



2019 SPONSORSHIP & EXHIBITOR PROSPECTUS



October 14-17, 2019 | The Don CeSar Hotel, St. Pete Beach, Florida



About ADC

To us, it's all about keeping things fresh. We are fresh food technology innovators and our industry leading software. FreshIQ, helps our customers tell their fresh story. At ADC, we believe the days of instinctive merchandising are numbered. More than ever, retail merchandisers need data driven methods to forecast the right amount of product availability, all while maintaining product safety and keeping fresh food profitable. We simply seek to give people what they want—easily available, convenient and safe, fresh food.

About ReFresh

ReFresh began in 2001 as a user-conference, primarily focused on training and education of ADC's products. Fast forward to 2019, the ReRefresh conference has evolved into a thought leadership event where industry trends, regulations and compliance, food waste, technological advances and the evolution of the retail industry are discussed.

This year is a particularly exciting year for ADC as we will be celebrating our **30th birthday**. We are looking forward to enjoying this occasion with the leading grocery and convenience stores from around the globe. To celebrate, we will be hosting the 2019 ReRefresh conference at the **Don Cesar in St. Pete Beach, Florida, October 14-17th** and will be offering exciting new sponsorship opportunities.

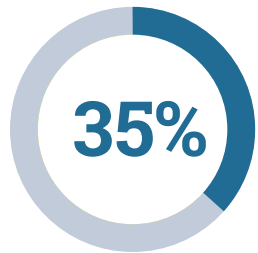
Don't miss out on your opportunity to network with your peers and industry leading retailers as well as hear from ADC about our innovative new user interface, our move to SaaS and a look to what's ahead.

Shamus Hines
Chief Executive Officer

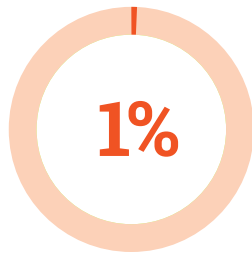
ADC's Themes Include

- Food Waste
- Online Ordering & E-commerce
- Recipe Management
- Produce Traceability
- Managing In-Store Operations
- Data Analytics and Dashboarding
- Production Planning; How Much to Make and When
- Food Service within C-Stores
- Nutrition 2020 and the Impact on the Industry
- Labeling and Pricing
- Meat Management
- Dairy & Deli

Attendee Profile



Grocery
Stores



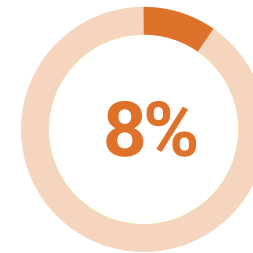
Co-ops



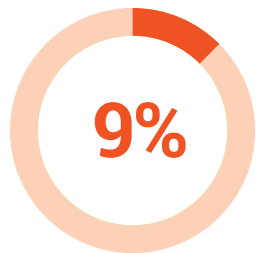
Convenience
Stores



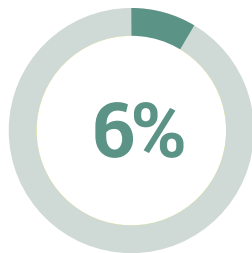
E-commerce
Platforms



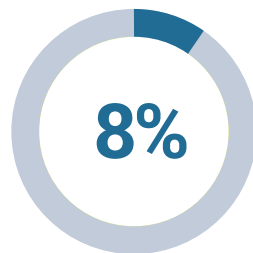
Device
Manufacturers



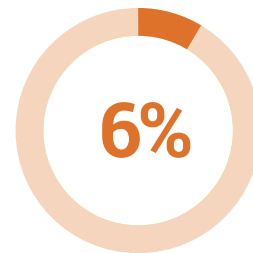
Printer &
Scanning
Companies



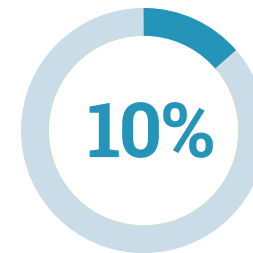
Label
Manufacturers



Packaging
Companies



Scale
Manufacturers



ADC
Employees



ADC Sponsorship

Sponsorships provide an opportunity to interact with key decision influencers and end users in the grocery, convenience and e-commerce industries. These cost-effective opportunities will allow you to:

