

PET FOOD CONFERENCE

JANUARY 24, 2012 / ATLANTA, GEORGIA



The International Feed Expo and International Poultry Expo offer a great opportunity for companies and organizations to invest in the education and networking opportunities of our annual Pet Food Conference event by becoming a sponsor. AFIA's Pet Food Conference covers a variety of topics from regulatory to technical aspects of production to product claims, marketing and nutrition.

Our annual educational series is held in the Georgia World Congress Center in Atlanta, Ga., attracting more than 200 attendees. AFIA represents more than 30 pet food manufacturers and all major ingredient suppliers offering an excellent opportunity to network with a diverse audience. The Pet Food Conference is held prior to the opening of the International Feed Expo and International Poultry Expo which draws nearly 20,000 attendees. The conference, now in its fifth year, receives extensive local and national media coverage.

The wide range of educational topics and diverse audience provides sponsors with a great opportunity to reach almost every target market at the Expo and Conference. Our aim is to develop long-term strategic relationships that benefit our sponsors and ensure that we bring the best events to the industry.

Please review our sponsorship levels below. If your corporation is interested in event sponsorship, please contact Sarah Novak (snovak@afia.org) at 703.558.3574.

SPONSOR LEVEL:

TUESDAY BREAK

\$2500 (limited to 2 companies)

NAME SPONSORS

Sponsorship level request is \$2,000 per company or \$4,000 value in trade publication advertising

TUESDAY BREAK SPONSORS RECEIVE:

- PowerPoint with company logos during breaks;
- Signs at the entrance of the meeting room;
- Logos on the program insert to be distributed at the event and Pet Food Conference Promotional Brochure;
- A table at the back of the meeting room for your company's literature;
- Sponsor ribbon; and
- Listed on the proceedings CD Rom that will be distributed after the meeting.

- Signs at the entrance of the meeting room;
- Logos on the program insert that will be distributed at the event;
- A table at the back of the meeting room for your company's literature;
- Listed on the proceedings CD Rom that will be distributed after the meeting.

To be a sponsor you must either be a pet food manufacturer or exhibitor at the International Feed Expo or International Poultry Expo. Make check payable to U.S. Poultry & Egg Association. Payment must accompany order. For more information on the conference, visit www.petfoodconference.com

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