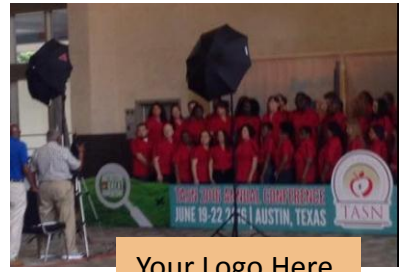
(1 available)

It's a popular spot at Conference – making memories at the Chapter photo spot. Sponsor this year's photo opp which will be located in a high traffic area and will let all attendees take memento photos, each branded with your company logo.

Gold Level Benefits *PLUS*

- Photo booth
- Sponsor recognition at photo booth
- Company branded photos

Total Value $17,320



Your Logo Here

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Conference Communications Sponsorship: $900 **(6 available)**

Your company logo, company description and recognition of your sponsorship in TASN's monthly member e-newsletter is the perfect place to highlight your support, build awareness,and name recognition. Maximum 12 newsletters.

Bronze Level Benefits *PLUS*:

- Your company logo, a brief description and recognition as a TASN sponsor in each monthly issue of the TASN*eNews* digital member newsletter for 4 months.

Total Value $2,750

Social Media Opportunity: $500 **(unlimited available)**

The TASN Facebook page and Twitter feed is seen by thousands, and your company's sponsorship and brand can be too with a TASN post and push. Remember, "a picture is worth a thousand words."

- One (1) Facebook advertising post/graphic of your company, its sponsorship and link to your company on the TASN Facebook page
- One (1) Twitter feed from TASN mentioning your company, its sponsorship, and website link

Note: No additional benefits

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Conference Tote Bag Insert: $375

(Unlimited Availability)

Insert a marketing piece, product/service literature, product/service CD, or announce a prize give-away into Conference Tote Bags given to all TASN Conference attendees.

Note: No additional benefits

Chair Drop: $1,250 **(2 Available)**

Receive maximum exposure with placement of your company-provided printed materials at the seat of each attendee in selected sessions and events.

Note: No additional benefits

Special Conference Opportunity

Industry–ISD Friend Sponsorship: $400*

Make an impression and show your support of Texas school nutrition and K12 foodservice. Industry-ISD Friends will receive name recognition in the On-site Conference Guide, on signage at the Conference, on the TASN Website, and in the TASN*ews*.

Note: No additional benefits

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

General Sponsorship Opportunities (monetary only)
Do you want visibility and an opportunity to show your support but not with a "special" sponsor package opportunity?

General Sponsorships are a perfect way to **increase your market share, reach, and grow revenue** while at the same time demonstrate support of TASN and your commitment to the K12 child nutrition mission. Benefit levels apply.

Diamond Level Benefits apply for $7,000+
Gold Level Benefits apply for $4,000 - $6,999
Silver Level Benefits apply for $1,000 - $3,999
Bronze Level Benefits apply for $500 - $999

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Diamond Level Benefits: $7,000 and above

Recognition & Marketing Benefits at the Show

- One (1) comp 10'x10' exhibit booth - **$1,600**
- Special booth selection for next year (following Industry Committee)
- Special sponsor slide, PowerPoint or video recognition at specific event (if applicable) - **$500**
- Most prominent signage recognition as event sponsor (color logo) - **$500**
- Company logo and recognition on back of the official Conference T-shirt given to all early-bird attendees - **$7,800**
- Five (5) official Conference T-shirts - **$150**
- One (1) page marketing insertion piece in the official Conference tote given to all attendees - **$375**
- One (1) full page, full color advertisement in the official on-site Conference Guide - **$2,210**
- Company logo and recognition on Exhibit Hall entrance and main sponsor signage at registration - **$500**
- Company logo and recognition in the official On-site Conference Guide - **$500**
- Sponsor recognition signage at exhibit booth
- Sponsor recognition ribbons for company representatives

Recognition & Marketing Benefits Outside the Show

- Pre- and Post Conference digital attendee lists including email addresses - **$750**
- Sponsor logo and recognition on TASN Facebook* cover photo for one (1) month - **$225**
- Sponsor logo and recognition on TASN Website** slider - **$675**
- Company color logo and sponsor recognition in *TASNews* quarterly magazine, one issue - **$500**
- Sponsor logo and recognition on Conference Website** page - **$1,150**

** TASN Facebook page averages over 5,600 impressions of content per month*

***TASN website has over 14,000 page views per month*

Total Value $17,435

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Gold Level Benefits: $4,000 - $6,999

Recognition & Marketing Benefits at the Show

- Special booth selection for next year (following the Industry Committee and Diamond Sponsors)
- Signage recognizing event sponsorship (with color logo) - **$500**
- One (1) page marketing insertion piece in the official Conference tote given to all attendees - **$375**
- Company logo and recognition on back of official Conference T-shirt given to all early-bird attendees - **$7,800**
- Five (5) Official Conference Specialty T-shirts - **$150**
- One (1) half-page full color advertisement in the official On-site Conference Guide - **$1,270**
- Company logo and recognition on Exhibit Hall entrance and main sponsor signage at Registration - **$500**
- Company logo and recognition in the official On-site Conference Guide - **$500**
- Sponsor recognition signage at exhibit booth
- Sponsor recognition ribbons for company representatives

Recognition & Marketing Benefits Outside the Show

- Pre- and Post- Conference Attendee digital attendee lists including email addresses - **$750**
- Sponsor logo and recognition on TASN Facebook Cover Photo for one (1) month - **$225**
- Company color logo and sponsor recognition in *TASNews* quarterly magazine, one issue - **$500**
- Sponsor logo and recognition on Conference Website Page

** TASN Facebook page averages over 5,600 impressions of content per month*
***TASN website has over 14,000 page views per month*

Total Value $12,570

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Silver Level Benefits: $1,000 - $3,999

Recognition & Marketing Benefits at the Show

- Signage recognition as event sponsor - **$500**
- Company logo and recognition on back of official Conference T-shirt given to all early-bird attendees - **$4,650**
- One (1) page marketing insertion piece in the official Conference tote given to all attendees - **$375**
- Company name and recognition on Exhibit Hall entrance and main sponsor signage at Registration - **$300**
- One (1) quarter-page, full color advertisement in the official on-Site Conference Guide - **$700**
- Company name and recognition in the official on-site Conference Guide - **$300**
- Sponsor recognition signage at exhibit booth
- Conference Sponsor recognition ribbons for company representatives

Recognition & Marketing Benefits Outside the Show

- Pre- and Post- Conference Attendee digital attendee lists - **$750**
- Company name sponsor recognition in the *TASNews* quarterly magazine, one issue - **$500**
- Sponsor Company name and recognition on Conference Website Page

Total Value $8,075

TASN 2017 Conference Sponsor Opportunities

Child Nutrition: Fueling Future Leaders

Bronze Level Benefits: $500 – $999

Recognition & Marketing Benefits at the Show

- Company name and recognition on Exhibit Hall entrance and main sponsor signage at Registration - **$300**
- Company name and recognition in the official On-site Conference Guide - **$300**
- Sponsor recognition signage at exhibit booth
- Conference Sponsor recognition ribbons for company representatives

Recognition & Marketing Benefits Outside the Show

- Pre- and Post- Conference Attendee digital attendee lists - **$750**
- Company name sponsor recognition in the *TASNews* quarterly magazine, one issue - **$500**
- Sponsor Company name and recognition on Conference Website Page

Total Value $1,850