

Technomic Foodservice
PLANNING PROGRAM

PLATINUM



Platinum Sponsorship

The piece that brings your membership to a higher level

You're already a member of the Technomic Foodservice Planning Program—and familiar with the many benefits of sponsorship. But did you know you can leverage your investment even further, by becoming a Platinum member?

3 Reasons to Upgrade to Platinum

1.

FIVE PREMIUM BENEFITS

Your Planning Program sponsorship is worth even more when you tap into these additional, exclusive benefits:

Executive Roundtable Discussion Sessions

To promote additional peer interaction and provide a focused opportunity to explore key topics, Platinum sponsors participate in executive roundtable discussions, twice each year. These sessions are held in conjunction with the regular Planning Program meetings, and facilitated by senior Technomic staff.

Topics are suggested by the Platinum sponsors. Examples:

MARKETING TOPICS

Optimizing Customer Insights
Managing Trade Spending
Effective Promotional and Merchandising Tool Development
Balancing Distributor and Manufacturer Brand Management
Evaluating New Product and Business Opportunities

SALES TOPICS

Maximizing Broker Effectiveness
Trade Show Management
Developing Efficient Go-to-Market Programs
Recruiting Sales Professionals for Success

Monthly Executive Briefing

Each month Technomic delivers an in-depth electronic report on foodservice developments on the economic situation, including key government indicators, foodservice industry indicators, a “how’s business” foodservice barometer and business news. Additionally, Same Store Sales are provided for the leading foodservice companies in the LSF and FSR segments, as well as a Public Chain Revenue and Profitability report.

Technomic Access

Our online Access™ platform is an efficient resource that provides sponsors with searchable and customizable access to a vast library of Planning Program reports and presentations. Use it to:

- Search, retrieve and export Planning Program reports and presentations, including extractable texts and quote, PowerPoint-ready charts and tables, and downloadable Excel exhibits.
- Generate reports in your company’s Excel, Word and PowerPoint templates.
- Create tailored presentations for internal and external teams.

Private Consulting Work Session

Planning Program sponsors often tell us that the six studies presented annually provide them a wealth of insights and data—but that they are challenged at times to convert this valuable resource and apply it directly to their particular situation. To help facilitate this key step in the process, Platinum sponsors can participate in a half-day work session lead by a senior member of the Technomic staff.

You select the study topic. We then lead an in-depth discussion of our findings, including recommendations specific to your organizational concerns. In this way, you are able to implement specific action steps to improve organizational performance.

These work sessions are held in our Chicago office, in order to provide convenient access to numerous resources readily available to us. If you prefer, however, we can come to you (for an additional fee of \$1,250, plus travel expenses).

Study Highlights Webinar

Platinum sponsors can participate in one 60-minute webinar led by a senior member of the Technomic staff. Highlights from each study are discussed along with an industry status and outlook. Subsequent webinars are optional for an additional fee of \$500 each.



Platinum-level sponsorship is designed to provide expanded—but at the same time more intimate—coverage of the most critical issues facing your organization.

2. JOIN THE LEADERS

Roughly half of all Planning Program companies are already taking advantage of the premium benefits of Platinum-level sponsorship, including these 2011 members:

<i>Advance Food Company</i>	<i>The J.M. Smucker Company</i>
<i>Basic American Foods</i>	<i>John Morrell/Armour Eckrich</i>
<i>Bay Valley Foods</i>	<i>Kerry Foods</i>
<i>Blue Bunny</i>	<i>King & Prince Seafood Corporation</i>
<i>Boyd Coffee Company</i>	<i>Kronos Foods</i>
<i>Burke Corporation</i>	<i>Land O'Lakes, Inc.</i>
<i>Bush Brothers & Co.</i>	<i>Mars Foodservice</i>
<i>Butterball, LLC</i>	<i>McCormick & Company, Inc.</i>
<i>ConAgra Foodservice</i>	<i>Mission Foods</i>
<i>Dairy Management, Inc.</i>	<i>Morton Salt</i>
<i>Dean/Morningstar Foods</i>	<i>Nestle Professional</i>
<i>Dole Packaged Foods</i>	<i>Nestle Waters North America</i>
<i>Farmland Foods</i>	<i>Ocean Spray Cranberries, Inc.</i>
<i>Farmer Brothers Coffee</i>	<i>Pepsi-Cola Company</i>
<i>Flowers Foods Specialty Group</i>	<i>Perdue Farms, Inc.</i>
<i>French's Foodservice/Reckitt Benckiser</i>	<i>Pilgrim's Pride</i>
<i>Furmano Foods</i>	<i>The Procter & Gamble Company</i>
<i>General Mills Bakeries & Foodservice</i>	<i>Ralcorp Frozen Bakery Products</i>
<i>Georgia Pacific</i>	<i>Sara Lee</i>
<i>Ghirardelli Chocolate Company</i>	<i>Sargento Foods</i>
<i>Gojo Industries</i>	<i>Schwans Bakery</i>
<i>H.C. Brill</i>	<i>Scotsman Industries</i>
<i>H.J. Heinz</i>	<i>Smithfield Packing</i>
<i>Hormel Foods</i>	<i>Solo Cup Company</i>
<i>Innoware</i>	<i>Surlean Foods</i>
<i>International Paper Foodservice Business</i>	<i>Tyson Foods, Inc.</i>

3. LOW COST, HIGH VALUE

Joining ranks with more than 50 other Platinum sponsors, and gaining all these additional program benefits, adds only \$6,500 to your annual Planning Program sponsorship fee. Simply complete and return the following form to upgrade today.

Next steps?

To begin leveraging Platinum benefits today, sign and return the acceptance form on the following page. For more information, please contact your Technomic representative at 312-876-0004.

Technomic Foodservice PLANNING PROGRAM

P L A T I N U M

Platinum Membership Acceptance

Sponsors may upgrade their participation to a Platinum level. The add-on fee for this program is \$6,500.00. For this fee, the sponsor will receive not only the major studies referred to in the proposal, but also the ancillary services described. The choice of the subjects to be studied in any annual period will represent the consensus of the sponsors. **This agreement is automatically renewed unless cancelled in writing by the sponsor company.** *The add-on renewal fee is \$6,500.00 per annum, but rates are subject to change.*

Each sponsor agrees to keep the contents of each report on a confidential basis within its own organization. Technomic agrees to maintain the exclusive distribution of these reports with the exception that:

1. New sponsors of the program will be provided the opportunity to purchase prior reports according to the following schedule: reports issued more than twelve (12) months prior to the time the new sponsor joins the program will be offered at a cost of \$1,500 per report.
2. Distribution of reports will be limited to program sponsors, with any single sale of an individual report made to nonsponsors at a cost of not less than \$3,500.

Technomic will agree to provide each sponsor with copies of written reports that will contain the details and findings of each of the six studies. Technomic will also present the findings of each study in an oral presentation to the sponsor group.

A C C E P T E D:

Date _____ Company Representative _____

Company Name _____

Date _____ Technomic, Inc. Representative _____

Once approved, please sign this page and return via fax to your Technomic representative at 312-876-1158.

TECHNOMIC

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