

Lights,
Camera,
Action!

Introducing

InterBev
Live!



New Sponsorship Opportunities

Live, Cutting-Edge Events and Opportunities

September 22-24, 2010
Orange County Convention Center
Orlando, Florida USA

For more information, go to InterBev.com or contact
Steve Richard at 202.721.7657, e-mail: steve@lauthorities.com
or Mamie Ling at 202.721.7663, e-mail: mamie@lauthorities.com

Build Buzz. Build Relationships. Build Your Brand.

InterBev Live will change the way our industry does business by turning the trade show floor into an electric, proactive, knowledge-rich experience—available only in Orlando, Fla. this September 22-24.

Cutting-edge, live events on the trade show floor will showcase relevant industry innovations and trends throughout the exhibit hall. Attendees will participate in live interviews, and gain access to industry leaders in unique sessions and debates on "hot" industry topics. **SIGNATURE EVENTS:** *CEO Town Hall, Retail Panel, Global Supply Chain, Environmental Initiatives, and The Future in Plant/Warehouse Design/Implementation – sponsor these live opportunities.*

SPONSOR. SPEAK. SELL. Take the opportunity to be ON STAGE telling *your* story, launching *your* brand, showing *your* video. Only at InterBev Live!

LIVE Theaters \$5,000 each

InterBev LIVE is all about LIVE interactive engagement between sponsors, customers, attendees and presenters from the trade show floor to the innovative LIVE theaters. We have three theaters that will give you **MORE TIME – BETTER CONNECTIONS – HIGHER ENERGY** with all your potential clients! Nothing can compare with being on stage, throughout the day with a LIVE presentation/demonstration, video or commercial.

- **New Beverage Theater:**
8 time slots available over 3 days - \$5,000 each
- **Green Theater:**
8 time slots available over 3 days - \$5,000 each
- **Beverage Operations Theater:**
9 time slots available over 3 days - \$5,000 each
(Each time slot is 20 minutes of stage time,
with 10 minutes of set-up and tear-down time)

Center Stage \$8,000 each

The **CENTER** of the entire InterBev experience will position you and your message in front of every single person on the show floor – you will command everyone's attention. Book periods of time to present live, the information you want to put in front of the beverage industry.

- **8 time slots available over 3 days - \$8,000 each**
(Each time slot is 20 minutes of stage time,
with 10 minutes of set-up and tear-down time)

Naming Rights From \$50,000 each

You can actually name one of the 3 InterBev LIVE theaters with your brand for the entire show! With naming rights, you will have premium time slots to market/promote your products.

- **3 Theaters @ \$100,000 each (exclusive)**
or 2 sponsors @ \$50,000 each
(Sponsor receives 15 minutes of stage time each day)

Tech Check \$15,000

Everyone at the show will need to "charge" their phones, Blackberrys, laptops, etc., and you will be the most popular place on the show floor because you will be the Tech Check station for 3 days!

Commercials and Advertorials From \$2,000

There will be flat-screen panels placed throughout the show floor and every attendee will be exposed to your messages, commercials and advertorials throughout each day. Your message, your channel!

- **TV Commercials - \$2,000**
- **Advertorials - \$6,000**
(Commercials and Advertorials will run multiple times per day)

Pop-Up Banner Call for pricing

An exciting new dimension to InterBev LIVE is the utilization of our own Convention Network TV organization. This team of professional reporters will be doing newscasts and remote reporting from across the show floor. During the airing of these broadcasts you will be able to secure "pop-up" ads during the live newscast. These will provide you with thousands of impressions each time your ad runs – magnifying your total show presence.

Anchor Exhibit Location \$2,500

Make your exhibit the center of attention as the backdrop for our Convention Network TV news team as they broadcast live from the show floor. Both real time and re-broadcasts of the news from your booth will leave all attendees with a positive and powerful impression.

Audience Response Devices Call for pricing

See your company logo on every audience response device participants will be using during each session. The devices will be used to poll the audience on the current session for a stimulating discussion.

For more information, contact:

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or Mamie Ling at 202.721.7663, e-mail: mamie@lauthorities.com

Survey Question

Call for pricing

Sponsor a question during one of the live sessions and be recognized as a sponsor/supporter of InterBev LIVE. Gain valuable feedback on an issue important to your business!

Sweetener Panel

\$20,000

SIGNATURE EVENT

This discussion will focus on the wide array of sweeteners used by the beverage industry. This live panel will be one of the focal points of the entire convention and provide you with an extraordinary opportunity for showcasing your brand.

CEO Town Hall

\$50,000

SIGNATURE EVENT

Sponsoring the CEO Town Hall at InterBev 2010 will provide a unique opportunity to bring together the leaders of our great industry onto one stage. As highly competitive CEOs of some of the most recognizable brands around the globe, this forum will be a one-of-a-kind event that will bring energy and excitement to the show floor. The Town Hall will cover a variety of topics, such as environmental stewardship, discriminatory taxes and industry's leadership on successfully implementing School Beverage Guidelines, as well as calorie transparency and beverage innovation.

Retail Panel

\$20,000

SIGNATURE EVENT

This panel will focus on the beverage retail business. Hear industry leaders discuss the future of the beverage retail industry.

Global Supply Chain Presentation

\$25,000

SIGNATURE EVENT

A senior supply chain executive will give the audience unique insights into salient strategy issues. The presentation will be interview style.

People's Choice Awards

Call for pricing

For the first time at InterBev, attendees will vote to select the winners of the People's Choice Award – an award given to exhibitors that make the most impact! Have your company logo alongside polls as we ask attendees to vote on their favorite booth, swag and new products.

