

# 2025 SPONSOR PROSPECTUS



**CHICKEN  
MARKETING  
SUMMIT®**

**July 28-30, 2025**

**THE DESOTO SAVANNAH**  
Savannah, Georgia

[ChickenMarketingSummit.com](https://ChickenMarketingSummit.com)



Consumer desires are changing rapidly, and this is impacting how chickens are raised, processed and marketed, and these changes are also impacting distribution channels. Chicken Marketing Summit provides chicken sales, marketing, supply chain and product development/culinary professionals a unique setting for learning about these trends and networking to find solutions for the challenges of today and opportunities of tomorrow.

**INDUSTRY SEGMENTS  
represented by attendees**

- POULTRY PRODUCERS
- POULTRY PROCESSORS
- FOOD PRODUCERS
- FOOD DISTRIBUTORS
- RESTAURANT EXECUTIVES
- FOOD SERVICE EXECUTIVES
- GROCERY EXECUTIVES
- SUPPLIERS TO THE POULTRY INDUSTRY
- GOVERNMENT AND UNIVERSITY
- INDUSTRY ASSOCIATIONS

**Direct access to the leaders and influencers impacting the poultry industry**

Chicken Marketing Summit is geared toward the interests of poultry marketing and sales executives, supermarket and foodservice buyers, allied industry sales and marketing executives, distributors and more.



**JOB TITLES represented among attendees**

- |   |  |   |
|---|--|---|
| Chief Consumer Officer                        | Director of Strategic Alliances              | Senior Product Manager                            |
| Chief Executive Officer                       | Executive Director                           | Senior Supply Chain Manager                       |
| Chief Marketing Officer & SVP E-Commerce      | Global Director of Strategy & Sustainability | Senior Vice President and Principal               |
| Chief Operating Officer                       | Global Marketing Director                    | Senior Vice President Global Marketing            |
| Director of Animal Welfare and Sustainability | Head of Procurement                          | Senior Vice President Global Supply Chain         |
| Director of Customer Solutions                | Market Research Analyst                      | Senior Vice President of Operations               |
| Director of Marketing & Business Development  | Poultry Buyer                                | Vice President of Co-Manufacturing                |
| Director of Poultry Analytics                 | President                                    | Vice President of Fresh Sales                     |
| Director of Poultry Operations                | R&D Manager                                  | Vice President of Purchasing and Supply Chain     |
| Director of Protein Procurement               | Senior Director Business Development Protein | Vice President of Sales & Marketing               |
| Director of Purchasing                        | Senior Director Food Industry Engagement     | Vice President Procurement & Supply Chain         |
| Director of Sales & Marketing                 | Senior Procurement Manager                   | Vice President Supply Chain and Quality Assurance |



## Who sponsors the Summit?

Allen Harim  
Amcor Packaging  
Aviagen  
Baader  
Bachoco  
Boehringer Ingelheim  
Cantrell-Gainco  
Cargill  
Ceva  
Chorettime  
CMS Solutions & Logistics  
Cobb  
Computerway Food Systems  
Corbion  
Core Occupational Medicine  
Cryovac  
Delacon  
Diamond V  
Diversified Ag  
Dr G's Creations  
DS Smith Packaging  
Elanco  
Evonik Corp.,  
Express Markets  
Foodmate  
Foster Farms  
George's  
House of Raeford  
International Paper  
JBT  
Kemin  
Life Spice  
Marcus Technologies  
Marel  
Merck Animal Health  
Meyhen  
Meyn  
Mountaire Farms  
Novus  
O&T Farms  
OK Foods  
Packaging Specialties  
Pacmac  
Pactiv  
Perdue  
Phibro Animal Health Inc.  
Pilgrim's  
ProBin  
Provimi  
Sanderson Farms  
Seal Air  
Simmons  
The Poultry Federation  
Tosca  
Trouw Nutrition  
Tyson  
Verizon  
Wayne Farms  
Where Food Comes From  
Zinpro  
Zoetis

## Who attends the Summit?



### RESTAURANT and FOODSERVICE companies

7-Eleven Inc	Costas Provisions Corp	PFJ Milton's
A&W Restaurants, Inc.	Dairy Queen	PFSbrands
Applegate	Foodbuy, LLC	Raising Cane's
Arby's	Freshpet	Restaurant Supply Chain
ARCOP	H O A Brands	Solutions, LLC
Blue Apron	Halalco	Slim Chickens
Bojangles'	Harimanok Litson Inc	Supply Management Services (SMS)
Bonchon Restaurants	Huey Magoo's Chicken Tenders	SYSCO Corporation
Centralized Supply Chain	Inspire Brands	US Foods
Services	John Stores Limited	Wendy's Quality Supply Chain
Chester's International	KFC	Cooperative
Chick N' Skin	Krispy Krunchy Chicken	Whole Foods
Chicken Salad Chick	Lee's Famous Recipe Chicken	Wingstop
Chick-fil-A	McDonalds	YUM Brands
Church's Chicken	Ourhome Ltd.	Zaxby's
Compass, Foodbuy	Panda Restaurant Group	



### POULTRY PRODUCERS and PROCESSOR companies

Agri Star Meat & Poultry	George's, Inc.	Peco Foods
Aia Spa	Gerber	Perdue Foods
Allen Harim, LLC	Harrison Poultry, Inc	Pilgrim's Pride Corporation
Amick Farms	Holly Poultry	Pitman Farms
Avisid	Holmes Foods	Sanderson Farms
Bell & Evans	House of Raeford Farms, Inc.	Shenandoah Valley Organic
Brakebush Brothers, Inc	John Soules Foods	Simmons Prepared Foods Inc.
Case Farms, LLC	Koch Foods	Southern Hens Inc
Claxton Poultry Farms	Lincoln Premium Poultry	Standard Meat Company
Custom Craft Poultry, LLC	Maple Leaf Farms	Suguna Poultry Farm Limited
Empire Kosher	Mar Jac	Tip Top Poultry
Fieldale Farms	Miller Poultry	Tyson Foods, Inc.
Foster Farms	Mountaire Farms Inc	Wayne Farms LLC
Freshpet	OK Foods	



The above information is a sample listing of previous attending and sponsor companies



## 2025 sponsorship opportunities

Become a partner sponsor to maximize your brand exposure at the poultry industry's executive conference.



