

# 2010 CFIC Convention

## Tentative Schedule of Events



Thursday, July 22	
10:00 am – 8:00 pm	Registration Desk
12:30 pm – 4:00 pm	Snack Shack
6:30 pm – 9:30 pm	<b>Carolinas College Sports Opening Event</b> Silent Auction Buffet Line Open 7:00 - 8:30 pm

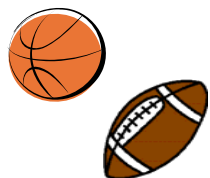
(Encourage guests to eat at tables and then move to alternative areas for conversation)

Friday, July 23	
7:00 am – 7:00 pm	Registration Desk
7:00 am – 4:00 pm	Snack Shack ( <i>breakfast 7:00-10:30 am; lunch 11:30 am – 2:00 pm</i> )
7:30 am – 10:00 am	Opening Session Motivational Celebrity, Opening Keynote <b>Suggestions</b> Sustainability, FMI & GMA
10:30 am	Golf Outing Check-in ( <i>28 foursomes will tee off at 11:00 am</i> )
6:30 pm – 8:30 pm	<b>Carnival</b> Buffet Line Open 6:30 – 8:00 pm Prize Room Open 6:30 – 9:30 pm
8:45 pm – 10:00 pm	Family Entertainment <b>Suggestions</b> Prize Room Re-Opens 10:00 – 10:30 pm
10:00 pm – 11:30 pm	Band <b>Suggestions</b>

	<u>2008</u>	<u>2009</u>	<u>2010</u>
	Four hours	Three hours	Two hours
	5:30-9:30 pm	5:00-8:00 pm	6:30-8:30 pm

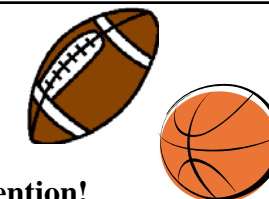
  
 (50% of 2010 Carnival Games are NEW!)

Saturday, July 24	
7:00 am – 4:00 pm	Snack Shack ( <i>breakfast 7:00-10:30 am; lunch 11:30 am – 2:00 pm</i> )
7:30 am – Noon	One-on-One Sessions ( <i>Schedule Posted at Registration Desk</i> )
8:00 am – 9:00 am	Educational Session <b>Speaker Suggestions</b>
9:15 am – 10:00 am	Presidents' Presentations, concurrently
10:15 am – 11:00 am	Presidents' Presentations, concurrently
6:00 pm – 10:00 pm	Children's Dinner and Activity 5-8 year olds & 9-12 year olds grouping
6:00 pm – 7:15 pm	<b>President's Reception</b> (Hilton Ballroom, Mezzanine Level)
7:30 pm	<b>President's Dinner</b> (Palisades Conference Center) Outstanding Supplier of the Year Live Auction
8:15 pm – 9:30 pm	Entertainment <b>Suggestions</b>
9:30 pm – 11:30 pm	Band <b>Suggestions</b>



# 2010 CFIC Convention

## Recognition of Sponsorship in Four Levels



The CFIC Board of Directors and retail grocers from both North Carolina and South Carolina value your support of our convention!

Level I, Platinum Sponsor \$11,000—\$15,000	Level II, Gold Sponsor \$8,000—\$10,999	Level III, Silver Sponsor \$4,000—\$7,999	Level IV, Bronze Sponsor \$3,000 or Less
<ul style="list-style-type: none"> <li>1st Consideration for scheduling <u>Senior Vice Presidents</u> for One-on-One Sessions</li> <li>Full-color, Full-page Directory Ad</li> <li>Recognition of Sponsor Level in brochure, newsletters, Membership Directory, website, registration desk, signage, meeting materials, tent cards and videos</li> <li>Sponsor Ribbon and Level I sticker on Name Badge</li> <li>Eligible to contribute to Snack Shack</li> </ul>	<ul style="list-style-type: none"> <li>1st Consideration for scheduling <u>Vice Presidents</u> or <u>Directors</u> for One-on-One Sessions</li> <li>Black &amp; White, Full-page Directory Ad</li> <li>Recognition of Sponsor Level in brochure, newsletters, Membership Directory, website, registration desk, signage, meeting materials, tent cards and videos</li> <li>Sponsor Ribbon and Level II sticker on Name Badge</li> <li>Eligible to contribute to Snack Shack</li> </ul>	<ul style="list-style-type: none"> <li>1st Consideration for scheduling <u>Category Managers</u> for One-on-One Sessions</li> <li>Black &amp; White, Full-page Directory Ad</li> <li>Recognition of Sponsor Level in brochure, newsletters, Membership Directory, website, registration desk, signage, meeting materials, tent cards and videos</li> <li>Sponsor Ribbon and Level III sticker on Name Badge</li> <li>Eligible to contribute to Snack Shack</li> </ul>	<ul style="list-style-type: none"> <li>1st Consideration for scheduling <u>Category Managers</u> for One-on-One Sessions</li> <li>Black &amp; White, <u>Half-page</u> Directory Ad</li> <li>Recognition of Sponsor Level in brochure, newsletters, Membership Directory, website, registration desk, signage, meeting materials, tent cards and videos</li> <li>Sponsor Ribbon and Level IV sticker on Name Badge</li> <li>Eligible to contribute to Snack Shack</li> </ul>

A CFIC Sponsor contributing at any level may purchase a full-page, full-color Directory Ad for \$750.



