

2010 SPONSORSHIP PROGRAM

INAUGURAL YEAR CONFERENCE



ASSOCIATION FOR  
HEALTHCARE  
FOODSERVICE

*June 5-9, 2010*

*Hilton Austin / Austin, Texas*

## DON'T MISS OUT / *On the excitement and exposure of the inaugural conference*

The Association for Healthcare Foodservice (AHF) offers sponsors like you a one-time-only opportunity to align your brand with the most anticipated consolidation in the industry.

AHF's inaugural conference is an event like no other. It's a unique chance for your product or service to be showcased at the one conference food and nutrition professionals don't want to miss.

Become a part of this historic event in beautiful Austin, Texas—and take your place amid the industry buzz, media attention, and inaugural excitement. It's a rare opportunity to get your brand in front of the industry decision-makers that matter most!

*80% of the industry's purchasing power comes from self-operated facilities.*

*Get in front of them at the industry event they're all anticipating!*

### ABOUT AHF

- Created by a consolidation of the American Society for Healthcare Food Service Administrators (ASHFSA) and the National Society for Healthcare Foodservice Management (HFM)
- Dedicated to promoting self-operated healthcare foodservice as the industry best practice
- Anticipated membership of more than 1,700 food and nutrition professionals across the United States and beyond
- The only professional association of its kind

*No matter which level you choose, AHF sponsorship includes valuable benefits, including exhibit space and name recognition in the conference program. Basic components of AHF's program include:*

## EXHIBIT BOOTHS

All sponsors will receive dedicated exhibit time and spacious booths at AHF's trade show.

## NETWORKING TABLES

Select sponsors will have the opportunity to offer networking tables, with at least two networking opportunities per day separate from the trade show exhibit.

## SCHOLARSHIPS

Each sponsorship level includes an approximately 10% contribution to the continuing education scholarship program for conference attendance, with a \$500 minimum contribution per level.

## STANDARD INCLUSIONS

*Each sponsorship package includes various quantities of the following:*

- Exhibitor Listing and Sponsorship Recognition on the AHF Website
- Business Partner Memberships (not included at Exhibitor level, but required for attendance)
- Conference Registration (company membership required to register for conference)
- Additional “exhibit only” passes for assistance with set-up, service, and tear-down of exhibits
- The ability to purchase Lunch ‘n’ Learn Workshops for select sponsors

## PREMIUM INCLUSIONS

*Select higher level packages also include:*

- Sponsorship Recognition with Logo on AHF website
- Advertising in AHF publications
- Live Link to company website on AHF website
- Premium exhibit locations and access to both trade show/networking tables
- Premium reserved tables at the President's Awards Banquet
- Podium opportunities, including speaker introductions and announcements
- Additional name recognition tied to sponsored events
- Rotating sponsor recognition on homepage of AHF website for one year



*Additional a la carte sponsorship opportunities are available for those who want enhanced giving opportunities beyond the standard levels. These include sponsorships for annual programs, such as benchmarking, events such as webinars or symposiums, and additional opportunities. More information is available upon request.*

# 2010 AHF SPONSORSHIP PROGRAM

*\*May purchase ONLY if available after deadline. \*\*First right of refusal until deadline.*

ANNUAL SPONSORSHIP COMMITMENT LEVEL	PRICE	SHOWCASE EXHIBIT [BOOTH]	NETWORKING OPPORTUNITIES	INCLUSION IN CONFERENCE SCHOLARSHIP FUND	COMPLIMENTARY CONFERENCE REGISTRATIONS	EXHIBIT LISTING ON AHF WEBSITE	COMPLIMENTARY BUSINESS PARTNER MEMBERSHIP FOR A PRIMARY CONTACT	ADDITIONAL EMPLOYEE MEMBERSHIPS	COMPLIMENTARY ADVERTISING IN AHF PUBLICATION	COMPLIMENTARY EXHIBIT-ONLY ATTENDEES [FOR SETUP, SERVICE, TEAR-DOWN]	LUNCH 'N LEARN OPPORTUNITIES [INCLUDING FOOD]	LOGO RECOGNITION ON AHF WEBSITE	LIVE LINK ON AHF WEBSITE TO COMPANY HOMEPAGE	PREMIUM EXHIBIT LOCATION	PREMIUM RESERVED TABLE AT AWARDS BANQUET FOR PAID ATTENDEES	PODIUM OPPORTUNITIES	ADDITIONAL NAME RECOGNITION TIED TO PREMIUM EVENTS	ROTATING SPONSOR RECOGNITION ON HOMEPAGE OF AHF WEBSITE WITH LIVE LINK TO WEBSITE
DOUBLE DIAMOND	\$50,000	2	1	YES	5	YES	1	4	4 full page	3	1	YES	YES	YES	YES	YES	YES	YES
DIAMOND	\$35,000	1	1	YES	4	YES	1	3	2 full page	3	**	YES	YES	YES	YES	YES	YES	
PLATINUM	\$25,000	1	1	YES	3	YES	1	2	¾ page	1	**	YES	YES	YES	YES	YES		
GOLD	\$17,500	1	1	YES	3	YES	1	2	½ page	1	**	YES	YES					
SILVER	\$10,000	1		YES	2	YES	1	1			**	YES						
BRONZE	\$7,500	1		YES	2	YES	1	1			*	YES						
EXHIBITOR	\$4,500	1		YES	1	YES												

