

OCTOBER 1-3, 2017 | HYATT REGENCY REUNION, DALLAS, TX

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MANAGEMENT HOSPITALITY



2017  
Exhibitor &  
Sponsorship  
Opportunities

[WWW.MUFSO.COM](http://WWW.MUFSO.COM)

# About MUFSO



## Where Foodservice Leaders Meet...

### Conference Date/Location:

October 1-3, 2017

Hyatt Regency, Dallas, TX

### Attendee Overview:

- 450 operator attendees
- 150+ C-Level/President
- 280+ EVP/SVP/VP/Director

# About MUFSSO (cont.)

- MUFSSO (The Multi Unit Food Service Operators Conference) is an industry-wide leadership event that attracts CEOs, Presidents, VPs, and Director-level executives from operations, marketing, finance, IT, franchising, purchasing, human resources/training and culinary disciplines for two days of peer to peer learning and networking.
- Restaurant operators pay an average of \$450 each to attend MUFSSO and learn the latest insights on menu trends, growth strategies, operations, marketing and technology. MUFSSO's content is presented by leading independent industry experts and other successful restaurant operators, providing a peer to peer learning environment that separates MUFSSO from other industry conferences, and has contributed to our 50+ years of success and continued growth.
- The 2016 conference hosted almost 500 operators, including 150 Presidents and CEOs from concepts such as Darden, Arby's, Honey Grow, Buffalo Wild Wings, Applebee's, Popeye's Louisiana Kitchen, Pei Wei Fresh Kitchen, Mendocino Farms, plus many, many multi-unit chains



# MUFSO Content Tracks



**More than 20 educational sessions featuring more than 75 industry peers sharing best practices and lessons learned in 5 tracks.**



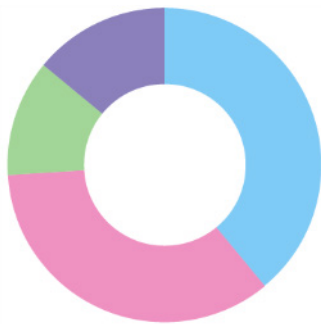
[View the full MUFSO agenda](#)

# Audience Profile

## Reach influential foodservice executives and decision-makers

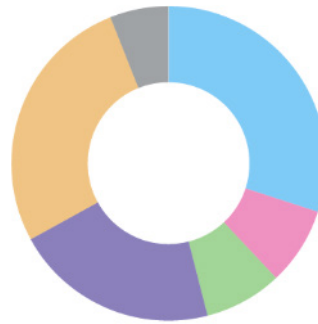
Network with influential executives and operators across the foodservice industry.

by **JOB TITLE**



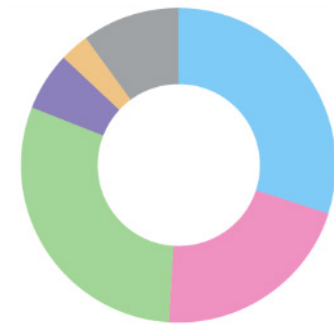
C-Suite, President, Founder/Owner } **74%**  
VP/Director level (culinary, finance, operations, marketing, HR) } of attendees are company executives  
Manager level (culinary, marketing, operations)  
Other (onsite operators, franchisees)

by **UNIT COUNT**



**46%** } 251+ unit chain  
of attendees work for chains with 50+ units } 101-250 unit chain  
51-100 unit chain  
11-50 unit chain  
2-10 unit chain  
other/independents

by **SEGMENT**



Quick Service } **87%**  
Fast Casual } of attendees work for high-volume commercial restaurants  
Casual Dining  
Family Dining/ Buffet  
Onsite  
Other

