



Sponsorship Prospectus

Guide to sponsor opportunities at FoodMed 2011

October 18-19, 2011 • Seattle, Washington • Hyatt Olive 8 Hotel | www.foodmed.org

Build your Brand at the Most Targeted Event in Sustainable and Nutritious Food

FoodMed 2011 is the place where leaders in the health care sector learn about sustainable and nutritious food purchasing at their facilities, and discover cost-effective strategies that meet the unique needs of health care and facilitate the development of sustainable regional and national food systems.

At FoodMed, you will have the opportunity to build relationships with potential customers by connecting your brand and products with the premiere conference that:

- Provides examples of best practices in nutritious, local, sustainable food purchasing and food service practices from the U.S., Canada, and Europe.
- Disseminates information on the latest scientific and policy developments in the food system arena, as they relate to the healthcare sector.
- Offers procurement and policy tools which support a nutritious, local, sustainable food supply chain and development of healthy communities.
- Presents cost-effective strategies to implement nutritious, local sustainable food procurement in health care and group purchasing organizations.
- Inspires the health care sector to become a leader in fostering healthier communities and healthier food systems.



FoodMed Mission

To help participants incorporate sustainable and nutritious food purchasing at their facilities, and learn cost-effective strategies that meet the unique needs of healthcare and facilitate the development of sustainable regional and national food systems.

FoodMed Goals

- Provide examples of best practices in nutritious, local, sustainable food purchasing and food service practices from the U.S., Canada, and Europe.
- Disseminate information on the latest scientific and policy developments in the food system arena, as they relate to the healthcare sector.
- Provide procurement and policy tools which support a nutritious, local, sustainable food supply chain and development of healthy communities.
- Provide cost effective strategies to implement nutritious, local sustainable food procurement in health care and group purchasing organizations.
- Inspire the healthcare sector to become a leader in fostering healthier communities and healthier food systems.

Qualified Buyers of Sustainable Food Products Attend FoodMed

- Senior-level executives from major group purchasing organizations
- Food service directors from leading health care systems
- Senior level managers from food service contractors and food distribution companies
- Medical, nutrition, and dietetics Professionals from major teaching hospitals and long-term care facilities
- Senior-level Healthcare Leadership

Sponsorship Levels

Partners

Partners express their dedication to the mission and goals of FoodMed by contributing to the financial resources necessary for organizing and running FoodMed. Partners may agree to host an event at the conference, including a continental breakfast, break, lunch, book-signing or reception. This is a high visibility opportunity to promote your brand.

- Prominently featured as Partner on all promotional materials, including flyers and brochures
- Highlighted as Partner in mailings to potential sponsors, funders, signatories (hospitals and healthcare systems), exhibitors, speakers and attendees
- Recognized as Partner in conference signage
- Organizational description included in registration package for attendees, with option to include information on environmental and sustainable food policies and projects
- Prominently listed in registration package as Partner
- Linked to conference website from your website
- Recognized as Partner and for making significant contributions to the conference from the podium
- Two complimentary full-conference registrations

\$10,000

Partners include foundations, government organizations, hospitals, health systems, health insurance providers, universities, GPOs, design firms and similar organizations not directly involved in food production, manufacturing, or direct product sales.

Sponsors

Sponsors endorse the mission and goals of the FoodMed conference by contributing to the financial resources necessary for organizing and running FoodMed. This is a great opportunity for repeated exposure throughout the conference.

- Organizational description in registration package for attendees, with option to include information on sustainable food and environmental policies and projects
- Listed as Sponsor in mailings to potential partners and funders, signatories (including hospitals and healthcare systems), exhibitors, speakers, and attendees
- Linked to conference website from your website
- One complimentary full Conference registration

\$6,500

Sponsors' products or services must be consistent with Preferred Exhibitor Guidelines as determined by FoodMed.



Sponsorship Levels

Supporters

Supporters endorse the mission and goals of the FoodMed conference. The benefits of being a conference Supporter are:

- **Company named** in registration package for attendees
- **Linked** to Supporter page on conference website
- **One half-price** conference registration

\$2,500

Supporters agree to help promote FoodMed through electronic or print mailings to members or affiliated organizations, internet link to conference website, or articles in association newsletters.

Friends

Friends express their support of FoodMed by endorsing the conference mission statement and goals. FoodMed Friends showcase their commitment with:

- A clear statement of your organization's support for nutritious, local, sustainable food systems
- Your organization name listed on conference website with link to homepage

\$1,000

Friends agree to help promote FoodMed through electronic or print mailings to members or affiliated organizations, Internet link to conference website, or articles in association newsletters.

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Applicant Information

Organization Name _____

Primary Contact Person _____

Organizational Representative(s) _____

(Sponsor: one complimentary; Partners: two complimentary; Supporter: one half-price)

Organization Address _____

City _____ State _____ Zip Code _____ Country _____

Phone (_____) _____ Fax (_____) _____

Email (for contact person): _____ Website _____

Payment Information

Make check payable to FoodMed or Health Care Without Harm (payment necessary to process registration).

Mail registration form and check to:

FoodMed c/o Health Care Without Harm
12355 Sunrise Valley Drive, Suite 680
Reston, VA 20191

Sponsor Benefits

To receive the indicated benefits, please forward to Emma Sirois (emma@oregonpsr.org) no later than September 30, 2011:

- **Company description** for registration package for attendees, with option to include information on sustainable food and environmental policies and projects – no longer than 250 words;
- **Logo and Link.**

NEW! Groups that provide information and payment on or before August 1, 2011 will be listed in GreenHealth magazine, which is delivered to 1,100 Practice Green Health member hospitals.

Hotel Reservations

FoodMed encourages all participants to book their room at Hyatt Olive 8 Hotel. A special room rate of \$173 is set aside for the group. Please make your reservations directly with the Hyatt Olive 8 Hotel by calling Guest Services at (206) 695-1234 and make sure you indicate that this is for the FoodMed conference, or make reservations online at: <https://resweb.passkey.com/go/FoodMed>.