



SOCIETY FOR HOSPITALITY
AND FOODSERVICE MANAGEMENT



2023 Annual
Sponsorship
Program



The Society for Hospitality and Foodservice Management (SHFM) is the only association only association focused on Workplace Hospitality and Amenities in the Foodservice Industry. Our members oversee workplace cafés and executive dining facilities. They also oversee on-site amenities and services such as vending, catering, health and wellness initiatives, conference centers and audio-visual services.

Our membership — over 700 individuals and 400 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.

2023 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	\$42,000	\$19,500	\$13,000	\$9,000
National Conference Sept. 11-13, 2023 – Tucson, AZ	Diamond	Platinum	Gold	Silver
Critical Issues Conference April 26, 2023	Diamond (includes 2 comps)	Diamond (includes 1 comp)	Platinum	Platinum
SHFM Local In-Person Events	All Locals (includes 2 comps)	Choice of 3 Locals (includes 2 comps)	Choice of 1 Local (includes 2 comps)	
Young Professional Summit April 25, 2023	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 Gala Event	Diamond	Platinum		
NRA Breakfast May 22, 2023 • Chicago	Yes	Yes	Yes	Choice of NRA Breakfast or Holiday Networking Event
Holiday Networking Event Dec. 2023 • 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
Video Podcast (Logo with URL)	Yes	Yes	Yes	
SHFM Member Mailing List Opportunity (one per year)	Yes	Yes	Yes	Yes
Logo on Website (with URL)	Yes	Yes	Yes	Yes

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 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 2023 SHFM Annual Sponsor

Some benefits may be altered because the conference agenda is still being developed.

Annual Diamond

- Shared sponsorship and opportunity to serve product and give away swag at one* of the following:
 - General Session (will be assigned by SHFM Headquarters)[∞]
 - 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 (16' x 8' booth)[∞]
- 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

* For \$10,000, choose a second event at the Platinum or Gold Level to sponsor

Annual Platinum

- Shared sponsorship and opportunity to serve product and give away swag at one* of the following:
 - All Day Registration Refreshment Station (one of three days, additional hotel charges may be associated)[∞]
 - 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[∞]
- One networking tabletop (8' x 8' booth)[∞]
- 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

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

* For \$10,000, choose a second event at the Platinum or Gold Level to sponsor

Annual Gold

- Shared sponsorship and opportunity to give away swag and 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[∞]
- One networking tabletop (8' x 8' booth)[∞]
- 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

NOTE: Use of product is decided by SHFM Leadership

* For \$5,000, choose a second event at the Gold Level to sponsor

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



National Conference Benefits as a 2023 SHFM Annual Sponsor

Annual Silver

- One networking tabletop (8' x8' booth)[∞]
- 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

A La Carte Opportunities

- Host of Industry Network Event (*shared*) – contact Michelle Romero for pricing
- Host of a Custom Late Night Hospitality/Bar Experience – contact Michelle Romero for pricing (must be a Silver sponsor or higher)
- Sponsor of Hunger Games (*shared*) – See pricing options on next page
- Sponsor of Golf Tournament (*shared*) – \$1,500
- Room drop on last night, September 13 (*shared*) – \$1,750 (additional hotel charges may be associated)
- Sponsor of Sanitation Stations (*exclusive*) – \$2,500
- Sponsor of App (*exclusive*) – \$5,000
- Hotel Key Cards (*exclusive*) – \$3,500
- Thermal Tumblers (*exclusive*) – \$3,500 (sponsor to provide branded tumblers to be passed out at SHFM Reg Desk)
- Sponsor a 10-minute LIVE Demo on the Innovation Showcase Stage (*shared*) – \$3,500 (Must be a Silver Sponsor or higher)

Additional Benefits (*Diamond through Silver*)

- 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)

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



2023 Annual Sponsorship Application

Company Name (as it should appear in print) _____

Key Contact Name _____ Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell _____

Email _____ Website _____

2023 Annual Sponsorship Levels:

- Diamond** — \$42,000 (choose one)
 - NC General Session
 - Choose one from NC Platinum or Gold Levels
 - Add a second NC event, \$10,000 _____

- Platinum** — \$19,500 (choose one)
 - NC All Day Registration Refreshment Station
 - 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
 - Add a second NC event, \$10,000 _____

- Gold** — \$13,000 (choose one)
 - NC Monday Special Interest Sessions
 - NC Breakfast
 - NC Tuesday President's Reception
 - NC Tuesday After-Party
 - NC Wednesday Lunch
 - Add a second NC event, \$5,000 _____

- Silver** — \$9,000

2023 National Conference A La Carte Opportunities:

- Host of INE (shared)
- Host of a Custom Late Night Hospitality/Bar Experience
- Sponsor of Hunger Games (shared)
 - \$300 \$500 \$501 and above \$ _____
- Sponsor of Golf Tournament (shared) – \$1,500
- Room drop on last night, September 13 (shared) – \$1,750
- NC Sanitation Stations (exclusive) – \$2,500
- NC App (exclusive) – \$5,000
- NC Hotel Key Cards (exclusive) – \$3,500
- NC Thermal Tumblers (exclusive) – \$3,500
- NC 10-minute LIVE Demo on the Innovation Showcase Stage (shared) – \$3,500

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
2301 River Rd., Suite 102
Louisville, KY 40206

Card # _____ Please call with card information _____ 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? Contact: **Michelle Romero**
Director of Marketing & Sponsorship Sales
502-574-9036 — mromero@hqtrs.com