



2021 ANNUAL SPONSORSHIP PROGRAM



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.

2021 ANNUAL SPONSORSHIP PACKAGES

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

Level	Diamond	Platinum	Gold	Silver
Investment	\$40,000	\$17,500	\$12,000	\$8,000
National Conference Dec. 6-8, 2021 • Amelia Island, FL	Diamond	Platinum	Gold	Silver
Critical Issues Conference April 2021	Diamond (includes 2 comps)	Diamond (includes 1 comp)	Platinum	Platinum
SHFM Quarterly Virtual Event	Yes	Yes	Yes	Yes
SHFM Local Virtual Events	Yes, includes all	Yes, includes all	Yes, includes all	Yes, includes all
SHFM Local In-Person Events	Gold Includes all Locals	Gold Choice of 3 Locals	Gold Choice of 1 Local	
Young Professional Summit July 22, 2021	Yes	Available to Choose as 1 of 3 Local Events	Available to Choose as Your Local Event	
SHFM Foundation Golf Tournament	Diamond	Platinum	Choice of 1 Foundation Event	Choice of 1 Foundation Event
SHFM Foundation Networking Event	Diamond	Platinum		
NRA Breakfast May 24, 2021 • Chicago	Yes	Yes	Yes	Choice of NRA Breakfast or Holiday Networking Event
Holiday Networking Event Dec. 2021 • New York City	Yes	Yes	Yes	
Monthly E-Newsletters (Logo with URL)	Annual Logo	Annual Logo	Annual Logo	Annual Logo
Banner Ad on Website (with URL)	Yes	Yes	Yes	
Social Post on SHFM Platforms	Yes	Yes	Yes	Yes
SHFM Member Mailing List Opportunity (one per year)	Yes	Yes	Yes	Yes
Logo on Website (with URL)	Yes	Yes	Yes	Yes

In-person events remain fluid pending ongoing changes in the CDC guidelines and other state protocols.

QUESTIONS?

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

Would you like a little one-on-one time with a representative from our Diamond level contract management companies?



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 virtually or onsite during an event.

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

Some benefits may be altered because of the hotel's COVID safety procedures.

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)*[∞] or
 - 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 on conference emails (linked to your page)
- Logo in on-site conference elements and signage
- Recognition on SHFM National Conference website and linked to your company page
- Sponsor ad recognition on SHFM social media platforms
- Rotating banner ad on conference website linked to your company page

ANNUAL PLATINUM

- Shared sponsorship and opportunity to serve product at one of the following:
 - Board Meeting and VIP Launch Party*[∞]
 - Tuesday President's Luncheon*[∞]
 - Tuesday President's Banquet*[∞]
 - Wednesday Closing Event*[∞] or
 - One of the events at the Gold Level*[∞]

NOTE: The President's Luncheon & Banquet Menus are prepared by the hotel and will not include donated food products.

- One networking tabletop[∞]
- Recognition from podium
- 3 complimentary registrations
- Logo on conference emails (linked to your page)
- Logo in on-site conference elements and signage
- Recognition on SHFM National Conference website and linked to your company page
- Sponsor ad recognition on SHFM social media platforms
- Rotating banner ad on conference website linked to your company page

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*[∞] or
 - Wednesday Lunch*[∞]

NOTE: Use of product is decided by SHFM Leadership

- One networking tabletop[∞]
- Recognition from Podium
- 2 complimentary registrations
- Logo on conference emails (linked to your page)
- Logo in on-site conference elements and signage
- Recognition on SHFM National Conference website and linked to your company page
- Logo recognition with all other Gold level sponsors on SHFM social media platforms

ANNUAL SILVER

- One networking tabletop[∞]
- 2 complimentary registrations
- Recognition from podium
- Logo on conference emails (linked to your page)
- Logo in on-site conference elements and signage
- Recognition on SHFM National Conference website and linked to your company page
- Logo recognition with all other Silver level sponsors on SHFM social media platforms

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)
- Opportunity to request a pre-registered and post-conference attendee email list for a one-time use (must submit agreement form and sample email)

A 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 Golf Tournament (shared) – \$1,500
- Room drop on last night, December 8 (shared) – \$1,750 (additional hotel charges may be associated)
- Sponsor of Sanitation Stations (exclusive) – \$2,500

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

Company Name *(as it should appear in print)* _____

Key Contact Name _____ Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell _____

Email _____ Website _____

2021 ANNUAL SPONSORSHIP LEVELS:

DIAMOND — \$40,000
(choose one)

NC General Session

NC All Day Registration Refreshment Station
or

Choose one from NC Platinum or Gold Levels

PLATINUM — \$17,500
(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 — \$12,000
(choose one)

NC Monday Special Interest Sessions

NC Breakfast

NC Tuesday President's Reception

NC Tuesday After-Party

NC Wednesday Lunch

SILVER — \$8,000

2021 National Conference A La Carte Opportunities:

Host of INE *(shared)*

Sponsor of Hunger Games *(shared)*

\$300 \$500 \$501 and above \$ _____

Sponsor of Golf Tournament *(shared)* – \$1,500

Room drop on last night, December 8 *(shared)* – \$1,750

Sponsor of Sanitation Stations *(exclusive)* – \$2,500

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

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

Card # _____ Expiration Date _____ CVV _____

Signature _____

I agree to the charges indicated above. All sales are final. Refunds cannot be made after sponsorship form has been acknowledged by SHFM headquarters. Please check all information carefully. Payment due before start of first event.

QUESTIONS:

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