Contact CFIC at (919) 832-0811 or e-mail [chanaa@ncrma.org](mailto:chanaa@ncrma.org)

Sponsorship Opportunities are afforded ONLY to CFIC Associate Members  
**Three** Associate Membership Dues Levels:

<b>Patron of Industry Dues Level</b> \$5,000 <ul style="list-style-type: none"> <li>Convention Registration open to an <u>unlimited</u> number of company reps</li> <li><b>5 complimentary</b> registrations for company reps</li> <li>Special Directory <b>Recognition</b></li> </ul>	<b>Friend of Industry Dues Level</b> \$1,000 <ul style="list-style-type: none"> <li>Register an <u>unlimited</u> number of company reps</li> <li><b>3 complimentary</b> registrations for company reps</li> </ul>	<b>Supporter of Industry Dues Level</b> \$500 <ul style="list-style-type: none"> <li>Convention registration limited to <u>only one</u> company rep</li> </ul>
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Convention Registration Fee Schedule		
<u>Prior</u> to 6/25:	\$100 Members	\$ 75 Guests
<u>After</u> 6/25:	\$125 Members	\$100 Guests
Guests: friends, spouses and children 13+ (12 & under free)		

**2010 CFIC Convention**  
Hilton Resort, Myrtle Beach  
July 22-25

**It's a bird! It's a plane!  
It's a CFIC Super Hero!!!**

CFIC staff is only human, and as we continue to try to create an **increasingly improved** and **exciting event-filled convention weekend**, it's become clear that **WE NEED YOUR HELP!**

We need some **Supplier Super Heroes** to help us:

- *leap tall buildings in a single bound*
- *move faster than a speeding bullet*
- prove that we are *stronger than a locomotive*

We need a **Caped Crusader** (actually we need scores of capped crusaders!) who will sign up for **two-hour shifts** during the convention to help our **Ever-so-Human** CFIC staff with the following:

- Set up for events on Thursday and Friday afternoons
- Staff the Thursday Evening Opening Reception
- Man the Friday Night carnival booths
- Take photos of our guests
- and other tasks

Your **super powers** will ensure that convention attendees have a **Super Good Time!**

CFIC will **recognize** and **applaud** the volunteer efforts of each **CFIC Super Hero** by listing their name and their company name in the Annual Directory, or convention signage and by public announcement. These CFIC Super Heroes can choose to wear either a **special ribbon** on their name badge or the **Super Hero Cape!**



**2010 Silent Auction  
Benefits  
The RCA Foundation**



As part of the Thursday **Celebrity Sports Opening Night Event**, CFIC once again plans to include a **Silent Auction** for the benefit of the Association's **education foundation**, the Retail Consumer Alliance (RCA) Foundation.

In 2009, the foundation donated **\$60,000** to charities closely related to the grocery industry: **\$30,000** in **College Scholarships** to the children of grocery industry employees plus **\$30,000** to the **Foodbanks of the Carolinas**.

Many supplier companies donated items for our Silent Auction, including **sports memorabilia, equipment, and tickets; electronics; gift cards and certificates;** and other gifts raising nearly \$20,000 in 2009, which accounts for **one-third of the foundation's charitable expenditures**. In 2010 we hope to have an even more successful charity fundraising event!

Last year, **Beringer, Constellation Wines** and **Dial Corp** donated **PRODUCT BASKETS** to the Silent Auction. We hope that other suppliers will follow the lead and also **donate product baskets** next year! It's a great way to promote your products!

Whatever you plan to donate, please remember that CFIC's staff is small, so it's important to **let our staff know what you plan to give as soon as possible**. We try to make things look easy, but the truth is that there are many steps required to pull off our Silent Auction. For **each item**, our staff must:

- Enter the item and contributor data onto a spreadsheet;
- Write an item description for promotional materials;
- Determine the Fair Market Value, Minimum Bid, and Bidding Increments;
- Create an item-specific Bid Sheet;
- Determine shipping logistics;
- Create and distribute a Catalog Listing of Silent Auction Items prior to the Convention;
- All while complying with **IRS regulations**, our **accountant's requirements** and preparing for the **rest of the convention!**

Help our staff by sending us your **donation data** as **early as possible** and please fill out the donation form in its entirety. Your cooperation is MUCH appreciated.



**NOTE:** Silent Auction Donations made **prior to June 1**, can be delivered to the Food Lion Corporate Office and **avoid paying for shipping** to the Hilton!