

2017 NATIONAL CONFERENCE SPONSORSHIP PROGRAM



2017 NATIONAL CONFERENCE

OCTOBER 24 – 26, 2017 | THE DIPLOMAT BEACH RESORT

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. **Submit contract by April 25, 2017 to receive full sponsorship benefits!**

Level	Investment	Networking Tabletop	Podium Time	Logo in On-site Conference Elements & Signage	Recognition on SHFM National Conference Website	Complimentary Registration	Event Sponsorship	Opportunity to Serve Product at Sponsored Event	Logo in trade publication ads	Room Drop
Diamond	\$30,000	One double sized	Opportunity to Open or Close General Session	Yes	Yes	Four	*General Session	Yes	Yes	Yes
Platinum	\$10,000	One	Recognition from Podium	Yes	Yes	Three	Opening Reception or President's Luncheon <i>(shared) (choice of one)</i>	Yes		
Gold	\$7,000	One	Recognition from Podium	Yes	Yes	Two	Breakfast, Thursday Lunch Buffet, After-Party, or President's Reception <i>(shared) (choice of one)</i>	Yes		
Silver	\$4,500	One	Recognition from Podium	Yes	Yes	One				

**General sessions may be shared.*



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 (see our annual sponsorship program) and National Conference sponsorship program at the Platinum and Diamond levels. Here's how it works:

- With an executed Annual or National Conference sponsorship at the Platinum or Diamond level, you will have access to a representative from one 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 an SHFM event (i.e., National Conference, Critical Issues Conference, Local, or other SHFM event).

ANNUAL DIAMOND SPONSORS

Annual Diamond Sponsor Benefit:

- 45-minute sessions with a representative from all three 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 three 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

2017 NATIONAL CONFERENCE BENEFITS

DIAMOND

- Shared sponsorship of General Session* and opportunity to serve product at your sponsored session and assignment of one shared breakfast or meal function*[∞]
- Podium time at sponsored session (opportunity to open or close General Session)
- Logo in on-site conference elements and signage
- 4 complimentary registrations
- 1 double sized networking tabletop[∞]
- Room Drop (shared)
- Recognition on SHFM National Conference website
- Logo recognition in trade publication ads

PLATINUM

- Shared sponsorship of Opening Reception or President's Luncheon[∞]
- Recognition from podium
- Logo in on-site conference elements and signage
- 3 complimentary registrations
- 1 networking tabletop[∞]
- Recognition on SHFM National Conference website

GOLD

- Shared sponsorship of Breakfast, Thursday Lunch Buffet, After-Party or President's Reception (choice of one)[∞]
- Recognition from podium
- Logo in on-site conference elements and signage
- 2 complimentary registrations
- 1 networking tabletop[∞]
- Recognition on SHFM National Conference website

SILVER

- Recognition from podium
- Logo in on-site conference elements and signage
- 1 complimentary registration
- 1 networking tabletop[∞]
- 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)
- Recognition in the *Food & Hospitality at Work* e-newsletter
- Post-conference updated attendee list emailed as an Excel file to key contacts for a one time use (email addresses not included)

A LA CARTE OPPORTUNITIES

- Sponsor of Golf Tournament* (shared) – \$1,500
- Room drop on last night, October 26 (shared) – \$1,750 (additional hotel charges may be associated)
- Sponsor of New Member/First Time Attendee Reception* (shared) – \$2,000
- Hotel Key Cards – \$3,500 (single sponsorship)

QUESTIONS?

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

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

[∞]Ability to serve product (size restrictions apply and additional costs may be associated).



2017 NATIONAL CONFERENCE SPONSORSHIP APPLICATION

OCTOBER 24 – 26, 2017 | THE DIPLOMAT BEACH RESORT

Company Name (as it should appear in print) _____
Key Contact Name _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Cell _____ Email _____

NATIONAL CONFERENCE SPONSORSHIP LEVELS:

- | | | | |
|--|---|--|---|
| ☐ DIAMOND — \$30,000 | ☐ PLATINUM — \$10,000
(choose one) | ☐ GOLD — \$7,000
(choose one) | ☐ SILVER — \$4,500 |
| | ☐ Opening Reception | ☐ Breakfast | ☐ After-Party |
| | ☐ President's Luncheon | ☐ Thursday
Lunch Buffet | ☐ President's
Reception |

EVENT LOGISTICS/INFORMATION — Contact name, email and phone of person to receive event logistics/information:

Name _____ Email _____
Phone _____ Cell _____

A La Carte Opportunities:

- | | |
|--|--|
| ☐ Sponsor of Golf Tournament* (shared) – \$1,500 | ☐ Sponsor of New Member/First Time Attendee Reception* (shared) – \$2,000 |
| ☐ Room drop on last night, Oct. 26 (shared) – \$1,750
(additional hotel charges may be associated) | ☐ Hotel Key Cards – \$3,500 (single sponsorship) |

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. Refunds cannot be made after sponsorship form has been acknowledged by SHFM headquarters. Please check all information carefully.
Submit contract by April 25, 2017 to receive full sponsorship benefits.*

QUESTIONS:

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