The Society for Hospitality and Foodservice Management (SHFM) is the only association dedicated to corporate foodservice and workplace hospitality, the employee services that drive productivity and boost morale. Our members oversee workplace cafés and executive dining facilities. They also oversee on-site services such as vending, catering, health and wellness initiatives, conference centers and audio-visual services.

Our membership — over 600 individuals and 300 companies strong — represent corporations who serve two billion meals a day in more than 10,000 business communities across the United States. Our industry exceeds $13 billion in annual sales and, through SHFM, you reach the most influential decision-makers in this powerful segment.

### 2020 ANNUAL SPONSORSHIP PACKAGES*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diamond</strong></td>
<td>$42,000</td>
<td>Diamond</td>
<td>Diamond (includes 2 comps)</td>
<td>Annual Logo</td>
<td>Diamond</td>
<td>Diamond</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Platinum</strong></td>
<td>$19,500</td>
<td>Platinum</td>
<td>Diamond (includes 1 comp)</td>
<td>Annual Logo</td>
<td>Platinum</td>
<td>Platinum</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>$13,000</td>
<td>Gold</td>
<td>Platinum</td>
<td>Annual Logo</td>
<td>Choice of one Foundation Event</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>$9,000</td>
<td>Silver</td>
<td>Platinum</td>
<td>Annual Logo</td>
<td></td>
<td></td>
<td></td>
<td>Choice of NRA Breakfast or Holiday Networking Event</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>

*Must have a company representative as a current SHFM member in order to sponsor SHFM events.

**QUESTIONS?**

Contact Michelle Romero, Director of Marketing & Sponsorship Sales, mromero@hqtrs.com or call 502-574-9036.
That opportunity exists with the SHFM Annual and National Conference sponsorship program at the Diamond and Platinum levels. Here’s how it works:

- With an executed Annual or National Conference sponsorship at the Diamond or Platinum level, you will have access to a representative from one or more of our Diamond Sponsor contract management companies listed above. Take advantage of this opportunity to discuss your product(s) and the process by which you might be included in their purchasing programs. **While SHFM does not guarantee your product(s) will be purchased,** this benefit provides you access to key individuals in the purchasing arenas.

- The meeting(s) will be scheduled in advance to take place during the National Conference.

### ANNUAL DIAMOND SPONSORS

**Annual Diamond Sponsor Benefit:**

- 30-minute sessions with a representative from all four of the Diamond Sponsor contract management companies

### ANNUAL PLATINUM SPONSORS

**Annual Platinum Sponsor Benefit:**

- 30-minute sessions with a representative from your choice of two of the Diamond Sponsor contract management companies

### NATIONAL CONFERENCE DIAMOND SPONSORS

**National Conference Diamond Sponsor Benefit:**

- 30-minute sessions with a representative from all four of the Diamond Sponsor contract management companies

### NATIONAL CONFERENCE PLATINUM SPONSORS

**National Conference Platinum Sponsor Benefit:**

- 30-minute session with a representative from your choice of one of the Diamond Sponsor contract management companies
# National Conference Benefits as a 2020 SHFM Annual Sponsor

## Annual Diamond
- Shared sponsorship and opportunity to serve product at one of the following:
  - General Session (will be assigned by SHFM Headquarters)*∞
  - All Day Registration Refreshment Station
    (one of three days, additional hotel charges may be associated)*∞
  - One of the events at the Platinum or Gold Levels*∞
- Podium time during conference (will be assigned by SHFM Headquarters)
- One double-sized networking tabletop∞
- Room drop (may be shared and additional hotel charges may be associated)
- Logo recognition in trade publication ads
- 4 complimentary registrations
- Logo in on-site conference elements and signage
- Recognition on SHFM National Conference website

## Annual Gold
- Shared sponsorship and opportunity to incorporate a limited number of products on buffet at one of the following:
  - Monday Special Interest Sessions
    (includes 4 sessions)*∞
  - Breakfast (Tuesday or Wednesday)*∞
  - Tuesday President's Reception (passed)*∞
  - Tuesday After-Party*∞
  - Wednesday Lunch*∞
- Podium time during conference (will be assigned by SHFM Headquarters)
- One Networking Tabletop∞
- Recognition from Podium
- 2 complimentary registrations
- Logo in on-site conference elements and signage
- Recognition on SHFM National Conference website

