

A *date* IN THE DESERT

LDEI 2010 ANNUAL CONFERENCE OCTOBER 21-24



HYATT GRAND CHAMPIONS INDIAN WELLS, CA

ABOUT LES DAMES D'ESCOFFIER

Influencers. They're the most powerful advocates you can marshal to reach consumers with your product message.

Consumers look to TV cooking hosts, newspaper and magazine food writers, food bloggers, cookbook authors, culinary educators, chefs, restaurateurs and other food influencers for food and beverage information and purchasing recommendations.

Dames are responsible for many culinary trends so beloved in America today. Julia Child and Anne Willan encouraged our love of French food, Alice Waters and Judy Rodgers taught us about local and sustainable ingredients, and Flo Braker and Leslie Mackie have introduced us to artisan baked goods.

With 27 chapters across the United States and Canada, LDEI attracts the most accomplished women in the culinary professions. LDEI members are the women who shape the way we eat and drink. LDEI members are the *influencers* that your brand or service wants to attract.





PLEASE ACCEPT OUR INVITATION

*to be a business partner with Les Dames d'Escoffier International,
a philanthropic organization of professional women in the
food, beverage and hospitality industries.*

Through our partnership, your product or service will be reaching this elite group of women influencers. And in today's marketing communications mix, influencer outreach has become a critical component.

Partnership will give you access to our membership throughout the year. Welcome this opportunity to meet the best and the brightest culinary professionals, one-on-one at our annual conference in Palm Springs, October 21-24, 2010.

ABOUT THE WOMEN WHO SHAPE THE WAY WE EAT AND DRINK

Membership in LDEI is by invitation only, so each member of this professional organization has a proven record of accomplishment in her sphere of influence.

- LDEI food writers generate a combined 400 million impressions
- LDEI authors have penned more than 1,000 cookbooks with over 30 million books in print
- LDEI cooking teachers have touched over 47,000 students in cooking schools
- LDEI producers, distributors and retailers are responsible for \$183 million in sales
- LDEI chefs, restaurateurs and caterers cook up more than 3.3 million meals and \$37 million in annual sales

AT CONFERENCE

Our conference is small and intimate, enabling you to have meaningful personal dialog with our attendees. You can connect one-on-one during our partner's showcase and at many other events. As a partner, you are welcome to attend all of our conference activities except for our general business meeting. You will have the opportunity to sample your product, talk about your company, disseminate collateral and present your product or service.

Attending the conference are the chapter presidents and their delegates, along with other members from across the United States and Canada.

LDEI offers many partnership levels to fit into your marketing budget.

Whichever level you choose, you can create high-impact visibility for your brand.

LDEI 2010 PARTNERSHIP BENEFITS

GOLD SILVER BRONZE COPPER FRIEND

\$25,000 \$15,000 \$10,000 \$6,000 \$3,500

AT CONFERENCE					
Complimentary annual conference registration - All events	4	3	2	1	1
Opportunity to insert fact sheets and/or product samples in conference tote bag	X	X	X	X	X
Opportunity to provide your product where appropriate	X	X	X	X	X
Participation in partners marketplace tradeshow	X	X	X	X	X
Partner ribbons and badges at conference	X	X	X	X	X
Recognition during LDEI opening session	X	X	X	X	X
Recognition in annual conference registration brochure Deadline 6/01/10	X	X	X	X	X
Advertisement in final conference program distributed during registration Deadline 9/1/10	1/2 page	1/2 page	1/3 page	1/3 page	1/4 page
Recognition in final conference program – Deadline 9/01/10	X	X	X	X	X
Receive e-format list of all conference attendees for your sales/marketing follow-up	X	X	X	X	X
Opportunity to introduce seminar recorded on podcast (non-exclusive)	X	X	X	X	
Recognition in conference brochure as seminar host (non-exclusive)	X	X	X	X	
Opportunity to host Hospitality Suite	X	X	X		
Opportunity to demo your product/service during networking breaks	X	X	X		
Opportunity to host Welcome Party - 2 additional event tickets (4 in total)	X	X	X		
Opportunity to host Friday Night event - 3 additional event tickets (6 in total)	X	X			
Title presenter of the MFK Fisher Award Gala- 4 additional gala tickets (8 in total)	X				
THROUGHOUT THE YEAR					
Company name/logo listed on LDEI website with your link	X	X	X	X	X
Opportunity to offer brand promotions/discounts on LDEI website	X	X	X	X	X
Opportunity to write your brand message on LDEI website partner page	X	X	X	X	
Opportunity to announce brand developments and product news to members on LDEI website	X	X	X	X	
Opportunity to insert media release on LDEI website partner page	X	X	X	X	
ADVERTISING					
Advertisement in LDEI Quarterly Winter/Spring/Summer/Fall editions	1/2 page X 4	1/2 page X 4	1/3 page X 4	1/3 page X 3	1/4 page X 2
Advertisement in annual LDEI directory Deadline 11/01/10	1/2 page	1/2 page	1/4 page	1/4 page	1/4 page
Listing in annual LDEI directory Deadline 11/01/10	X	X	X	X	X
Banner ad on LDEI e-Newsletter (2 months)	X	X	X		
SPECIAL OPPORTUNITIES					
Opportunity to write article for inclusion in LDEI Quarterly with editorial approval	X	X	X		
Opportunity to e-blast membership - Message to be approved by LDEI	X	X	X		
Opportunity to write an article or insert announcement in LDEI e-Newsletter with editor's approval	X	X	X		
"THE BEST OF THE BEST" LDEI PROFESSIONAL SERVICES					
Opportunity to customize an on-line survey to LDEI membership	X	X			
Opportunity to host/lead an LDEI Teleforum or Webinar	X				
Opportunity to customize a focus group via teleconference with four (4) LDEI industry leaders	X				

LDEI THROUGHOUT THE YEAR – CONNECT WITH OUR MEMBERS!

In addition to relationships you build at the conference, LDEI will enable you to reach the entire membership of 1,500 women to enhance your brand awareness. The LDEI e-newsletter, LDEI Quarterly and LDEI.org are other proven vehicles you can access to communicate your company, brand or service message.

Join us today! You won't want to miss putting your brand in front of our 27 local chapters throughout the United States and Canada or showcasing your brand at our annual meeting in Palm Springs, October 21-24, 2010.

We look forward to the opportunity to design a special partnership for you this year.

Warmest regards

Susan Weinstein
LDEI Development Director

Sandy Hu
LDEI 1st Vice President

GENERAL INFORMATION ABOUT LDEI

visit us on
our Web site
www.ldei.org

FOR PARTNER INFORMATION CONTACT:

Susan Weinstein

P 305.895.3400

[susanweinstein@
weinworks.com](mailto:susanweinstein@weinworks.com)

Greg Jewell

P 502.456.1851

ldei@aecmanagement.com