# Sampling of 2016 MUFSSO Attendees

- Altamarea Group, CEO
- Applebees International, VP Culinary
- Arby's, CEO
- Bonefish Grill, R&D Chef
- Boston Pizza Int'l, President & CEO
- Buca di Beppo, President & COO
- Buffalo Wild Wings, CEO
- Chili's, President
- CiCi's Pizza, CMO
- Darden, CEO
- Domino's Executive VP
- Flynn Restaurant Group, CEO
- Front Burner Restaurants, President
- Golden Corral, Division President
- Honeygrow, CEO
- Hungry Howie's, VP Strategic Marketing
- Jason's Deli, Research & Development Manager
- Jersey Mike's, Founder & CEO
- Long John Silver's, VP Culinary Innovation
- Mendocino Farms, CEO
- MOD Pizza, Founder/CEO
- Newk's Eatery, CEO
- Ohio State Wexner Medical Center, Sous Chef
- On The Border, Head Digital Marketing
- Papa John's, SVP R&D
- Pei Wei, CMO
- Popeye's Louisiana Kitchen, Chief Brand Officer
- Portillo's, VP Marketing
- Roark Capital Group, Managing Director
- Shari's Management, Sr. Vice President/Culinary
- Smoothie King, President & COO
- Sodexo, Sr. Brand Manager, Education market
- Sun Holdings, Founder/CEO
- T.G.I.Friday's , Chief Digital & Technology Officer
- The Cheesecake Factory, Chef
- The Krystal Company, COO
- The Local Taco, Operations Director
- Tim Horton's, Director of US Development
- UMASS Amherst, Executive Director
- Velvet Taco, Founder & CEO
- Yard House, President
- Zocalo, President

# MUFSSO Supplier Exchange

## Base level of participation for vendors and suppliers

*The majority of your time at MUFSSO will be devoted to networking with operators during our conference sessions, keynotes, networking receptions, etc. There is a small trade show portion of the event, which is open on Monday from noon until 3 pm. Purchasing a booth in the Supplier Exchange is the base level of participation for vendors and suppliers at MUFSSO.*

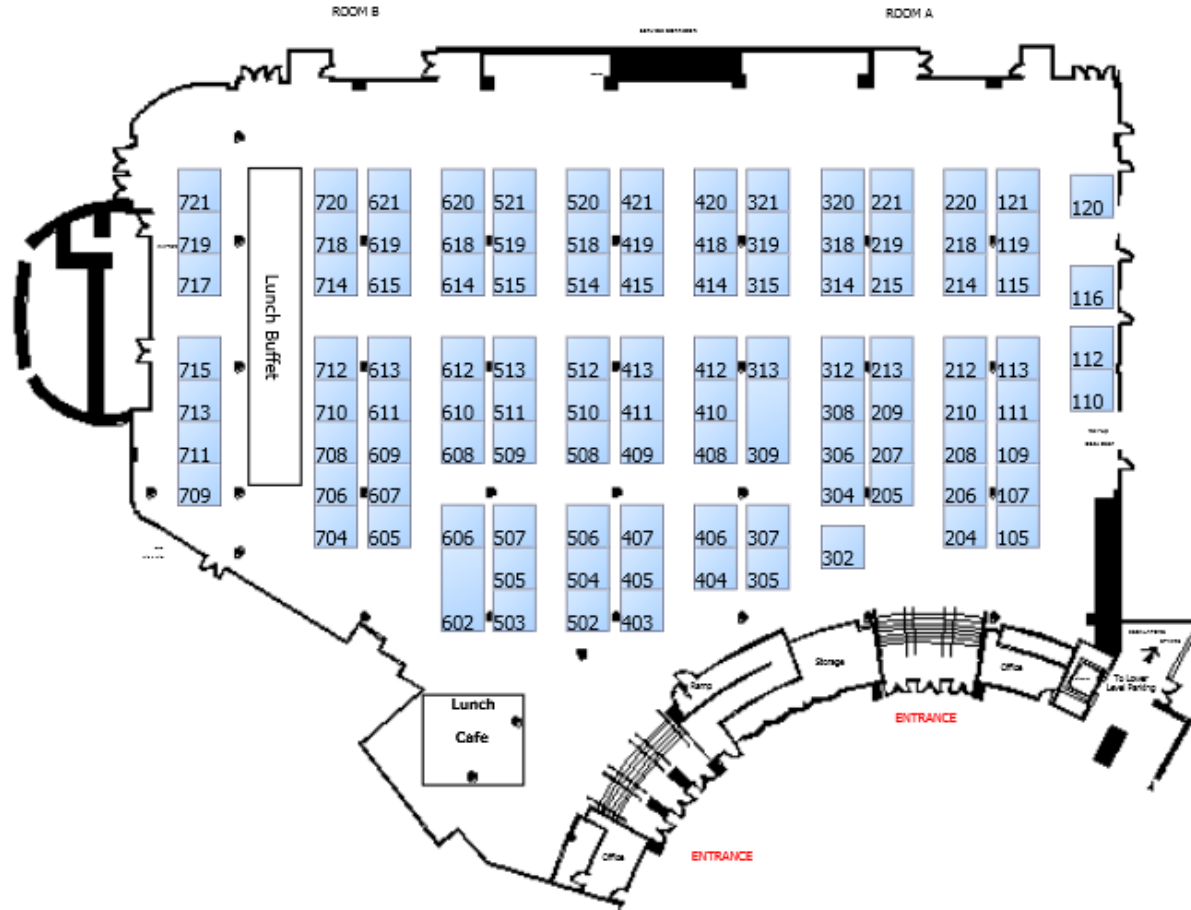
### **\$8,500 net (\$6,000 net if your media spend is \$50k+) includes:**

