



WGC Conference • April 20-22, 2009 • Alexandria, VA

## Outstanding Media Visibility for Conference Sponsors

### GLUTEN FREE

**Gluten-free doesn't mean Grain-free**

*The gluten-free market is growing by 25% a year. Most whole grains are gluten free – and new mainstream products mean the whole family can eat together again.*

### WAY BEYOND WHEAT

**Ancient Grains Sprouted Grains and more!**

*We wouldn't eat only carrots for vegetables – and yet over 70% of our whole grains are wheat. Why a variety of grains – and of processing – is important for health.*

### COMFORT FOOD

**Enjoy better health without giving up your favorite foods**

*All your old favorite foods and snacks are now available in whole grain versions. No need to choose between "good for you" and "tastes good" – enjoy both!*

Our sponsors' support is essential to making Whole Grains Council conferences vibrant and productive. But we know your marketing dollars are limited, and sponsorship only makes sense for you if you can be sure of a strong return on your investment.

Companies tell us that media visibility is the key benefit of sponsorship – which is why we've made sure to attract journalists from *Health* magazine, *Good Housekeeping*, *AP*, *Shape*, *Chicago Tribune*, *Prevention*, *Parade*, *Gourmet Retailer*, and many more publications, to past WGC events.

This year we're introducing a new twist to draw even more media attention to our sponsor display tables, with something we call **Hot Topics in Whole Grains**. Here's how it works. We're grouping our sponsors into six themed groups, or Hot Topics. Each group will have a lead sponsor, partner sponsors, and a theme expert.

We'll start our first day in mid-afternoon with our keynote addresses, then ask our six theme experts to say a few words about their topics – just a few key points, to arouse interest. Then we'll move immediately to our Info-Reception in the breaks-and-exhibit space, where participants can travel at their own pace from group to group, enjoying food samples, sipping their choice of drinks, and gleaning useful information from our theme experts and sponsors

With strong story lines clearly laid out, your brands and marketing messages will be much more visible – and media stories will practically write themselves. Plus, subsequent break time conversations with key influencers and media will be even more productive.

In this way, Hot Topics Sponsorships can offer strong benefits:

- More focused attention for sponsors' companies and products
- Closer integration of products with conference content
- Synergy between WGC members
- Ready-made stories for media

And of course we're also keeping all the other same great benefits as always, such as the right to put your products in attendee gift bags, your name on conference signage, your foods served at breaks or meals, and extra comp registration(s) for your team.

Our six themes, or Hot Topics, will depend on sponsor interest, but some **preliminary ideas** are listed on the sides of this page, and more information is on the next page.

All sponsorships can be customized to meet your unique marketing goals, so let's talk. Please contact:

Cynthia Harriman  
603.436.1608 or  
cynthia@oldwayspt.org.

### IF YOU SERVE IT, THEY WILL BUY

**Whole Grains: Hot Trend on Menus**

*The surprising gains of whole grains in restaurants today – and why they're hot.*

### SCHOOL LUNCH

**"Add whole grains – but keep the whole meal under \$1.15"**

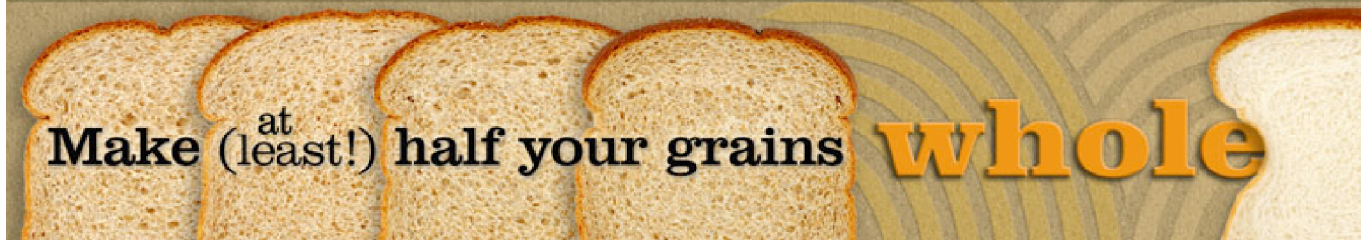
*Are we asking the impossible of our schools? What needs to happen – products, funding, and attitudes – to get whole grains in every school, everywhere.*

