



2012 IFSEA CONFERENCE & TRADE SHOW

WAVES OF CHANGE...
OCEANS OF OPPORTUNITY
MARCH 29 – APRIL 1, 2012
SAN DIEGO

**COMMUNITY INVOLVEMENT &
MARKETING OPPORTUNITY**

IFSEA 2012 CONFERENCE & TRADE SHOW SPONSORSHIP

MARCH 29 – APRIL 1, 2012 - TOWN & COUNTRY RESORT, SAN DIEGO

What is the IFSEA Conference & Trade Show?

For three days, nearly 800 military personnel, professionals, and students within the food service/hospitality profession meet to expand their network and knowledge of the industry. Now imagine, during those three days your company and representatives are in the middle of it all; your company name is heard or seen each day by all attendees.

The IFSEA Conference & Trade Show is a chance to interact, learn and get inspired. Attendees will learn from the best and brightest from a broad cross-section of the industry, earn continuing education units, network with industry leaders and peers and relax at social events. In addition, they will taste and try out the industry's best foods, products and services at the Trade Show and cheer on their team during the Bistro Challenge culinary competition.

The conference is attended by military command, soldiers, sailors, food service/hospitality professionals and students.

Why Get Involved?

Without generous supporters like you, IFSEA could not provide quality education and networking programs. Money raised directly benefits military, IFSEA members, industry professionals, and students in food service/hospitality.

What's in it for you?

The benefits of partnering with IFSEA are significant. You receive much more than a sign with your company logo.

1. Opportunity to market directly to those who use and purchase your product
2. A Cone/Duke University Behavioral Case Study finds that 85% of Americans will reward a company or product if it is tied to a cause.
3. Opportunity to show your company's support for the military and students
4. Opportunity to position your company as a community partner

What is IFSEA?

IFSEA reaches beyond the culinary and restaurant professions. We focus on the professional seeking a management role by offering benefits that broaden the skills and relationships needed for becoming an executive. The intimate nature of our association allows you the opportunity to get involved and gain real-world experience by participating and working on committees, events and programs.

Established in 1901, IFSEA is the industry's oldest association. Its mission is to enhance the careers of its members through food service certification, education seminars, networking, student mentorships and community service. IFSEA has been a proud partner of the U.S. Military for more than 50 years. The association assists the joint services of the Army, Navy and Military Sealift Command by providing

evaluations of military food service programs, education seminars, culinary competitions and the Army Philip A. Connelly Awards, Navy Captain Edward F. Ney Awards and MSC Captain David M. Cook Awards.

Sponsorship Packages designed to accommodate your philanthropy goals

5-Star Sponsor: \$15,000

- 1 – Corner Booth for 2012 IFSEA Trade Show with premium location
- Invite for 2 people to attend VIP Military Reception
- 2 – 2012 IFSEA Conference Registrations
- 4 – Additional Tickets to 2012 Joint Services in Excellence Food Service Awards
- Full Page, 4 Color Advertisement in 2012 IFSEA Conference Hotline Magazine/Event Program
- Logo listed on IFSEA Website for one year; April 2012-April 2013
- Logo listed on IFSEA Conference Website leading up to April 2013
- Logo listed on weekly IFSEA email newsletter; April 2012-April 2013
- Banner located at 2012 IFSEA Conference Registration Desk
- Recognition as Sponsor verbally and print
- 5 – IFSEA Members for one year, April 2012-April 2013

4-Star Sponsor: \$10,000

- 1 – Booth for 2012 IFSEA Trade Show
- Invite for 1 person to attend Military VIP Reception
- 2 – 2012 IFSEA Conference Registrations
- Full Page, 4 Color Advertisement in 2012 IFSEA Conference Hotline Magazine/Event Program
- Logo listed on IFSEA Website for one year; April 2012-April 2013
- Logo listed on IFSEA Conference Website leading up to April 2013
- Logo listed on weekly IFSEA email newsletter; April 2012-April 2013
- Banner located at 2012 IFSEA Conference Registration Desk
- Recognition as Sponsor verbally and in print
- 3 – IFSEA Members for one year, April 2012-April 2013

3-Star Sponsor: \$6,000

- Invite for 1 person to attend VIP Military Reception
- 1 – 2012 IFSEA Conference Registration
- 2 – Additional Tickets to Opening Reception
- Full Page, 4 Color Advertisement in 2012 IFSEA Conference Hotline Magazine/Event Program
- Logo listed on IFSEA Website for one year; April 2012-April 2013
- Logo listed on IFSEA Conference Website leading up to April 2013
- Logo listed on weekly IFSEA email newsletter; April 2012-April 2013
- Recognition as Sponsor verbally and in print
- 2 – IFSEA Memberships for one year, April 2012-April 2013