- 10'x10' space in MUFSSO exhibit hall – space is open for 3 hours total during conference
- Two or four full conference passes for company executives to attend conference sessions, awards ceremonies, networking receptions, etc. and network with operators throughout the 2-day conference
- Exhibit floor is limited to 120 booths, all 10'x10's



# Supplier Exchange Floor Plan

Monday, 12-3pm





# Custom Pavilion @ Supplier Exchange

Monday, 12 pm-3 pm

Approximate Size 20x20

## Potential Uses:

- MUFSO Café /Lounge
- Equipment Pavilion
- Uniform Company Fashion Show
- Beverage/Bar
- New Products Pavilion
- Open to other custom ideas/opportunities

Exclusive Sponsor:  
**\$25,000 net**



# Showcase Exhibit Space: Expanded Hours

Sunday, 12 pm-6 pm; Monday, 10 am-12 pm and 3 pm-6 pm

- One (1) 6x8 foot exhibit space located in Reunion Foyer, outside the conference breakout sessions and within the conference refreshment break location.
- 8 ft. pipe and drape back drop.
- Four (4) full conference passes for exhibit company executives.
- Exhibitor is responsible for direct costs related to product sampling/demonstrations and other exhibit booth supplies and enhancements ordered through GES/Hyatt Regency via ESK.
- Exhibit floor has limited availability, with prime locations on the floor available on a first-come, first-served basis (signed contract required prior to booth space confirmation).

