



SOCIETY FOR HOSPITALITY
AND FOODSERVICE MANAGEMENT

**2026 CRITICAL
ISSUES CONFERENCE**

**April 2026
NYC**

Sponsorship Program



Join SHFM members representing corporate foodservice and workplace hospitality professionals all across the United States for our **2026 Critical Issues Conference (CIC)**. This event will offer networking opportunities and multiple educational sessions plus tabletop exhibits that will showcase what our sponsor companies have to offer that every business needs to have!

In order to sponsor this SHFM event, you must have a company representative as a current SHFM member.

Diamond Level: \$2,895

- Shared sponsorship opportunity for both the 2026 Critical Issues Conference and CIC Special Interest Sessions
- Podium recognition at the 2026 Critical Issues Conference
- Company Logo with link to URL on both CIC emails and Special Interest Session emails (sponsorship and logo must be received by the 25th of the month in order to appear in emails starting the following month)
- Two complimentary registrations to the 2026 Critical Issues Conference
- One invitation to the exclusive Liaison/Self-Operator Luncheon
- Pre-and Post-event attendee list* (email addresses included)
- Recognition on CIC website and linked to your company page
- Tabletop exhibit
- Sponsor ad recognition on SHFM social media platforms
- Rotating Banner ad on CIC website linked to your company page

Platinum Level: \$2,595

- Shared sponsorship opportunity for the 2026 Critical Issues Conference
- Podium recognition at the 2026 Critical Issues Conference
- Company Logo with link to URL on CIC emails (sponsorship and logo must be received by the 25th of the month in order to appear in emails starting the following month)
- One complimentary registration to the 2026 Critical Issues Conference
- Pre-and Post-event attendee list* (email addresses included)
- Recognition on CIC website and linked to your company page
- Tabletop exhibit
- Logo recognition with all other Platinum level sponsors on SHFM social media platforms

Brand Essential Level: \$1,295

- Shared sponsorship opportunity for the 2026 Critical Issues Conference
- Podium recognition at the 2026 Critical Issues Conference
- Company Logo with link to URL on CIC emails (sponsorship and logo must be received by the 25th of the month in order to appear in emails starting the following month)
- Recognition on CIC website and linked to your company page
- Logo recognition with all other Brand Essential level sponsors on SHFM social media platforms

*** 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.



Sponsorship Application

Company Name (as it should appear in print) _____

Key Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell _____

Email _____ Website _____

Contact to receive information/logistics:

Name _____ Email _____

Phone _____ Cell _____

CIC Sponsorship Levels:

\$2,895 Diamond Sponsorship \$2,595 Platinum Sponsorship \$1,295 Brand Essential Sponsorship

Payment Information:

My check payable to SHFM is enclosed Send an invoice Invoice Email _____

Please bill me on date _____

AMEX Discover MasterCard VISA

Card # _____ Please call with card info _____ Expiration date _____ CVV _____

Signature _____

I agree to the charges indicated above. Refunds cannot be made after sponsorship form has been received by SHFM headquarters. Please check all information carefully. Payment due before start of event.

Mail Payment to: Society for Hospitality and Foodservice Management
2301 River Road, Suite 102
Louisville, KY 40206

Questions? Contact: **Michelle Romero**

Executive Vice President
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