2-Star Sponsor: \$4,000

- 1 – 2012 IFSEA Conference Registration
- 2 – Additional Tickets to Opening Reception

- Half Page, 4 Color Advertisement in 2012 IFSEA Conference Hotline Magazine/Event Program
- Logo listed on IFSEA Website for one year; April 2012-April 2013
- Logo listed on IFSEA Conference Website leading up to April 2012
- Logo listed on weekly IFSEA email newsletter; April 2012-April 2013
- Recognition as Sponsor verbally and in print
- 1 – IFSEA Memberships for one year, April 2012 – April 2013

1-Star Sponsor: \$2,000

- 1 – 2012 IFSEA Conference Registration
- Logo listed on IFSEA Website for one year; April 2012-April 2013
- Logo listed on IFSEA Conference Website leading up to April 2013
- Logo listed on weekly IFSEA email newsletter; April 2012-April 2013

Event Sponsorship Opportunities

Opening Reception Presenting Sponsor: \$6,000

- Serve as Presenting Sponsor of 2012 Opening Reception, with company name in Event Title
 - *Company Name* Opening Reception
- Opportunity to Showcase Product during Opening Reception according to Menu Requirements
- 6- Tickets to Opening Reception
- 1- 2012 IFSEA Conference Registration
- Recognition as Presenting Sponsor during Opening Reception
- Recognition as Presenting Sponsor in 2012 IFSEA Hotline Magazine/Military Program
- Sponsorship recognition on IFSEA Website for one year; April 2012-April 2013
- Sponsorship recognition on IFSEA Conference Website leading up to April 2013
- Banner located at 2012 Opening Reception

Bistro Challenge Presenting Sponsor: \$6,000

- Serve as *Presenting Sponsor* of Bistro Challenge, with company name in Event Title
 - *Company Name* 2012 IFSEA Bistro Challenge
- 2 – 2011 IFSEA Conference Registrations
- Assist with Awards Presentation at IFSEA Dinner
- Recognition as Presenting Sponsor during Bistro Challenge
- Recognition as Presenting Sponsor in 2012 IFSEA Hotline Magazine/Military Program
- Sponsorship recognition on IFSEA Website for one year; April 2012-April 2013
- Sponsorship recognition on IFSEA Conference Website leading up to April 2013
- Banner located at 2012 Bistro Challenge
- Mention in all 2012 Bistro Challenge press material

Food Sponsor: \$1,500

2012 Joint Services in Excellence Food Service Awards and Chairman's Celebration

(Fee waived if Company is a 4-Star or 5-Star Sponsor)

- Opportunity to showcase product *(Subject to IFSEA menu requirements and approval)*
- Recognition as Sponsor verbally and in print
- Logo listed on IFSEA Website for one year; April 2012-April 2013
- Logo listed on IFSEA Conference Website leading up to April 2013
- Logo listed on weekly IFSEA email newsletter; April 2012-April 2013

Registration Desk Giveaways: \$500

Donation: 1,000 pieces + \$500

- Company Logo in IFSEA Conference Program as donor

2012 SPONSORSHIP AGREEMENT

INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION

Thank you for your generosity and support. To contribute, please send completed form and payment to the address below. IFSEA Headquarters will be in touch soon with your sponsorship benefits.

IFSEA Headquarters
4955 Miller Street Suite 107
Wheat Ridge, CO 80033
800.893.5499
HQ@ifsea.com

Company Name _____

Sponsorship Level:

- _____ Opening Reception Presenting Sponsor, \$6,000
- _____ Bistro Challenge Presenting Sponsor, \$6,000
- _____ 5-Star Sponsor, \$15,000
- _____ 4-Star Sponsor, \$10,000
- _____ 3-Star Sponsor, \$6,000
- _____ 2-Star Sponsor, \$4,000
- _____ 1-Star Sponsor, \$2,000
- _____ Food Sponsor (Product + \$1,500)
- _____ Registration Desk Giveaway (Product + \$500)

If Donating Item, List Item _____

Contact Name _____

Contact Email _____

Contact Phone Number _____

Signature _____ Date _____

Thank You for Your Generosity & Support