## Showcase Exhibit Space Fee:

**\$15,000 net (standard)**

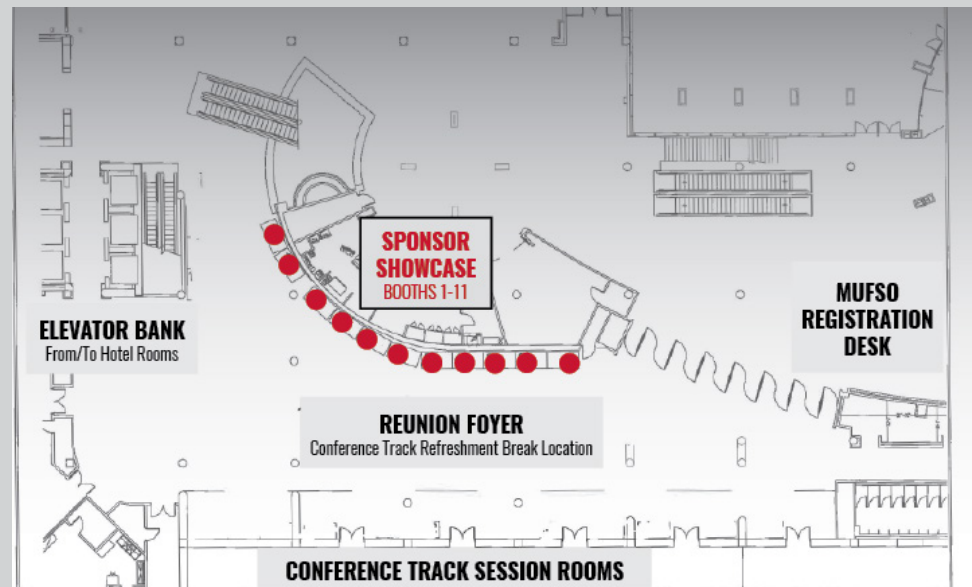
**\$12,500 net (premium)**

## Showcase Hours:

**Oct 1<sup>st</sup> 12 p.m.-6 pm**

**Oct. 2<sup>nd</sup> 10 am-12 pm and 3 pm-6 pm**

Showcase Exhibit spaces are located in the prime location where attendees gather for networking breaks as well as the conference educational sessions — Reunion Ballroom Foyer. This is an opportunity for your company to enhance exposure throughout the conference program with a reserved location in high traffic area on the main thoroughfare for operators attending MUFSO.



# Think Outside the Booth! Sponsorships



- Meal Functions
- Keynote Sessions
- Presenting Sponsorships
- Cocktail Receptions
- Branding:  
*Room Key, MUFSO App, Lanyard, Conference WiFi*
- Awards Presentations
- VIP Dinner
- Conference Pillar Sessions
- Customized Sponsorships

# Networking Break Sponsorship

Sponsorship Fee:  
**\$7,500 net (per meal function)**

- One menu item featuring one sponsor product served during a networking break
- One additional sponsor attendee registration
- Sponsor logo inclusion in marketing and on-site signage
- One invite to VIP dinner
- Attendee list 4 weeks and 2 weeks prior to MUFSO

**All sponsorships require additional purchase of exhibit booth space at prevailing rate in addition to sponsorship fee noted.**

Booth Fee w/ Meal Function:  
**\$16,000 net (standard)**  
**\$13,500 net (premium)**



# Breakfast Sponsorship

Sponsorship Fee:  
**\$7,500 net (per meal function)**

**Coffee Sponsor  
Sold**

- One menu item featuring one sponsor product served during a networking break
- One additional sponsor attendee registration
- Sponsor logo inclusion in marketing and on-site signage
- One invite to VIP dinner
- Attendee list 4 weeks and 2 weeks prior to MUFSO

**All sponsorships require additional purchase of exhibit booth space at prevailing rate in addition to sponsorship fee noted.**

Booth Fee w/ Meal Function:  
**\$16,000 net (standard)**  
**\$13,500 net (premium)**



# Lunch @ Supplier Exchange

Monday, 2-3pm

## Sponsorship Benefits:

- Sponsor brand included in pre-event marketing for luncheon
- One menu item included on MUFSO Lunch Buffet with appropriate branding
- One (1) invitation to VIP dinner
- One (1) additional conference pass for sponsor company

