



2026 Annual Sponsorship Program



2026 Annual Sponsorship

The Society for Hospitality and Foodservice Management (SHFM) is the 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 800 individuals and 400 companies strong — represents 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.

2026 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	\$46,000	\$21,500	\$14,500	\$10,000
National Conference October 6-8, Chicago	Diamond (includes 4 comps)	Platinum (includes 3 comps)	Gold (includes 2 comps)	Silver (includes 2 comps)
Critical Issues Conference April 2026, NYC	Diamond (includes 2 comps)	Diamond (includes 1 comp)	Platinum	Platinum
SHFM Local In-Person Events	All Locals (includes 2 comps)	Choice of 2 Locals (includes 1 comp)	Choice of 2 Locals (includes 1 comp)	
WISE Experience March 18-19, Boston	Yes	Yes	Yes	Yes
Young Professional Summit April 2026, NYC	Yes	Available to Choose as 1 of 2 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 November 2026, NYC	Diamond	Platinum		
NRA Breakfast May 18, Chicago	Yes	Yes	Yes	Choice of NRA Breakfast or Holiday Networking Event
Holiday Networking Event Dec. 2026, NYC	Yes	Yes	Yes	
Monthly E-Newsletters (Logo with URL)	Annual Logo	Annual Logo	Annual Logo	Annual Logo
Banner Ad on SHFM Main Website (with URL)	Yes	Yes	Yes	
Social Post on SHFM Platforms	Yes	Yes	Yes	Yes
SHFM Member Mailing List Opportunity (one per year)	Yes	Yes	Yes	Yes
Logo on Website (with URL)	Yes	Yes	Yes	Yes
Attendee List For Your Sponsored Event (Emails included, see page 5 for list agreement)	Yes	Yes	Yes	Yes

Questions? Contact: **Michelle Romero**
Executive Vice President
502-574-9036 — mromero@hqtrs.com

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 2026 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 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)
- 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 F&B companies, you also have the opportunity to serve product at the All Day Registration Refreshment Station. Sponsor is responsible for covering additional hotel charges per day/per product.*

Annual Platinum

- Shared sponsorship and opportunity to serve product 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[∞]
 - Wednesday President's Luncheon[∞]
 - Wednesday Evening Event[∞]
 - Thursday President's Banquet[∞]
 - 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 serve product at one* of the following:
 - Tuesday Special Interest Sessions[∞]
 - Breakfast (Wednesday or Thursday)[∞]
 - Thursday Lunch[∞]
 - Thursday President's Reception (Donated Beverages Only)[∞]
 - Thursday After-Party[∞]
- 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 2026 SHFM Annual Sponsor

Annual Silver

- One networking tabletop (8' x 8' 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 Foundation Golf Tournament (*shared*) – \$1,500
- Room drop on last night, October 8 (*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*) – \$5,000
- Thermal Tumblers (*exclusive*) – \$3,500 (sponsor to provide branded tumblers to be passed out at SHFM Reg Desk)
- Survival Grab-N-Go Station (*exclusive*) - \$3,500

* LIST USE AGREEMENT

1. The list will be used only for the one-time direct mail or email purpose for which it was approved.
 1. Pre-Conference Message
 2. Post-Conference Message
2. The list will not be duplicated, resold or integrated into a permanent database and agrees to abide by this agreement.
3. Noncompliance of the agreement will disqualify the company from receiving future lists from SHFM.

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

Questions? Contact: **Michelle Romero**
Executive Vice President
502-574-9036 — mromero@hqtrs.com



2026 Annual Sponsorship Application

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

Key Contact Name _____ Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell _____

Email _____ Website _____

2026 Annual Sponsorship Levels:

- ☐ **Diamond** — \$46,000 *(choose one)*
- ☐ NC General Session
 - ☐ Choose one from NC Platinum or Gold Levels
 - ☐ All Day Registration Refreshment Stations Day(s) _____

- ☐ **Platinum** — \$21,500 *(choose one)*
- ☐ NC All Day Registration Refreshment Station (One day Only)
 - ☐ NC Board Meeting and VIP Launch Party
 - ☐ NC Wednesday President's Luncheon
 - ☐ NC Wednesday Evening Event
 - ☐ NC Thursday President's Banquet
- or
- ☐ Choose one from NC Gold Level
 - ☐ Add a second NC event, \$10,000 _____

- ☐ **Gold** — \$14,500 *(choose one)*
- ☐ NC Tuesday Special Interest Sessions
 - ☐ NC Breakfast (One Day)
 - ☐ NC Thursday Lunch
 - ☐ NC Thursday President's Reception
 - ☐ NC Thursday After-Party
- ☐ Add a second NC event, \$5,000 _____

- ☐ **Silver** — \$10,000

2026 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, October 8 *(shared)* – \$1,750
- ☐ NC Sanitation Stations *(exclusive)* – \$2,500
- ☐ NC App *(exclusive)* – \$5,000
- ☐ NC Hotel Key Cards *(exclusive)* – \$5,000
- ☐ NC Thermal Tumblers *(exclusive)* – \$3,500
- ☐ NC Survival Grab-N-Go Station *(exclusive)* – \$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

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.

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