



Supplier Partner Sponsorship Experience

Sponsorship Program Overview

Fogelman Forward is designed to create meaningful access between Supplier Partners and Fogelman associates through a mix of visibility, scheduled connection and intentional engagement. The sponsorship structure rewards deeper partnership with greater access while preserving flexibility as the 2027 conference agenda is finalized.

Day 1 Marketplace Experience

The conference is planned to open at **12:00 PM on Day 1**, with Marketplace access continuing through **7:00 PM**. This extended window creates flexibility to integrate sponsor engagement throughout the afternoon and early evening without requiring one continuous trade show block.

As the broader agenda is finalized, Fogelman will work with our third-party conference experience partner to develop an intentional engagement plan that encourages meaningful Marketplace traffic and maximizes Supplier Partner exposure. Final programming, engagement activities and timing will be coordinated alongside the conference agenda.

- Marketplace access planned from 12:00 PM–7:00 PM on Day 1
- Intentional engagement opportunities incorporated throughout the afternoon and early evening
- Final Marketplace programming coordinated with the overall conference agenda
- Supplier Partner exposure designed to extend beyond traditional booth traffic
- Marketplace placement prioritized by sponsorship level, with final positioning determined by the event layout
- Marketplace closes by 7:00 PM, preserving the evening for associates to connect with their teams through dinner or other team activities

Program Flexibility

Because the conference agenda is still being developed, agenda-dependent sponsorship elements will be finalized in coordination with the overall program. This allows Fogelman to protect the attendee experience while still delivering the access and exposure associated with each sponsorship tier.

Cumulative Benefits: Each sponsorship tier includes all benefits of the tier(s) below it. Bolded benefits on the tier pages indicate what is added or enhanced at that level.

PLATINUM | \$20,000

LEAD FORWARD

Executive Access + Premier Visibility

Planning note: Agenda-dependent benefits and final Marketplace positioning will be confirmed as the conference agenda and event layout are finalized.

Key Benefits

- Conference access for up to four guests
- Premier conference-wide visibility
- Premier Marketplace placement, with final positioning determined as the event layout is finalized
- First priority for available keynote, philanthropy or breakout sponsorship opportunities, based on the final conference agenda
- Invitation to designated associate meals and conference events
- Dedicated Executive Host during the pre-awards cocktail hour
- Exclusive Executive Leadership Connection
- First Forward Exchange scheduling window
- Up to four priority 1:1 meeting requests (with the Fogelman associate they request)
- Opportunity to coordinate curated post-conference meetings in 2027 with relevant Fogelman leaders and key decision-makers, including Executive Committee members, Department Heads, Senior Vice Presidents, and Directors
- Opening Hype participation
- Premium digital and conference website recognition
- Logo inclusion within designated Fogelman training presentation decks throughout 2027
- Two complimentary rooms for the duration of the conference

PLATINUM ADVANTAGE

First choice. First access. Highest visibility.

DIAMOND | \$15,000

INFLUENCE FORWARD

Thought Leadership + Priority Access

Planning note: Agenda-dependent benefits and final Marketplace positioning will be confirmed as the conference agenda and event layout are finalized.

Key Benefits

- Conference access for up to two guests
- Prominent conference-wide visibility
- Priority Marketplace placement following Platinum, with final positioning determined as the event layout is finalized
- Second priority for available breakout sponsorship opportunities, based on the final conference agenda
- Invitation to designated associate meals and conference events
- Executive Connector during the pre-awards cocktail hour
- Featured Partner Spotlight
- Priority Forward Exchange scheduling after Platinum
- Up to two advance 1:1 meetings
- Opening Hype participation
- Enhanced digital and conference website recognition
- Logo inclusion within designated Fogelman training presentation decks throughout 2027
- Post-conference sponsorship opportunity for a Fogelman meeting or event during 2027. Fogelman will partner with the Supplier Partner to identify an appropriate opportunity designed to provide meaningful exposure and alignment with the audience.

DIAMOND ADVANTAGE

Extend your presence beyond the conference. Share your expertise. Build your influence.

GOLD | \$10,000

CONNECT FORWARD

Targeted Connection + Associate Access

Planning note: Agenda-dependent benefits and final Marketplace positioning will be confirmed as the conference agenda and event layout are finalized.

Key Benefits

- **Enhanced conference-wide visibility**
- **Priority Marketplace placement following Platinum and Diamond, with final positioning determined as the event layout is finalized**
- **Access to remaining breakout sponsorship opportunities following Platinum and Diamond, based on the final conference agenda**
- **Invitation to designated associate meals and conference events**
- **Pre-awards cocktail hour access**
- **Advance Forward Exchange scheduling**
- **Day 1 Marketplace participation, with final timing and engagement opportunities coordinated as the conference agenda is finalized**
- **Opening Hype participation**
- **Enhanced website and directory recognition**

GOLD ADVANTAGE

Be present. Add perspective. Build relationships.

SILVER | \$6,000

ENGAGE FORWARD

Enhanced Visibility + Scheduled Connection

Planning note: Agenda-dependent benefits and final Marketplace positioning will be confirmed as the conference agenda and event layout are finalized.

Key Benefits

- **Shared logo recognition throughout the conference**
- **Marketplace and Forward Exchange visibility**
- **Marketplace placement following Platinum, Diamond and Gold, with final positioning determined as the event layout is finalized**
- Day 1 Marketplace participation, with final timing and engagement opportunities coordinated as the conference agenda is finalized
- **Up to two Supplier Partner representatives**
- **Advance Forward Exchange scheduling after Platinum, Diamond and Gold**
- **Up to two pre-scheduled 1:1 meetings**
- Opening Hype participation
- Swag distribution through the Marketplace
- Website and Supplier Partner directory recognition

SILVER ADVANTAGE

Get on the calendar before the conference begins.

BRONZE | \$3,000

BE PART OF FORWARD

Conference Visibility + Marketplace Access

Planning note: Agenda-dependent benefits and final Marketplace positioning will be confirmed as the conference agenda and event layout are finalized.

Key Benefits

- Company name recognition on designated conference signage
- Day 1 Marketplace participation, with final timing and engagement opportunities coordinated as the conference agenda is finalized
- Marketplace placement following higher-level sponsorship tiers, with final positioning determined as the event layout is finalized
- One Supplier Partner representative
- Opening Hype participation
- Swag distribution through the Marketplace
- Website and directory recognition
- Access to remaining Forward Exchange appointments released during the Day 1 Marketplace

BRONZE ADVANTAGE

Show up. Make connections. Be part of Forward.

Sponsorship Tier Snapshot

A concise view of how access and visibility scale across the program. Final agenda-dependent elements will be confirmed as conference planning progresses. **Higher-tier sponsors also receive the benefits of all tiers below them.**

Tier	Investment	Marketplace Priority	1:1 Meetings	2027 Training Decks	Post-Conference Opportunity
Platinum	\$20,000	1st	Up to 6	Yes	—
Diamond	\$15,000	2nd	Up to 4	Yes	Yes
Gold	\$10,000	3rd	Up to 3	—	—
Silver	\$6,000	4th	Up to 2	—	—
Bronze	\$3,000	5th	Remaining availability	—	—

Recommended positioning

This structure gives Supplier Partners a clear reason to invest at higher levels while preserving Fogelman's flexibility to shape the final agenda around the best associate experience. The Day 1 Marketplace remains a central connection point, but sponsor value is reinforced through scheduled meetings, executive access, digital visibility and select year-round opportunities.

FOGELMAN FORWARD 2027

NOTES: