



2012 "AT-A-GLANCE" OVERVIEW OF SPONSORSHIP OPPORTUNITIES FOR CIA CONFERENCES & LEADERSHIP RETREATS

LEADERSHIP PROGRAM	WORLDS of HEALTHY FLAVOR	produce first! <i>American Menus Initiative</i>	Healthy Kitchens, Healthy Lives	THE GREYSTONE FLAVOR SUMMIT	Healthy Flavors, Healthy Kids	Flavor, Quality & American Menus	latin flavors, american kitchens	WORLDS OF FLAVOR® INTERNATIONAL CONFERENCE & FESTIVAL
DATES	January 18-20, 2012	January 21, 2012	March 22-25, 2012	April 19-21, 2012	May 9-11, 2012	September 5-8, 2012	October 3-5, 2012	November 1-3, 2012
VENUE	CIA at Greystone	CIA at Greystone	CIA at Greystone	CIA at Greystone	CIA, San Antonio	CIA at Greystone	CIA, San Antonio	CIA at Greystone
PRESENTING PARTNER	Harvard School of Public Health, Department of Nutrition	CIA Exclusive	Harvard Medical School, Osher Research Center	<i>Food Arts Magazine</i>	CIA Exclusive	University of California, Davis	CIA Exclusive	CIA Exclusive
SPONSORSHIP LEVELS	\$7.5-80K	\$5-20K	Exhibitors: \$5-20K Academic Grants: \$4-25K	\$12-45K	Program Partners: \$10-25K Healthy Kids Grants: \$10-50K	\$10-46K	\$5-45K	\$4.5-150K
AUDIENCE	FOODSERVICE 30 to 35 <i>invited</i> volume foodservice menu decision makers from top chains, universities, hotels and other high volume operations	FOODSERVICE 30 to 35 <i>invited</i> volume foodservice menu decision makers from top chains, universities, hotels and other high volume operations	HEALTHCARE 400 physicians, registered dietitians, and other influential healthcare professionals	FOODSERVICE 30 to 35 <i>invited</i> volume foodservice menu decision makers from hotels, casinos, cruise lines, upper-tier chains, and other high volume operations	FOODSERVICE 120 <i>invited</i> attendees including experts in children's nutrition, school foodservice professionals, college and university dining leaders, and menu-decision makers from chain restaurants that have kids' menus	FOODSERVICE 30 to 35 <i>invited</i> volume foodservice menu decision makers from top chains, universities, supermarkets and other high volume operations	FOODSERVICE 30 to 35 <i>invited</i> volume foodservice menu decision makers plus an additional 50 foodservice professionals from Texas	FOODSERVICE 700 leading chefs and other top foodservice executives and professionals
OPPORTUNITY TO EXHIBIT	Yes		Yes	Yes		Yes	Yes	Yes
MARKET BASKET EXERCISE		Yes				Yes		
UNIQUE ATTRIBUTES OF THIS EVENT	<i>This event focuses on translating nutrition science into successful menu options for volume foodservice. Attendees include top scientists and a AAA-list of volume menu developers.</i>	<i>This event focuses on getting chefs to use more produce. The Market Basket Exercise provides a unique opportunity for sponsors to work side-by-side with chefs as they develop new menu items.</i>	<i>The four-day program features many of Harvard's most influential researchers, as well as guest chefs who help translate the nutrition science into healthful options for today's busy consumers.</i>	<i>This invitation-only retreat highlights the much-acclaimed flavor discovery expertise of the CIA at Greystone as it explores menu and other trends at the intersection of upper-tier volume foodservice and fine dining.</i>	<i>This invitational leadership symposium highlights the unique role chefs play in developing healthful, flavorful foods for children, and includes sessions on the special challenges in children's nutrition within the U.S. Hispanic community.</i>	<i>Silver sponsors and above can present directly to this top group of corporate chefs and operators. A field trip to local farms and orchards creates many memorable "flavor discovery" experiences for all participants.</i>	<i>This conference, held at the Center for Foods of the Americas, a new CIA campus in San Antonio, Texas, focuses on Latin cuisine and culture. Each year various countries and regions in Latin America are highlighted.</i>	<i>This conference, now in its 13th year, is one of the foodservice industry's premier events. The World Marketplace brings to life the culture and cuisine of the featured countries and regions.</i>