### WHAT'S INSIDE

**How an ingredient revolution is creating better whole grain foods**

*What's under the hood of some of the newest whole grain products? Top ingredient suppliers support innovative product development.*

*What other topics match your needs? These topics are tentative. Our final six Hot Topic choices depend on your needs.*



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# FAQ for Conference Sponsorships

**Q. How much do Hot Topic sponsorships cost?**

Our goal is for each Hot Topic group to contribute at least \$20,000 in revenue to the conference. So:

- \$17,500 .....guarantees you the Lead Sponsor role (if you're first to commit), with other partners welcome.
- \$10,000 .....buys a double-partnership (more display space)
- \$5,000 .....buys a partnership in the Hot Topic group of your choice

**Q. What if many companies want the same topic?**

That's great! It shows the media how very hot that topic is, and provides extra funding so we can bring more journalists to the event. We'll just give that group more real estate, and savor the "big tent" nature of the WGC.

**Q. How is the "lead sponsor" for a group determined?**

The lead sponsor is the major contributor for the group.

**Q. Can a company be part of two or more groups?**

It's up to you whether to focus media interest on one aspect of your company or on multiple topics. Some companies may prefer to invest in a Lead Sponsorship with one topic, while others may choose to have a partnership in two or more topics.

**Q. The topics shown don't fit my needs. Are there others?**

The six topics ultimately chosen will depend totally on our sponsors' needs. These are placeholders, to start a useful discussion with you about how we can customize our program to meet your specific marketing goals. What do *you* see as today's hot topics in whole grains?

**Q. Who chooses the Hot Topic Expert for each group?**

The **lead sponsor** proposes a Hot Topic Expert, subject to WGC agreement. Health professionals, book authors, and researchers make great Experts because they can provide solid quotes for the media, and give third-party endorsement to the Topic. These are *not* company spokespeople or marketeers.

**Q. Who pays for Hot Topic Experts?**

The WGC pays travel and hotel expenses for all non-corporate speakers, including Hot Topic Experts, but does not pay honoraria or any other speaker fees. Lead sponsors have the option to offer additional remuneration to their chosen Expert.

**Q. What other benefits come with my sponsorship?**

Benefits vary by sponsorship amount, as follows:

	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$17,500</b>
Comp registration(s) .....	1	2	3
Tabletop Exhibit Space .....	1 unit	2 units	3 units
Products served.....	1 break	2 breaks	2 breaks
	or meal	or 1 meal	+ 1 meal
Products in gift bags .....	yes	yes	yes
Signage .....	name	name+logo	name+logo
Program ad.....	1/6 page	1/3 page	1/2 page

**Q. Can we have branded materials in the group display?**

Absolutely! The WGC will provide a master banner for each group display, and work with the Expert and the group's sponsors to create a Hot Topic Fact Sheet for the group. But beyond that, sponsors choose what to display in their part of the space.

**Q. Do I need to be part of a Hot Topic group?**

No. If you prefer a traditional display table, that's okay with us. However, we truly believe the Hot Topics will get more media attention, through the Teasers in the opening sessions and the format of the Day 1 Info-Reception.

**Q. When do I need to pay for my company's sponsorship?**

Half the payment is due on commitment, with the balance due by March 10, 2009.

**Q. Any other options for really small companies?**

Yes! We want to make sure every WGC member has the opportunity to support our conference, so we've added these additional Supporter options:

- \$1,500 .....*Speaker/Chef Supporter*  
Covers travel expenses for key speakers and culinary masters to share their expertise
- \$750 .....*Door Prize Supporter*  
Supports a door prize (which you also donate) to be given away, with acclaim, at the event
- \$500 .....*Program Book Supporter*  
Supports the creation of useful reference materials for the program binder.
- \$250 ....*General Supporter*  
Your contributions help defray general costs, to make this the best conference ever.