## Annual Silver
- One Networking Tabletop∞
- 2 complimentary registrations
- Recognition from podium
- Logo in on-site conference elements and signage
- Recognition on SHFM National Conference website

## Additional Benefits
- Pre-registered attendee list emailed as Excel file to key contacts (3) weeks prior to conference for a one-time use (email addresses not included)
- Post-conference updated attendee list emailed as an Excel file to key contacts for a one-time use (email addresses not included)

## À La Carte Opportunities
- Host of Industry Network Event (shared) – contact Michelle Romero for pricing
- Sponsor of Hunger Games (shared) – See pricing options on next page
- Sponsor of SHFM Foundation Scholarship Showdown (shared) – contact Michelle Romero for event benefits and pricing
- Sponsor of Golf Tournament (shared) – $1,500
- Room drop on last night, October 7 (shared) – $1,750 (additional hotel charges may be associated)
- Hotel Key Cards (single sponsorship) – $3,500

## Questions?
Contact: Michelle Romero
Director of Marketing & Sponsorship Sales
502-574-9036 — mromero@hqtrs.com

---

*General Session and Breakfast/Meal Function will be assigned by SHFM headquarters and may be a shared opportunity.

∞Ability to serve product for food and beverage companies only (size restrictions apply and additional costs may be associated).
2020 ANNUAL SPONSORSHIP APPLICATION

Company Name (as it should appear in print) ____________________________________________________________

Key Contact Name ___________________________________________ Title ________________________________________

Address ________________________________________________________________________________________

City ___________________________________________ State ___________________________ ZIP ______________

Phone ___________________________ Cell ___________________________ Email ________________________________

Email ___________________________________________ Website __________________________________________

2020 ANNUAL SPONSORSHIP LEVELS:

☐ DIAMOND — $42,000
   (choose one)
   ☐ NC General Session
   ☐ NC All Day Registration
   ☐ Refreshment Station
   or
   ☐ Choose one from NC Platinum or Gold Levels

☐ PLATINUM — $19,500
   (choose one)
   ☐ NC Board Meeting and VIP Launch Party
   ☐ NC Tuesday President’s Luncheon
   ☐ NC Tuesday President’s Banquet
   ☐ NC Wednesday Closing Event
   or
   ☐ Choose one from NC Gold Level

☐ GOLD — $13,000
   (choose one)
   ☐ NC Monday Special Interest Sessions
   ☐ NC Breakfast
   ☐ NC Tuesday President’s Reception
   ☐ NC Tuesday After-Party
   ☐ NC Wednesday Lunch

☐ SILVER — $9,000

2020 National Conference A La Carte Opportunities:

☐ Host of INE (shared) ☐ Sponsor of Golf Tournament (shared) — $1,500
☐ Sponsor of SHFM Foundation Scholarship Showdown (shared) ☐ Room drop on last night, Oct. 7 (shared) — $1,750
☐ Sponsor of Hunger Games (shared) ☐ Hotel Key Cards (single sponsorship) — $3,500
   ☐ $300 ☐ $500 ☐ $501 and above $_________

Event Logistics Contact ____________________________________________________________________________

Phone ___________________________________________ Email ____________________________________________

PAYMENT INFORMATION:

☐ My check payable to SHFM is enclosed ☐ Send an invoice

Charge my credit card:

☐ Discover ☐ VISA ☐ MasterCard ☐ AMEX

Card # ___________________________ Expiration Date _______________ CVV __________________

Signature ___________________________________________

I agree to the charges indicated above. Refunds cannot be made after sponsorship form has been acknowledged by SHFM headquarters. Please check all information carefully. To receive full benefits, please sign and return contract by February 14, 2020. Payment due before start of first event.

QUESTIONS:
Contact Michelle Romero, Director of Marketing & Sponsorship Sales, mromero@hqtrs.com or call 502-574-9036

Send Payment to:
Society for Hospitality and Foodservice Management
326 East Main Street
Louisville, KY 40202