Sponsorship Fee:  
**\$7,500 net\***

*\*Exhibit Booth must be purchased at prevailing rate.*



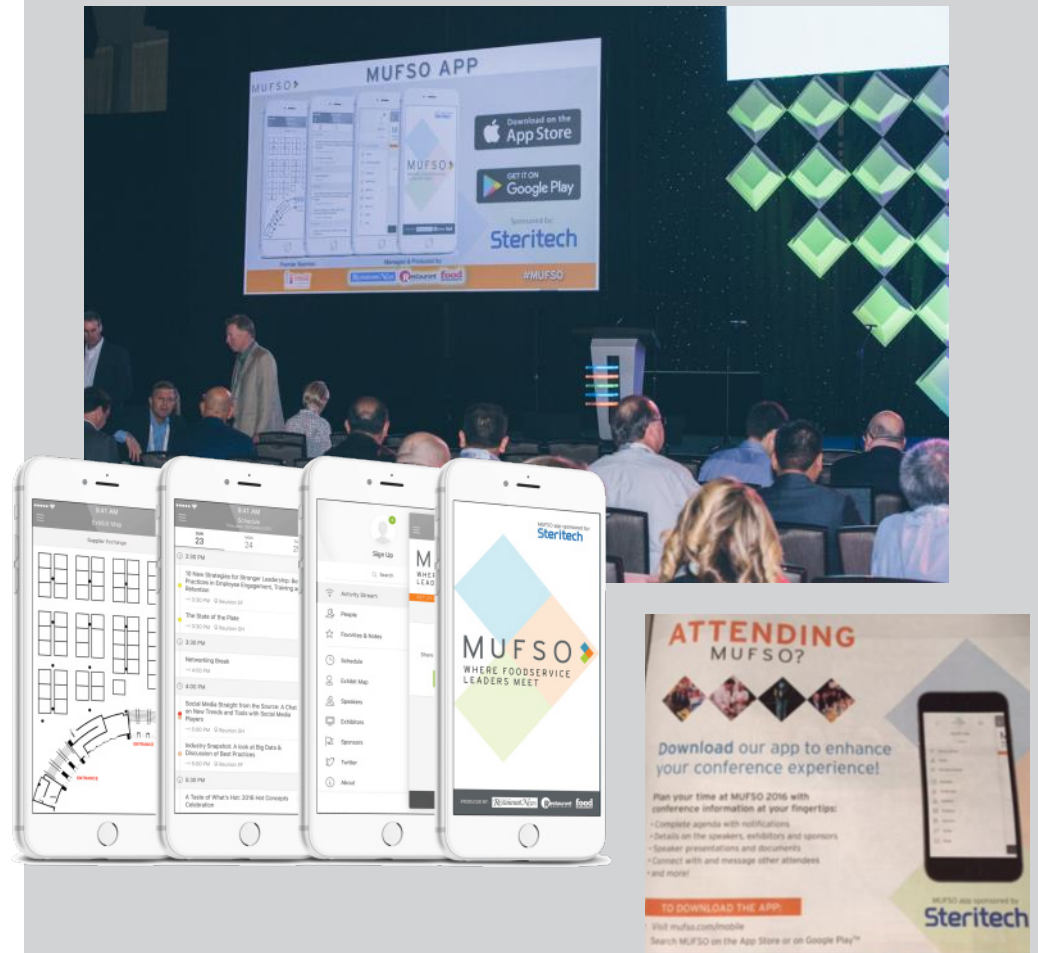
# MUFSSO App

Sponsorship Fee:  
**\$8,000 net**

## Sponsorship Benefits:

- Sponsor logo in launch image
- Sponsor name/logo on header
- Featured listing at top of sponsor section as “App Sponsor”
- Featured listing in Exhibitor section as “App Sponsor”
- 1x push notification during Supplier Exchange hours
- 1x sponsored post during MUFSSO
- Sponsor name/logo aligned with all MUFSSO app marketing materials pre-event, on-site and online

Booth Fee w/ MUFSSO App:  
**\$16,500 net (standard)**  
**\$14,000 net (premium)**



# Private VIP Dinner

Sunday, October 1

- This invitation-only dinner will be held on Sunday, October 1st beginning at 7:45 p.m. at Café Momentum.
- 100-150 top C-level restaurant executives attend this private dinner during MUFSSO 2017. This dinner is an opportunity to build brand awareness with the leading decision makers in the restaurant industry.
- Past attendees include C-level executives from companies such as Applebee's, Darden, Taco Bell, Popeye's, Brinker, Arby's, Bloomin' Brands and Buffalo Wild Wings to name a few.





# Private VIP Dinner (cont.)

Sunday, October 1

## Sponsorship Benefits:

- Two (2) invitations to the private MUFSSO VIP Dinner on Sunday night
- Sponsor logo/brand will appear in dinner e-blast invitations and on event signage
- List of dinner attendees post-event (no e-mails)
- Sponsor name included in event editorial coverage in print and online
- Two (2) additional full conference passes for sponsor executives (in addition to the exhibit booth allotment)
- One (1) 10x10 exhibit booth in a prime location on the exhibit floor at the Supplier Exchange

## Pricing:

**Standard Advertiser: \$12,500 net**

**Premium Advertiser: \$10,000 net**

**+\$6,000 Pillar Session: The New Workforce: Tapping an Untapped Labor Pool**



Café Momentum is a restaurant and culinary training facility that transforms young lives by equipping our community's most at-risk youth with life skills, education and employment opportunities to help them achieve their full potential.

In addition to great food , spirits and networking, this VIP Dinner venue is a showcase of how restaurant operators can benefit from tapping a segment of the workforce that can have significant positive impact on your business as well as the community.

# Presenting Sponsorship

## Sponsorship Benefits:

- Pre-event marketing promotion as part of MUFSO content.
- Sponsor name/logo aligned with marketing and post-event coverage in print/online
- Event signage to include sponsored session info and logo
- One piece of sponsor literature distributed at the session
- List of attendees 4/2 weeks prior to event
- Session attendee list via lead retrieval system
- Two (2) addition full conference passes for sponsor executives
- One (1) 10x10 exhibit booth on supplier exchange
- Two (2) invites to VIP Dinner
- Attendee list

## Sponsor Fee:

**\$30,000 net (standard)**

**\$27,500 net (premium)**

**Only  
2 Spots left!**



# Mini Keynote Sponsorship

Sunday, October 1: 2:30 p.m.-3:30 p.m.

## Sponsorship Benefits:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- Sponsor exec intro of 5 minutes
- One piece of merchandise distributed at the keynote
- One meal served during Refreshment Breaks
- Two (2) addition full conference passes for sponsor executives
- One (1) 10x10 exhibit booth on supplier exchange
- One invite to VIP Dinner
- Attendee list

## Sponsor Fee :

**\$18,000 net (standard)**

**\$15,500 net (premium)**

**SOLD!**

## State of the Plate

Presented by **Nancy Kruse**, The Kruse Company



# Mini Keynote Sponsorship

Sunday, October 1: 2:30 p.m.-3:30 p.m.

## Sponsorship Benefits:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- Sponsor exec intro of
- One piece of distributed at the ke
- One m served during Refreshment Breaks
- Two (2) addition full conference passes for sponsor executives
- One (1) 10x10 exhibit booth on supplier exchange
- One invite to VIP Dinner
- Attendee list

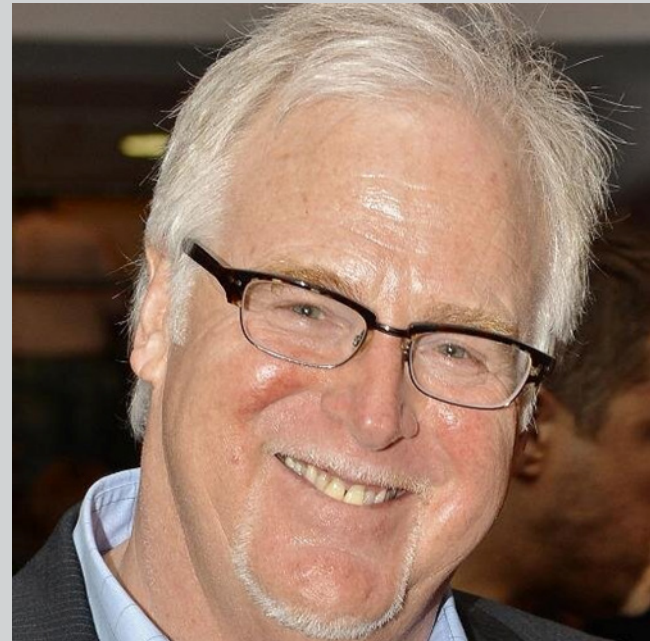
## Sponsor Fee :

**\$18,000 net (standard)**

**\$15,500 net (premium)**

## 10 Best Practices in Multiunit Leadership

Presented by **Jim Sullivan**, CEO, Sullivision



# Keynote Sponsorship

Monday, October 2 8:15 a.m.-9:15 a.m.

