



# 2022 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.

### 2022 NATIONAL SPONSORSHIP PACKAGES\*

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

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

<sup>∞</sup> Ability to serve product for food and beverage companies only (size and COVID service 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 and/or conference agenda still being developed.*

## 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∞ (see note below)
  - Tuesday President's Banquet∞ (see note below)
  - 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 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)

## 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, October 19 (*shared*) – \$1,750 (additional hotel charges may be associated)
- Sponsor of Sanitation Stations (*exclusive*) – \$2,500
- Sponsor of PPE (*shared*) – \$2,500
- Hotel Key Cards (*exclusive*) – \$3,500
- Thermal Tumblers (*exclusive*) – \$3,500 + sponsor to provide branded tumblers to be passed out at SHFM registration desk)

**QUESTIONS?** Contact: Michelle Romero  
Director of Marketing & Sponsorship Sales  
502-574-9036 — [mromero@hqtrs.com](mailto:mromero@hqtrs.com)

Company Name *(as it should appear in print)* \_\_\_\_\_

Key Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### 2022 NATIONAL CONFERENCE SPONSORSHIP LEVELS:

<input type="checkbox"/> <b>DIAMOND</b> — \$32,000 <i>(choose one)</i> <input type="checkbox"/> General Session <input type="checkbox"/> All Day Registration Refreshment Station or <input type="checkbox"/> Choose one from Platinum or Gold Levels	<input type="checkbox"/> <b>PLATINUM</b> — \$12,000 <i>(choose one)</i> <input type="checkbox"/> Board Meeting and VIP Launch Party <input type="checkbox"/> Tuesday President's Luncheon <input type="checkbox"/> Tuesday President's Banquet <input type="checkbox"/> Wednesday Closing Event or <input type="checkbox"/> Choose one from Gold Level	<input type="checkbox"/> <b>GOLD</b> — \$7,500 <i>(choose one)</i> <input type="checkbox"/> Monday Special Interest Sessions <input type="checkbox"/> Breakfast <input type="checkbox"/> Tuesday After-Party <input type="checkbox"/> Wednesday Lunch  <input type="checkbox"/> <b>SILVER</b> — \$5,000
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### 2022 NATIONAL CONFERENCE A LA CARTE OPPORTUNITIES:

- |   |  |
|---|--|
| <input type="checkbox"/> Host of INE <i>(shared)</i>  | <input type="checkbox"/> Sponsor of Golf Tournament <i>(shared)</i> – \$1,500          |
| <input type="checkbox"/> Sponsor of Hunger Games <i>(shared)</i>  | <input type="checkbox"/> Room drop on last night, October 19 <i>(shared)</i> – \$1,750 |
| <input type="checkbox"/> \$300 <input type="checkbox"/> \$500 <input type="checkbox"/> \$501 and above \$ _____   | <input type="checkbox"/> Sponsor of Sanitation Stations <i>(exclusive)</i> – \$2,500   |
| <input type="checkbox"/> Sponsor of PPE <i>(shared)</i> – \$2,500   | <input type="checkbox"/> Hotel Key Cards <i>(exclusive)</i> – \$3,500                  |
| <input type="checkbox"/> Thermal Tumblers <i>(exclusive)</i> – \$3,500 + sponsor to provide branded tumblers to be passed out at SHFM registration desk |  |

### 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  
2301 River Rd., Suite 102  
Louisville, KY 40206

Card # \_\_\_\_\_ *Please call with card info* \_\_\_\_\_ 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, mromero@hqtrs.com or call 502-574-9036