



2026  
National Conference  
Sponsorship Program



# 2026 NATIONAL CONFERENCE

October 6-8 | Chicago

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 National Conference 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>   | \$35,000   | \$13,000  | \$8,000   | \$5,500                            |
| <b>Networking Tabletop</b><br><i>(8' x 8' Booth)</i>  | One double-sized<br>16x8   | One<br>8x8  | One<br>8x8  | One<br>8x8                         |
| <b>Podium Time</b>  | Yes, will be assigned by<br>SHFM Headquarters  | Recognition<br>from Podium  | Recognition<br>from Podium  | Recognition<br>from Podium         |
| <b>Logo on Conference<br/>Emails</b> <i>(linked to your page)</i>   | Yes  | Yes   | Yes   | Yes                                |
| <b>Logo in On-site Conference<br/>Elements &amp; Signage</b>  | Yes  | Yes   | Yes   | Yes                                |
| <b>Recognition on SHFM<br/>National Conference Website</b><br><i>(linked to your page)</i>  | Yes  | Yes   | Yes   | Yes                                |
| <b>Complimentary Registration</b>   | Four   | Three   | Two   | One                                |
| <b>Event Sponsorship</b><br><i>(shared) (choice of one*)</i><br><br><b>NOTE:</b> Some benefits may be altered<br>because the conference agenda is<br>still being developed. | <ul style="list-style-type: none"> <li>General Session</li> <li>or</li> <li>One of the events at the<br/>Platinum or Gold Level</li> </ul><br><i>*For \$10,000, choose a second<br/>event at the Platinum or Gold<br/>Level to sponsor</i> | <ul style="list-style-type: none"> <li>All Day Registration<br/>Refreshment Station</li> <li>Board Meeting and<br/>VIP Launch Party</li> <li>President's Luncheon</li> <li>Wednesday Evening Event</li> <li>President's Banquet</li> <li>or</li> <li>One of the events at the<br/>Gold Level</li> </ul><br><i>*For \$10,000, choose a second<br/>event at the Platinum or Gold<br/>Level to sponsor</i> | <ul style="list-style-type: none"> <li>Tuesday Special Interest<br/>Sessions</li> <li>Breakfast</li> <li>Thursday Lunch</li> <li>Thursday President's<br/>Reception</li> <li>Thursday After-Party</li> </ul><br><i>*For \$5,000, choose a second<br/>event at the Gold Level<br/>to sponsor</i> |                                    |
| <b>Opportunity to Serve Product<br/>at Sponsored Event**</b>  | Yes<br><i>(see page 4 for qualifiers)</i>  | Yes<br><i>(see page 4 for qualifiers)</i>   | Yes<br><i>(see page 4 for qualifiers)</i>   |                                    |
| <b>Room Drop</b>  | Yes  |   |   |                                    |
| <b>Social Posts<br/>on SHFM Platforms</b>   | Sponsor Ad   | Sponsor Ad  | Logo with other<br>Gold Sponsors  | Logo with other<br>Silver Sponsors |
| <b>Rotating Banner Ad on<br/>Conference Website</b><br><i>(linked to your page)</i>   | Yes  | Yes   |   |                                    |
| <b>Attendee List</b><br><i>(Emails included, see page 5<br/>for list agreement)</i>   | 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



# 2026 National Conference Benefits

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

## Diamond

- Shared sponsorship and opportunity to serve product at one\* of the following:
  - General Session (will be assigned by SHFM Headquarters)<sup>∞</sup>or
  - One of the events at the Platinum or Gold Levels<sup>∞</sup>
- Podium time during conference (will be assigned by SHFM Headquarters)
- One double-sized networking tabletop (16' x 8' booth)<sup>∞</sup>
- 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 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.

## 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)<sup>∞</sup>
  - Board Meeting and VIP Launch Party<sup>∞</sup>
  - Wednesday President's Luncheon<sup>∞</sup>
  - Wednesday Evening Event<sup>∞</sup>
  - Thursday President's Banquet<sup>∞</sup>or
  - One of the events at the Gold Level<sup>∞</sup>
- One networking tabletop (8' x 8' booth)<sup>∞</sup>
- 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

## Gold

- Shared sponsorship and opportunity to serve product at one\* of the following:
  - Tuesday Special Interest Sessions<sup>∞</sup>
  - Breakfast (Wednesday or Thursday)<sup>∞</sup>
  - Thursday Lunch<sup>∞</sup>
  - Thursday President's Reception (Donated Beverages Only)<sup>∞</sup>
  - Thursday After-Party<sup>∞</sup>
- One networking tabletop (8' x 8' booth)<sup>∞</sup>
- 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

<sup>∞</sup> Ability to serve product for food and beverage companies only (size and service restrictions apply and additional costs may be associated).





# 2026 National Conference Benefits

## Silver

- One networking tabletop (8' x 8' booth)™
- 1 complimentary registration
- 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

## 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 included)
- Post-conference updated attendee list emailed as an Excel file to key contacts for a one-time use (email addresses included)

### \* 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.



# 2026 NATIONAL CONFERENCE

October 6-8 | Chicago

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

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

Address \_\_\_\_\_

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

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

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

## 2026 National Conference Sponsorship Levels:

☐ **Diamond** — \$35,000  
*(shared) (choose one\*)*

☐ General Session

or

☐ Choose one of the events from  
Platinum or Gold Level

☐ All Day Registration Refreshment  
Station Day(s) \_\_\_\_\_

☐ **Platinum** — \$13,000  
*(shared) (choose one\*)*

☐ All Day Registration

Refreshment Station (One Day Only)

☐ Board Meeting and VIP Launch Party

☐ Wednesday President's Luncheon

☐ Wednesday Evening Event

☐ Thursday President's Banquet

or

☐ Choose one event from Gold Level

☐ Add a second NC event,  
\$10,000 \_\_\_\_\_

☐ **Gold** — \$8,000  
*(shared) (choose one\*)*

☐ Tuesday Special Interest Sessions

☐ Breakfast (One Day)

☐ Thursday Lunch

☐ Thursday President's Reception

☐ Thursday After-Party

☐ Add a second NC event,  
\$5,000 \_\_\_\_\_

☐ **Silver** — \$5,500

## 2026 National Conference A La Carte Opportunities:

☐ Host of INE *(shared)*

☐ Host a Custom Late Night Hospitality/Bar Experience

☐ Sponsor of Hunger Games *(shared)*

☐ \$300 ☐ \$500 ☐ \$501 and above \$ \_\_\_\_\_

☐ Thermal Tumblers *(exclusive)* — \$3,500

☐ Survival Grab-N-Go Station *(exclusive)* — \$3,500

☐ Sponsor of Foundation Golf Tournament *(shared)* — \$1,500

☐ Room drop on last night, October 8 *(shared)* — \$1,750

☐ Sanitation Stations *(exclusive)* — \$2,500

☐ Hotel Key Cards *(exclusive)* — \$5,000

☐ App *(exclusive)* — \$5,000

**Exhibit Logistics Contact** \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Payment Information:

☐ My check payable to SHFM is enclosed

☐ Send an invoice

Invoice Email \_\_\_\_\_

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 event.*

## Questions?

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