## Sponsorship Benefits:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- 2-minute introduction by NRN highlighting sponsor company (or supplied 2 minute video from sponsor)
- One piece of sponsor literature distributed at the keynote session
- Three (3) addition full conference passes for sponsor executives
- One (1) 10x10 exhibit booth on supplier exchange (including 4 conference passes)
- Autographed cook books supplied to Sponsor booth for attendee give away.
- Carla Hall to appear at sponsor booth from 12-1 p.m. during Supplier Exchange
- Two invites to private VIP Dinner

## Sponsor Fee:

**\$40,000 net (including 500 books for giveaway at booth)**



**Carla Hall**  
Co-host of ABC's *The Chew*

# Keynote Session Sponsorship

Tuesday, October 3

## Sponsorship Benefits:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- 2-minute introduction by NRN highlighting sponsor company (or 2 minute video supplied by sponsor)
- One piece of sponsor literature distributed at the keynote session
- Sponsor logo on downloadable PDF report.
- List of attendees who downloaded report.
- Three (3) addition full conference passes for sponsor executives
- One (1) 10x10 exhibit booth on supplier exchange
- Two invites to private VIP Dinner

## Sponsor Fee:

**\$33,000 net (standard)**

**\$30,500 net (premium)**

## Sponsorship Enhancements:

**+\$5,000 net to attend private breakfast with panel members on Tuesday, October 3.**

**+\$5,000 net to serve one menu item at the Tuesday morning MUFSSO breakfast**



The Nation's Restaurant News "Consumer Picks" study is a comprehensive look at customer preference and restaurant brand strength. This 7<sup>th</sup> annual special report is produced with Dataessentials, and will be released in full in late October. MUFSSO attendees will get a first look at the top line results of this research, revealing the high performers who will be participating in a moderated panel discussion.

Attendees will be provided with a special link to download a sneak preview of data from report, which will be exclusive to attendees only.

# Conference Pillar Session

## Sponsorship Benefits:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- Sponsor exec intro of session
- One piece of sponsor literature distributed at the sponsored session
- One menu item served during Refreshment Breaks
- Two (2) addition full conference passes for sponsor executives
- One (1) 10x10 exhibit booth on supplier exchange
- One invite to VIP Dinner
- Attendee list

## Sponsor Fee:

**\$18,000 net (standard)/\$15K non-food**

**\$15,500 net (premium)/\$12,500 non-food**



# Conference Pillar Sessions

## Sunday, October 1<sup>st</sup>:

### 2:30 p.m. -3:30 p.m.

- State of the Plate, Presented by Nancy Kruse **(SOLD)**
- The 10 Best Practices in Multiunit Leadership, Presented by Jim Sullivan **(SOLD)**

### 4:00 p.m.-5:00 p.m.

- Everything You Need to Know About Sourcing: Trends, Prices and Marketing Techniques
- The Future of Food

## Monday, October 2<sup>nd</sup>:

### 11:00 a.m.-12:00 p.m.

- What's Next for Breakfast? **(SOLD)**
- Cutting Edge Growth Strategies **(SOLD)**
- The New Workforce: Tapping and Untapped Labor Pool
- Emerging Growth Chains: Meet the 2017 Hot Concepts **(SOLD)**

### 3:00 p.m.-4:00 p.m.

- Top 200 Growth Masters: Turnaround Stories **(SOLD)**
- Beyond Food: Mastering All Aspects of a Memorable Dining Experience
- Navigating a Tough Real Estate Market
- Casual Dining Self-order & Pay—What's Working?

### 4:15 p.m.-5:15 p.m.

- Restaurants of the Future: Kiosks, Robots, Driverless Drive-Thru Cars...What's Next? **(SOLD)**
- The Current State of Restaurant Mergers & Acquisitions
- Take Out: How Full-Service Restaurants Can Do It Right
- Combatting the threats of meal kits, c-stores, grocery, food halls



# Badge Lanyard

Sponsorship Fee:  
**\$7,500 net\***

## Sponsorship Benefits:

- Sponsor company (or website address) printed on badge lanyard.
- All MUF SO attendees must wear badge for access to MUF SO events/conference.
- One invite to VIP Dinner
- Attendee list 4 weeks and 2 weeks prior to MUF SO and post-event attendee list 2 weeks after MUF SO ends.

**All sponsorships require additional purchase of exhibit booth space at prevailing rate in addition to sponsorship fee noted.**

Booth Fee w/ Badge Lanyard:  
**\$16,000 net (standard)**  
**\$13,500 net (premium)**



# Hot Concepts Celebration

Sunday, 5:30 pm-7 pm

## Multi-Sponsor Event (5 sponsors)

### Sponsorship Benefits:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- Sponsor product displayed prominently during reception at sponsor food/product station
- Sponsor mention in post-event editorial coverage
- Two (2) additional full conference passes
- One (1) invite to VIP Dinner
- One (1) 10x10 booth in prime location on Supplier Exchange

### Sponsor Fee:

**\$18,000 net (standard)**

**\$15,500 net (premium)**

**~~+\$5,000 for HC Breakout Session~~**

**~~Sponsorship SOLD~~**

**+\$10,000 for Award Presentation**

**Sponsorship (one sponsor)**

## 2017 Nation's Restaurant News Hot Concept Winners!



**FLOWER CHILD**



**New Bohemia**  
Wurst+BierHaus



# Awards Gala Reception Honoring Golden Chain and Norman Award

Monday, 6 pm-7 pm (Cocktail Hour)

## Multi-Sponsor Event (Multiple Sponsors)

### Sponsorship Benefits:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- Sponsor product displayed prominently during reception at sponsor food/product station
- Sponsor mention in post-event editorial coverage
- Two (2) additional full conference passes
- One (1) invite to VIP Dinner
- One (1) 10x10 booth in prime location on Supplier Exchange

### Sponsor Fee:

**\$18,000 net (standard)**

**\$15,500 net (premium)**



# Awards Gala Dinner

## Honoring Golden Chain and Norman Award

Monday, 7:00 pm -8:00 p.m.

### Awards Gala Dinner will consist of Main Entrée and Dessert

Main Entrée (one menu application/one sponsor for each category)

- ~~Main Entrée (one menu application)~~ **SOLD**
- Dessert (one menu application)
- Bread (one menu application)
- Condiments (one sponsor)

### Sponsorship Benefits:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- One menu application incorporated into dinner (one product, one menu application)
- Sponsor mention in post-event editorial coverage
- Logo inclusion in dinner program and signage
- Two (2) additional full conference passes
- One (1) invite to VIP Dinner
- One (1) 10x10 booth in prime location on Supplier Exchange

### Sponsor Fee:

**\$18,000 net (standard)**

**\$15,500 net (premium)**

## 2017 Nation's Restaurant News Golden Chain Honorees!



### 2017 Norman Award John Miller, CEO



# Golden Chain Awards/Panel Sponsorship

Monday, 9:45 a.m.-10:45 a.m. Panel Discussion & 7 pm-9 pm Awards Presentation

## CEO Panel presented as a General Session at MUFSSO on Monday morning:

- Sponsor name/logo aligned with marketing and post-event coverage in print and online
- 2-minute introduction by NRN highlighting sponsor company
- One (1) piece of sponsor literature distributed at the general session
- Three (3) additional full conference passes
- One (1) 10x10 booth in prime location on Supplier Exchange
- Two (2) invites to private Sunday VIP Dinner

## Golden Chain Awards Presentation on Monday

- Sponsor executive included in awards ceremony to help present the awards on stage
- Sponsor included in on-stage photos during ceremony and inclusion in post-event editorial coverage in print and online via NRN
- Logo inclusion in dinner program and signage
- Two (2) additional full conference passes
- Reserved seating at Golden Chain winner tables at dinner for sponsor attendees

## Sponsor Fee:

**\$45,000 net (standard)**

**\$35,500 net (premium)**



# Custom Sponsorships

*Exclusive opportunities available to create a customized event at MUFSO to elevate your brand beyond the standard published exhibit and sponsorship opportunities.*

