



EVENT SPONSORSHIP BENEFITS

	Gallery Showcase* \$750	Gallery Showcase* \$1250	Break Sponsor \$500	Community Media Sponsor - \$1500	Event Sponsor \$2500
All-Access Passes	1	2	0	1	4
Logo placement on check-in desk banner			X	X	X
Company Attribution			On Break Table	Above Monitor	Main Stage Ban'r
Logo on front page of event program					X
Logo on back page of event program				1/8 pg	
Logo on all FCIA event slides (doesn't include placement on presenter slides)					X
Verbal acknowledgement during President's welcome & closing speech					X
Logo and contact info in post-event newsletter sent to ~2000 chocolate professionals	X	X	X	X	X
Logo placement on home page of FCIA website through Jan					X
Logo placement on event homepage (in perpetuity)			X	X	X
Logo placement in all promotional emails sent Oct-Jan					X
Attribution in pre-event social media campaign including facebook and twitter	1 posts/tweets	1 posts/tweets			2 posts/tweets
2' or 4' table (depending on venue) in gallery showcase	X			X	<i>Sm or lg table</i>
Two 6'x2' tables in gallery showcase that can be configured into a 'U' or 'L' shape		X			<i>Sm or lg table</i>

ADVERTISING	Option 1	Option 2	Option 3
Event program placement (includes an ad in the post-event e-newsletter)	\$300- ¼ page (small ad)	\$550 – ½ page (med ad)	\$1200 – full page (lg ad)
e-Newsletter placement	\$250 – small ad size	\$500 – med ad size	\$1000 – lg ad size

Event program ad space reaches a very targeted audience of 200 fine chocolate professionals. E-Newsletter ad space reaches a larger targeted audience of 2000 fine chocolate professionals. The audience's composition includes: 75% chocolatiers, 15% chocolate-makers, 10% combination of growers, suppliers, educators, etc.

***Gallery Showcase:** The gallery showcase is a dedicated area in our event where vendors showcase their products and services. Space is limited and table location is assigned on a first come basis. The showcase opens 30 minutes before the afternoon event conference programs and runs until 6:30PM when our evening program starts.

Vendors are welcome to return to your space after the evening program and throughout the post-program networking session (typically runs from 8-9:30pm). The gallery is strategically positioned so that everyone at the event has to walk by the showcase to get elsewhere in the event.

There are 2 table sizes. The small table can range between 2' round or 4' square, depending on the venue. The large space includes two 6' long tables that can be configured into an 'L' or a 'U' shape. Tables are draped in white linen. You are responsible for all signage. Most venues don't allow hanging signs from their walls so please plan to bring a table-top or stand-up signs. Electricity is available upon request.

There are 2 ways to participate in the Gallery Showcase:

1. Pay for a one-time, one-event reservation of a small or large space, and get the additional benefits outlined above.
2. Purchase an annual package that includes an FCIA membership for 4 people associated with your company. It also includes 4 all-access passes for each person associates with your membership and a dedicated space in the gallery showcase for both our summer and winter events. The current rates will very likely change in January 2014 (we've recently expanded the time and benefits for this option). Sign-up now and reserve your spot for both the January event (in San Francisco) and the June event (in NY), and enjoy a significantly discounted rate of \$1000/year for the small space and \$1500/year for the large space.

Break Sponsor: As a break sponsor, your company name and logo will be prominently placed on the snack and coffee station located in a very prominent area of the event traffic flow. This is a very visible, highly visited table. You are welcome to provide marketing materials, samples, or other items to place on this table that promotes your business. Please let us know in advance if you need one of our event staff to setup and showcase your materials. Please note: Most venues don't allow hanging signs from their walls so please plan to bring/send a table-top or stand-up sign.

Community Media Sponsor: For the first time in FCIA history, we'd like to expand our event experience to incorporate social media. This sponsorship would allow attendees to tweet questions during the conference programs and share their experience in a virtual and multimedia way with fellow attendees and others in our community who can't join us.

As an interactive community sponsor, your company name and logo will be prominently placed above one of the monitors that display the tweets during the event. This is a terrific way to support the fine chocolate community and promote your business.