

# PET FOOD CONFERENCE

JANUARY 28, 2020 / ATLANTA, GEORGIA



The International Production & Processing Expo (IPPE) offer a great opportunity for companies and organizations to sponsor the educational and networking opportunities of the American Feed Industry Association's annual Pet Food Conference event held in conjunction with the Expo. AFIA's Pet Food Conference covers a variety of topics from regulatory to technical aspects of production to product claims, marketing and nutrition.

The annual educational series brings together more than 250 attendees at the Georgia World Congress Center in Atlanta, Ga. 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 IPPE, which draws more than 30,000 attendees. The conference, now in its 13th 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. AFIA's aim is to develop long-term strategic relationships that benefit our sponsors, ensuring that we bring the best events to the industry.

Please review our sponsorship levels below. If your corporation is interested in event sponsorship, contact Connie Samuels (csamuels@afia.org) at (703) 558-3573.

## SPONSOR LEVEL:

**TUESDAY BREAKFAST** \$2,500 (limited to 1 company)

**TUESDAY BREAK** \$2,500 (limited to 2 companies)

## TUESDAY BREAK & BREAKFAST 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 in the Pet Food Conference promotional brochure;
- A table at the back of the meeting room for your company's literature;
- Listed on the proceedings that will be distributed via email after the meeting.

**TUESDAY LUNCH** \$2,500 (limited to 2 companies)

## TUESDAY LUNCH 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; and
- Listed on the proceedings that will be distributed via email after the meeting.

## WIFI SPONSOR

\$2,500 (limited to 1 company)

## WIFI SPONSORS RECEIVE:

- Choose password for WiFi (some character limitations);
- 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 in the Pet Food Conference promotional brochure;
- A table at the back of the meeting room for your company's literature;
- Listed on the proceedings that will be distributed via email after the meeting.

## NAME SPONSORS

Sponsorship level request is \$2,500 per company or \$6,000 value in trade publication advertising

## NAME SPONSORS RECEIVE:

- PowerPoint with company logos during breaks;
- 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; and
- Listed on the proceedings that will be distributed via email after the meeting.

To be a sponsor, you must either be a pet food manufacturer or exhibitor at IPPE. Make check payable to AFIA. Payment must accompany order. For more information on the conference, visit [www.petfoodconference.com](http://www.petfoodconference.com)