Packaging: Multi-Pak Growth Emerging Markets

\$15,000

SIGNATURE EVENT

Currently, emerging markets are a critical and dynamic force that companies need to factor into their business plans. What are the innovations and where are the growth opportunities?

U.S. Market Trends

\$15,000

SIGNATURE EVENT

A live presentation on the current U.S. market trends and what they mean for the future. What are the fastest growing segments of the beverage market and what new segments are emerging?

International Market Trends

\$15,000

SIGNATURE EVENT

A live presentation on the current environment of international market trends and what the future will bring. What are the faster growth opportunities? How does the international marketplace compare to the U.S. marketplace?

Grocery Aisle of the Future

\$15,000

SIGNATURE EVENT

Environments are changing and customer behavior is shifting. What does this mean for the future retail environment?

Environmental Initiatives

\$15,000

SIGNATURE EVENT

Environmental issues continue to impact and shape nearly every aspect of our industry! Learn about new environmental initiatives in the beverage industry. What are the newest initiatives and what do they mean for the beverage industry?

The Future in Plant/Warehouse

Design/Implementation

\$15,000

SIGNATURE EVENT

Presenter: Stahlman Group

The Stahlman Group completed the first LEED-certified Coca-Cola bottling plant in the United States.

Hear how it was done, and learn about the future of sustainable facilities. This will be a fascinating first-hand account of what it takes to "lead" in the LEED environment.

Physical Activity Area

\$15,000

Physical activity is fundamental to well-being. This dedicated area on the show floor will have the latest equipment and innovations available for all attendees to try. A great way to learn, relax and enjoy time. This will undoubtedly be one of the must-see areas at InterBev 2010.

Industry Initiative

\$10,000

The beverage industry continues to demonstrate its leadership in providing the most innovative and substantive initiatives to positively impact our daily lives. This presentation will demonstrate the products and information that are supporting our Clear on Calories Initiative and School Beverage Guidelines.

Build
Your
Brand

at

InterBev[®]
2010



2010 Sponsorship Opportunities

September 22-24, 2010

Orange County Convention Center

Orlando, Florida USA

For more information, contact Jonathan Watson at 703.259.6118
or e-mail: interbev@cmgexpo.com

2010 Sponsorship Opportunities



InterBev[®] 2010

September 22-24, 2010
Orange County
Convention Center
Orlando, Florida USA

InterBev.com

As an exhibitor at InterBev 2010, you have the extraordinary opportunity to reach this lucrative audience with unique marketing opportunities in all price ranges. Please review the list of sponsorships and promotions that are listed below to learn how you can build brand awareness and drive more traffic to your booth.

**Call Jonathan Watson today at 703.259.6118,
or e-mail at interbev@cmgexpo.com**

Lunch on Trade Show Floor

(5 Available)

\$5,000 each/\$25,000 Exclusive

On Thursday, September 23, a complimentary lunch will be provided to all attendees on the trade show floor. This event provides premium visibility and multiple networking opportunities.

SPONSOR WILL RECEIVE:

- Recognition on the InterBev 2010 Web site
- Signage throughout the show floor at all beverage and food stations
- Company name, logo and sponsorship in the InterBev on-site program guide
- Post-show attendee list

Tote Bags

(3 Available)

\$5,000 each/\$15,000 Exclusive

Attendees need tote bags to hold all of the on-site materials they collect. This is a great promotional vehicle to get your name in front of the buyers and includes an insert option into the bag. Price includes production of bags.

SPONSOR WILL RECEIVE:

- Recognition on the InterBev 2010 Web site
- Company logo on bags handed out to all attendees
- Company name, logo and sponsorship in the InterBev on-site program guide
- Post-show attendee list

Make an
impact at
InterBev 2010!

Badge Lanyards **\$7,500 Exclusive**

One of the most popular items. All attendees need to have them for the event and what a great place to have your logo and/or Web site displayed for all to see. Price includes production of lanyards.

SPONSOR WILL RECEIVE:

- Recognition on the InterBev 2010 Web site
- Company logo and/or Web site on lanyards handed out to all attendees
- Company name, logo and sponsorship in the InterBev on-site program guide
- Post-show attendee list

E-mail Stations **\$3,000 each/\$9,000 Exclusive**

Be the link that connects attendees to their e-mail, the Internet and your product. You will be providing a valuable service and receive recognition at the same time.

SPONSOR WILL RECEIVE:

- Recognition on the InterBev 2010 Web site
- Company logo as screen saver on each group of terminals
- Company's Web site set as home page at each terminal
- Company's logo on e-mail station signage
- Company name, logo and sponsorship in the InterBev on-site program guide
- Post-show attendee list

Beverage Breaks **\$2,000 each/\$10,000 Exclusive**

Great opportunity to provide refreshments in between educational sessions and promote your booth location.

SPONSOR WILL RECEIVE:

- Recognition on the InterBev 2010 Web site
- Signage with company logo and booth number at each coffee station during a selected break time
- Separate sponsor table in the coffee area for literature distribution (available only during the coffee break)
- Company name, logo and sponsorship in the InterBev on-site program guide
- Post-show attendee list

A/V Sponsorship **\$2,000 each/\$10,000 Exclusive**

Excellent messaging opportunity to reach attendees while they wait for the education session to start.

SPONSOR WILL RECEIVE:

- Recognition on the InterBev 2010 Web site
- Company logo or advertisement and booth number will appear on every screen in every educational session
- Signage indicating equipment sponsorship
- Company name, logo and sponsorship in the InterBev on-site program guide
- Post-show attendee list

Ready to Start Building Your Opportunity?

Let our experienced sales team help you design a convention strategy that meets your marketing goals and budgets. We can also provide helpful tips and other information to help your company maximize its sponsorship investment.

**Call Jonathan Watson today at 703.259.6118,
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