



2021 NATIONAL
CONFERENCE
SPONSORSHIP
PROGRAM



We are the only association dedicated to corporate foodservice and workplace hospitality, the employee services that drive productivity and boost morale. Our members — over 600 individuals and 300 companies strong — oversee workplace cafés and executive dining facilities. They also oversee onsite services like vending, catering, health and wellness initiatives, conference centers and audio-visual services... and represent two billion meals annually and **\$13 billion in annual sales**. Through the SHFM National Conference, you reach these decision-makers at our largest event, with high visibility and direct access to our members. Build the sales relationships that last.

2021 NATIONAL SPONSORSHIP PACKAGES*

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

| Level | Diamond | Platinum | Gold | Silver |
|--|---|--|--|---------------------------------|
| Investment | \$32,000 | \$12,000 | \$7,500 | \$5,000 |
| Networking Tabletop | One double-sized | One | One | One |
| Podium Time | Yes, will be assigned by SHFM Headquarters | Recognition from Podium | Recognition from Podium | Recognition from Podium |
| Logo on Conference Emails (linked to your page) | Yes | Yes | Yes | Yes |
| Logo in On-site Conference Elements & Signage | Yes | Yes | Yes | Yes |
| Recognition on SHFM National Conference Website (linked to your page) | Yes | Yes | Yes | Yes |
| Complimentary Registration | Four | Three | Two | One |
| Event Sponsorship (shared) (choice of one) | <ul style="list-style-type: none"> • General Session • All Day Registration Refreshment Station or • One of the events at the Platinum or Gold Level | <ul style="list-style-type: none"> • Board Meeting and VIP Launch Party • President's Luncheon • President's Banquet • Wednesday Closing Event or • One of the events at the Gold Level | <ul style="list-style-type: none"> • Monday Special Interest Sessions • Breakfast • Tuesday President's Reception • Tuesday After-Party • Wednesday Lunch | |
| Opportunity to Serve Product at Sponsored Event[∞] | Yes <i>(see page 4 for qualifiers)</i> | Yes <i>(see page 4 for qualifiers)</i> | Yes <i>(see page 4 for qualifiers)</i> | |
| Logo in Trade Publication Ads | Yes | | | |
| Room Drop | Yes | | | |
| Social Posts on SHFM Platforms | Sponsor Ad | Sponsor Ad | Logo with other Gold Sponsors | Logo with other Silver Sponsors |
| Rotating Banner Ad on Conference Website (linked to your page) | Yes | Yes | | |

[∞] Ability to serve product for food and beverage companies only (size restrictions apply and additional costs may be associated).

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

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, mromero@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.

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

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

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

SILVER

- One networking tabletop[∞]
- 1 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 NATIONAL CONFERENCE SPONSORSHIP LEVELS:

DIAMOND — \$32,000
(choose one)

General Session

All Day Registration Refreshment Station or

Choose one from Platinum or Gold Levels

PLATINUM — \$12,000
(choose one)

Board Meeting and VIP Launch Party

Tuesday President's Luncheon

Tuesday President's Banquet

Wednesday Closing Event or

Choose one from Gold Level

GOLD — \$7,500
(choose one)

Monday Special Interest Sessions

Breakfast

Tuesday President's Reception

Tuesday After-Party

Wednesday Lunch

SILVER — \$5,000

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

Exhibit 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.

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