### YOUR SPONSORSHIP includes:

- Company logo on the Chicken Marketing Summit website
- Company logo on event signage
- Company logo on sponsor slide displayed before and after each summit session presentation
- Company logo on sponsor post-event display ad in WATT PoultryUSA magazine
- 15% discount on registration to the Summit for anyone at your company or 25% off of groups of 3 or more

### SPONSORSHIP options

<b>Attendee bags</b>	Premier branding of the event bag distributed to all attendees at registration.	\$6,000
<b>Breakfast sponsor</b>	Sponsor the most important meal of the day.	\$5,500
<b>Chicken Marketing Summit proceedings</b>	Logo placed on the presentation web page and in an email promoting the presentations.	\$4,500
<b>Coffee break sponsor</b>	An industry-sponsored, casual networking break.	\$4,500
<b>Conference bag gift</b>	Insert a take-home item of your choice (pending approval) in the attendee bag.	\$4,500
<b>Conference Wi-Fi</b>	Your company name is the password for attendee access on the conference Wi-Fi.	\$6,750
<b>Consumer Chicken Consumption Survey sponsor</b>	Support the vital industry survey that answers questions about the most pressing consumer topics.	\$7,000 primary sponsor, \$4,500 secondary sponsor
<b>Courtyard flag sponsorship</b>	Prime visibility of your brand on a promotional flag placed on the lawn outside the conference space.	\$4,500
<b>Evening cocktail receptions</b>	Maximize your branding while sponsoring one of the always-popular networking receptions.	\$5,500
<b>Frisbee</b>	Let your message soar all summer long.	\$6,000
<b>Golf awards</b>	Sponsor the team awards at the annual golf tournament. Sponsor can participate in awarding the prizes to the winners.	\$2,500



**SPONSORSHIP options (continued)**

<b>Golf balls</b>	Company name and logo on sleeves of golf balls presented to each player in the golf tournament.	\$3,000
<b>Golf hole sponsor</b>	Your logo will be prominently displayed on the tee box of the golf hole.	\$1,000 per hole
<b>Golf tournament gift basket</b>	Sponsor a gift basket full of golf swag to be given away during the reception.	\$3,000
<b>Golf tournament tee prizes</b>	Sponsorship of the golf tournament awards given to the longest drive or closest to the pin.	\$3,000 each
<b>Hotel keycards</b>	Place your logo in the hands of attendees on the keycards given to all event guests at the headquarter hotel upon check-in.	\$6,000
<b>Hydration station</b>	Keep attendees hydrated while supporting sustainability.	\$5,000
<b>Koozie</b>	Keep drinks cold during hot summer days while promoting your business.	\$5,000
<b>Lanyard/badge holder</b>	Company logo on the badge holders each attendee receives.	\$5,500
<b>Lunch sponsor</b>	An industry-sponsored networking lunch.	\$6,500
<b>Notepads in the conference room at every seat</b>	Have an 8.5-by-11-inch notepad branded with your company's name and info at each seat in the conference room.	\$8,000
<b>Notebook</b>	Premier branding of the event notebook placed in attendee bags.	\$7,500
<b>Pen</b>	Exclusive branding of the event pen placed in the attendee bags and at each seat in the conference room.	\$4,200
<b>Promotional insert</b>	Sponsor-provided collateral material for inclusion in attendee bag. 1 item per sponsor,	\$3,500
<b>Pull-up signage</b>	Showcase your company message on a pull-up sign in the conference room. Sponsor must provide pull-up sign.	\$3,000
<b>Registration desk</b>	Company logo displayed at the registration desk welcoming attendees to the conference.	\$5,500
<b>Room drop</b>	Reach attendees directly by delivering collateral material or item to attendee hotel rooms.	\$5,500
<b>Stylish sunglasses</b>	Shade out the competition with this essential summer item.	\$6,000
<b>Tabletop exhibits</b>	Prime visibility during breaks and lunch allowing you to interact with attendees during the conference. A 6-foot skirted table is provided to display your information.	\$5,500
<b>Water bottle or Stanley water cup</b>	Support our efforts of sustainability by sponsoring a premium water bottle to complete the hydration station.	\$8,000
<b>Waterproof Bluetooth speaker</b>	Present your message loud and clear.	\$6,000



## WATT AGRIFOOD SALES TEAM

Your WATT Sales Representative can customize a sponsorship package to fit your company's budget as well as suggest the best options based on your marketing objectives. **Our goal is to make sure your investment receives the maximum exposure and benefit for your brand.**

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 **LEARN MORE AT: [CHICKENMARKETINGSUMMIT.COM](https://chickenmarketingsummit.com)**

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IN COLLABORATION WITH:



WITH SUPPORT FROM:

