



SOCIETY FOR HOSPITALITY
AND FOODSERVICE MANAGEMENT

SPONSORSHIP PROGRAM

2021 VIRTUAL CRITICAL ISSUES CONFERENCE

Wednesdays in April - 14TH | 21ST | 28TH

CIC SPONSORSHIP BENEFITS

Join SHFM members representing corporate foodservice and workplace hospitality professionals all across the United States for our **Virtual 2021 Critical Issues Conference (CIC)**. This event will offer multiple educational webinars about **People: The Human Side of Hospitality** and will showcase what our sponsor companies have to offer that is NEW, INNOVATIVE or even a COVID Resource that every business needs to have!

In order to sponsor this SHFM event, you must have a company representative as a current SHFM member.

DIAMOND LEVEL: \$2,595

- Shared sponsorship opportunity for both the 2021 Virtual Critical Issues Conference webinars and CIC Special Interest Sessions
- Recognition on Webinars for both the 2021 Virtual Critical Issues Conference Series and CIC Special Interest Sessions
- Company Logo with link to URL on both CIC emails and Special Interest Session emails
- Two complimentary registrations for non-members to the 2021 Virtual Critical Issues Conference Series (SHFM members are free)
- Pre-and Post-event attendee list (includes email addresses for a one-time use per list only)
- Recognition on CIC website and linked to your company page
- Sponsor Company Solution Center Page on SHFM CIC website
- Sponsor ad recognition on SHFM social media platforms
- Opportunity to provide a give-away item in the Conference Virtual Tote Bag sent to all Operator attendees
- Rotating Banner ad on CIC website linked to your company page
- :30 Video during CIC Session (will be assigned by SHFM) – Sponsor must present on a solution as the hospitality industry evolves and customers regather in the workplace

CIC SPONSORSHIP BENEFITS

PLATINUM LEVEL: \$2,295

- Shared sponsorship opportunity for 2021 Virtual Critical Issues Conference webinars
- Recognition on Webinars for the 2021 Virtual Critical Issues Conference Series
- Company Logo with link to URL on CIC emails
- One complimentary registration for non-members to the 2021 Virtual Critical Issues Conference Series (SHFM members are free)
- Pre-and Post-event attendee list (includes email addresses for a one-time use per list only)
- Recognition on CIC website and linked to your company page
- Sponsor Company Solution Center Page on SHFM CIC website
- Logo recognition with all other Platinum level sponsors on SHFM social media platforms
- Opportunity to provide a give-away item in the Conference Virtual Tote Bag sent to all Operator attendees
- PPT Banner Graphic during opening loop of CIC Session (will be assigned by SHFM) – Sponsor must market a solution as the hospitality industry evolves and customers regather in the workplace

BRAND ESSENTIAL LEVEL: \$1,195

- Shared sponsorship opportunity for 2021 Virtual Critical Issues Conference webinars
- Recognition on Webinars for the 2021 Virtual Critical Issues Conference Series
- Company Logo with link to URL on CIC emails
- Recognition on CIC website and linked to your company page
- Sponsor Company Solution Center Page on SHFM CIC website
- Logo recognition with all other Brand Essential level sponsors on SHFM social media platforms
- Opportunity to provide a give-away item in the Conference Virtual Tote Bag sent to all Operator attendees

FOR MORE INFORMATION, CONTACT:

Michelle Romero, *Director of Marketing & Sponsorship Sales*

Email: mromero@hqtrs.com

Phone: **502-574-9036**

Fax: 502-589-3602

SPONSORSHIP APPLICATION

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

Key Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell _____

Email _____

Contact to receive information/logistics:

Name _____ Email _____

Phone _____ Cell _____

CIC SPONSORSHIP LEVELS:

\$2,595 Diamond Sponsorship \$2,295 Platinum Sponsorship \$1,195 Brand Essential Level

PAYMENT INFORMATION:

My check payable to SHFM is enclosed

Please bill me on date: _____

AMEX Discover MasterCard VISA

Card # _____ Expiration date _____ CVV _____

Signature _____

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

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

QUESTIONS?

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