## SCHOLARSHIP OPPORTUNITIES

Conference Scholarships are a great way for you to provide financial support to Food Service Directors wanting to attend the AHF Inaugural Conference. Our goal is to send even more scholarship recipients to our 2010 Conference, but we need your support. If you can't sponsor the conference, please consider increasing our 2010 AHF Scholarship Fund at the \$1,000, \$1,500, or \$2,000 level—or with a contribution of your choice.



2010 AHF INAUGURAL CONFERENCE  
JUNE 5-9 / AUSTIN, TEXAS

**SPONSORSHIP APPLICATION**

Company Name (as it should appear in print) \_\_\_\_\_  
Key Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Cell (optional) \_\_\_\_\_  
Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**INAUGURAL CONFERENCE SPONSORSHIP LEVELS**

**Double Diamond** \_\_\_\_\_ \$50,000  
Choose ONE of the following shared events:  
 Opening Night Reception\*  
 Opening General Session, including Keynote Speaker  
 Two General Sessions  
*\*May have food or beverage costs associated with event*

**Silver** \_\_\_\_\_ \$10,000  
Choose ONE of the following shared events:  
 Breakfast\*  
 Golf Tournament  
 After Party\*  
 Concurrent Session  
*\*May have food or beverage costs associated with event*

**Diamond** \_\_\_\_\_ \$35,000  
Choose ONE of the following shared events:  
 President Awards Banquet\*  
 Silent Auction Finale Reception\*  
 Two General Sessions — **SOLD OUT**  
*\*May have food or beverage costs associated with event*

**Bronze** \_\_\_\_\_ \$7,500  
Choose ONE of the following shared events:  
 Pre-Conference Workshop  
 Networking Break\*  
 Concurrent Session  
*\*May have food or beverage costs associated with event*

**Platinum** \_\_\_\_\_ \$25,000  
Choose ONE of the following shared events:  
 Hotel Key Card  
 Pocket Program Agenda

**Inaugural Conference Exhibitor** \_\_\_\_\_ \$4,500

**Gold** \_\_\_\_\_ \$17,500  
Choose ONE of the following shared events:  
 Cyber Café  
 Board of Directors Dinner, Pre-Conference\*  
 General Session (not opening session)  
*\*May have food or beverage costs associated with event*

**A la Carte Scholarship Donor Options**  
 \$1,000  
 \$1,500  
 \$2,000  
Contribution of my choice \$ \_\_\_\_\_

*Additional a la carte sponsorship opportunities are available for those who want enhanced giving opportunities beyond the standard levels. These include sponsorships for annual programs, such as:  
BENCHMARKING – WEBINARS OR SYMPOSIUMS – AND MORE  
More information is available upon request.*

**PAYMENT INFORMATION: All sponsors must be a current Business Member or join AHF to participate.**

My check, PAYABLE TO AHF, is enclosed.  
 Please bill me on \_\_\_\_\_  
DATE

Please fax or return completed form to:  
**Lorraine Houghton**  
**Sponsorship and Advertising Sales Manager**  
455 South Fourth Street, Suite 650  
Louisville, KY 40202  
Phone: 888/528-9552 Fax: 502/589-3602  
lhoughton@hqtrs.com  
www.healthcarefoodservice.org

\_\_\_\_\_  
COMPANY'S AUTHORIZED SIGNATURE  
 Please charge my Visa/MasterCard/American Express:  
Account # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_

*RULES: A 50% deposit is required within 30 days of signing. No cancellation or refunds once this application has been signed and received by AHF. If full payment is not received by March 1, 2010, the member will receive final communication and will lose first right of refusal. SPONSORSHIP OPPORTUNITY REQUESTS: Selection of sponsorship is contingent upon 2010 sponsorship first right of refusal and first-come, first-served rules (submissions will be dated upon request.) Applies only to sponsor levels of: DOUBLE DIAMOND, DIAMOND, and PLATINUM - sponsor must pay in full by January 15, 2010, in order to receive 3% discount.*