- ✓ Raise brand awareness
- ✓ Strengthen your customer relationships and build new ones
- ✓ Make announcements
- ✓ Drive traffic to your website
- ✓ Increase visibility in the industry

ADC Offers 3 Tiers of Sponsorship:

TIER 1
1 SPEND \$10,000

TIER 2
2 SPEND \$7,000

TIER 3
3 SPEND \$4,000

Sponsorship Chart

Benefit	Tier 1 \$10,000	Tier 2 \$7,000	Tier 3 \$4,000
Priority selection of booth	X		
Speaking slot (30 minutes)	X		
Social media advertisement	X		
Meal sponsorships	Cocktail Hour, Dinner or Lunch	Breakfast or Snack	
Conference registrations (access to meals and sessions)	3	2	1
Ad in conference brochure	Full page	1/4 page	Logo only
ADC electronic communications prior to event (ADC promotional emails and website)	X	X	X
Logo placement in all conference related printed materials	X	X	X
Company description in the event materials distributed (deadline applies)	50-word description	30-word description	20-word description
Logo with link to sponsor website features on event webpage	X	X	X

Included in all Sponsor Levels:

- 6-foot skirted table with Electricity and Wireless Internet Access
- Recognition on Event Website, Event Program, Welcome Sign and Sponsor PowerPoint
- Access to Presentations, Meals and Networking Sessions

TIER
1

SPEND \$10,000

FIVE OPPORTUNITIES AVAILABLE:

- Priority booth selection that includes a 6-foot skirted table with electricity and wireless internet access
- 30-minute speaking slot in the main conference area
- Social media advertisement
- Meal sponsorship (cocktail hour, dinner or lunch)
- 3 free conference registrations with access to meals and sessions
- Full-page advertisement in the conference brochure
- ADC electronic communication to attendees
- Logo placement in all conference related printed materials
- 50-word company description in the event materials distributed
- Logo with link to sponsor website on event webpage

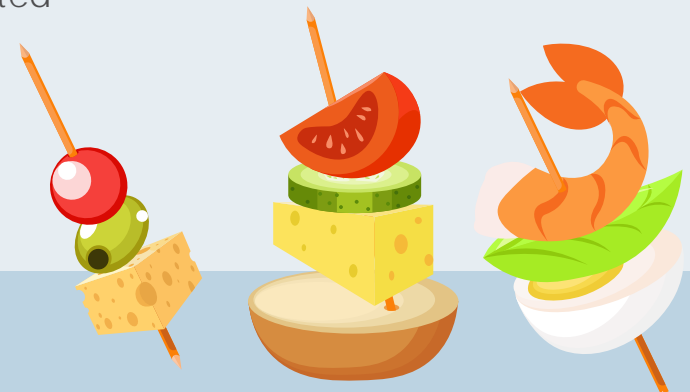
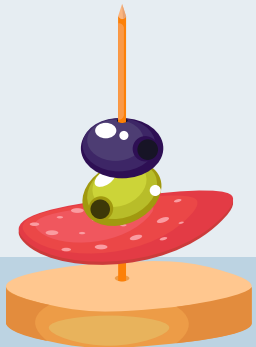


TIER
2

SPEND \$7,000

FIVE OPPORTUNITIES AVAILABLE:

- Secondary booth selection that includes a 6-foot skirted table with electricity and wireless internet access
- Meal sponsorship (breakfast or snack)
- 2 free conference registrations with access to meals and sessions
- ¼ page advertisement in the conference brochure
- ADC electronic communication to attendees
- Logo placement in all conference related printed materials
- 30-word company description in the event materials distributed
- Logo with link to sponsor website on event webpage



TIER
3

SPEND \$7,000

UNLIMITED OPPORTUNITIES AVAILABLE

- 6-foot skirted table with electricity and wireless internet access
- 1 free conference registration with access to meals and sessions
- Company logo in the conference brochure
- ADC electronic communication to attendees
- Logo placement in all conference related printed materials
- 20-word company description in the event materials distributed
- Logo with link to sponsor website on event webpage



Additional Sponsorship Opportunities

ONE OPPORTUNITY OF EACH AVAILABLE:



SUNSHINE PACKAGE \$5,000

Conference beach towel, sunscreen and sunglasses with your company's logo.



SPEAKING SLOT* \$8,000

First day presentation, 40 minutes, topic must be approved.



