



2025
National Conference
Sponsorship Program



2025 NATIONAL CONFERENCE

September 16-18 | Palm Springs, CA

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.

2025 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
Investment	\$32,000	\$12,000	\$7,500	\$5,000
Networking Tabletop <i>(8' x 8' Booth)</i>	One double-sized	One	One	One
Podium Time	Yes, will be assigned by SHFM Headquarters	Recognition from Podium	Recognition from Podium	Recognition from Podium
Logo on Conference Emails <i>(linked to your page)</i>	Yes	Yes	Yes	Yes
Logo in On-site Conference Elements & Signage	Yes	Yes	Yes	Yes
Recognition on SHFM National Conference Website <i>(linked to your page)</i>	Yes	Yes	Yes	Yes
Complimentary Registration	Four	Three	Two	One
Event Sponsorship <i>(shared) (choice of one*)</i> NOTE: Some benefits may be altered because the conference agenda is still being developed.	<ul style="list-style-type: none"> • General Session or • One of the events at the Platinum or Gold Level <p><i>*For \$10,000, choose a second event at the Platinum or Gold Level to sponsor</i></p>	<ul style="list-style-type: none"> • All Day Registration Refreshment Station • Board Meeting and VIP Launch Party • President's Luncheon • Tuesday Evening Event • President's Banquet or • One of the events at the Gold Level <p><i>*For \$10,000, choose a second event at the Platinum or Gold Level to sponsor</i></p>	<ul style="list-style-type: none"> • Monday Special Interest Sessions • Rise & Shine Refreshment Station • Breakfast • Wednesday Lunch • Wednesday President's Reception • Wednesday After-Party <p><i>*For \$5,000, choose a second event at the Gold Level to sponsor</i></p>	
Opportunity to Serve Product at Sponsored Event™	Yes <i>(see page 4 for qualifiers)</i>	Yes <i>(see page 4 for qualifiers)</i>	Yes <i>(see page 4 for qualifiers)</i>	
Room Drop	Yes			
Social Posts on SHFM Platforms	Sponsor Ad	Sponsor Ad	Logo with other Gold Sponsors	Logo with other Silver Sponsors
Rotating Banner Ad on Conference Website <i>(linked to your page)</i>	Yes	Yes		
Attendee List <i>(Emails included, see page 5 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



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)[∞]
 - 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 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)[∞]
 - Board Meeting and VIP Launch Party[∞]
 - Tuesday President's Luncheon[∞]
 - Tuesday Evening Event[∞]
 - Wednesday 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

Gold

- Shared sponsorship and opportunity to incorporate a limited number of products on buffet at one* of the following:
 - Monday Welcome Hospitality Lounge (Survival/Pre-Packaged Items)
 - Monday Special Interest Sessions[∞]
 - Rise & Shine Refreshment Station[∞]
 - Breakfast (Tuesday or Wednesday)[∞]
 - Wednesday Lunch[∞]
 - Wednesday President's Reception (Donated Beverages Only)[∞]
 - Wednesday 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).



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, September 18 (*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)

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.



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

Key Contact Name _____ Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell _____

Email _____ Website _____

2025 National Conference Sponsorship Levels:

Diamond — \$32,000
(shared) (choose one)*

General Session
or
 Choose one of the events from Platinum or Gold Level

All Day Registration Refreshment Station Day(s) _____

Platinum — \$12,000
(shared) (choose one)*

All Day Registration Refreshment Station (One Day Only)

Board Meeting and VIP Launch Party

Tuesday President's Luncheon

Tuesday Evening Event

Wednesday President's Banquet
or
 Choose one event from Gold Level

Add a second NC event, \$10,000 _____

Gold — \$7,500
(shared) (choose one)*

Monday Welcome Hospitality Lounge

Monday Special Interest Sessions

Rise & Shine Refreshment Station (One Day)

Breakfast (One Day)

Wednesday Lunch

Wednesday President's Reception

Wednesday After-Party

Add a second NC event, \$5,000 _____

Silver — \$5,000

2025 National Conference A La Carte Opportunities:

<input type="checkbox"/> Host of INE <i>(shared)</i>	<input type="checkbox"/> Sponsor of Foundation Golf Tournament <i>(shared)</i> — \$1,500
<input type="checkbox"/> Host a Custom Late Night Hospitality/Bar Experience	<input type="checkbox"/> Room drop on last night, September 18 <i>(shared)</i> — \$1,750
<input type="checkbox"/> Sponsor of Hunger Games <i>(shared)</i>	<input type="checkbox"/> Sanitation Stations <i>(exclusive)</i> — \$2,500
<input type="checkbox"/> \$300 <input type="checkbox"/> \$500 <input type="checkbox"/> \$501 and above \$ _____	<input type="checkbox"/> Hotel Key Cards <i>(exclusive)</i> — \$3,500
<input type="checkbox"/> Thermal Tumblers <i>(exclusive)</i> — \$3,500	<input type="checkbox"/> App <i>(exclusive)</i> — \$5,000

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 event.

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