BIRTHDAY PACKAGE \$3,000

Opportunity to get special recognition on opening night with your company's logo on balloons, cake, napkins and a full-page ad in the brochure.



RESORT ROOM PACKAGE \$2,000

Door hanger with your message on it, key pocket for resort keys and your companies branded activity guide to the local area.

Note:

All additional sponsorship opportunities listed above are first come, first served. Please contact marketing at marketing@applieddatacorp.com to reserve.

*Tier 1 cannot select additional speaking slot.

Past Attendees



Associated Food Stores



HARPS[™]
HOMETOWN FRESH



Publix.

salling group

SAVE MART
SUPERMARKETS

Wakefern
FOOD CORP.[®]



Exhibitor Rules and Regulations

EXHIBIT FACILITIES

Exhibits for the ADC 2019 ReFresh conference will be held October 14-17, 2019. The conference and exhibition will be located at the Don Cesar, Saint Petersburg, Florida.

EXHIBIT CRITERIA

Exhibiting firms will be limited to those providing services, products, or publications that are directly applicable to the ADC or provision of products or services to the retail supermarket industry, unless otherwise approved by ADC. ADC reserves the right to require any exhibitor to remove an exhibit or any part of an exhibit, which, in the sole judgment of ADC, is misleading or

deceptive, in poor taste, or unsuitable to or not in keeping with the character, and objectives of the conference.

USE OF DISPLAY SPACE

In the event the exhibitor fails to install the display on Monday, October 14, 2019, or fails to pay the full space rental by August 14, 2019 or fails to comply with any provisions concerning the use of display space, ADC shall have the right to take possession of said space and resell same, or any part thereof.

All demonstrations, sales activities, and distribution of circulars or promotional materials must be confined to the limits of the exhibitor's booth except that

which is specifically authorized by ADC. Exhibitors must display only goods manufactured or dealt in by them in their regular course of business, unless otherwise approved by ADC.

Exhibits that include the operation of audiovisual equipment or any noisemaking machines may not operate the equipment in a manner that will disturb other exhibitors and their patrons. The above and any other special or unusual exhibit construction or installation must be approved, in advance, by ADC's Marketing.

Exhibitor Rules and Regulations (continued)

OPERATING INSTRUCTIONS

ADC reserves the right to restrict displays which, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any display which, in the opinion of ADC, detract from the general character or appearance of the exposition.

EXHIBITOR'S REPRESENTATIVE

The exhibitor will name one individual as its duly authorized representative to have charge of the exhibit, and thereby accept and assume responsibility for such representative being in attendance at the exhibit throughout

exhibit periods. This individual will be responsible for the installation, operation, and removal of the exhibit. Said representative shall be authorized to enter such service contracts as may be necessary, for which the exhibiting company shall be responsible.

LIABILITY AND INSURANCE

No conference registrants will be allowed into the Exhibit Hall outside regular show hours; Exhibit Hall personnel will only be allowed into the Exhibit Hall 30 minutes before, during, and 30 minutes after published exhibition hours. However, this does not imply that ADC or the Don Cesar

assumes any obligation or duty with respect to the protection of the property of exhibitors, which shall, at all times, be the sole responsibility of each exhibitor. Each party involved in the exhibit agrees to be responsible for any claims arising out of their own acts or negligence or that of their employees or agents. Each party agrees to be responsible for their own property through insurance or self-insurance, and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

Exhibitor Rules and Regulations (continued)

HOLD HARMLESS CLAUSE

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on Don Cesar's premises and will indemnify, defend and hold harmless the Don Cesar, its agents, employees as well as ADC from any and all such losses, damages, and claims. Neither the Don Cesar nor ADC is responsible or liable for any loss, damage, or claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Don Cesar.

CANCELLATION POLICY

Registrations cancelled 90-days prior to the event are eligible for a 50% refund of the sponsorship fees paid. Registrations cancelled less than 89-days from the event will not be eligible for refund of the sponsorship fees paid. If items are printed with sponsor's logo, the sponsor/exhibitor will be charged for all printing, administrative, and related costs to the signed sponsorship agreement and will not be eligible for a refund at any time.

AGREEMENT

By signing the attached Exhibit and Sponsorship Agreement, the exhibitor agrees to abide by these Rules and Regulations and all amendments thereto, as well as, all decisions of ADC.

