

experience
the **POWER** of
connection



2012 ACF marketing opportunities

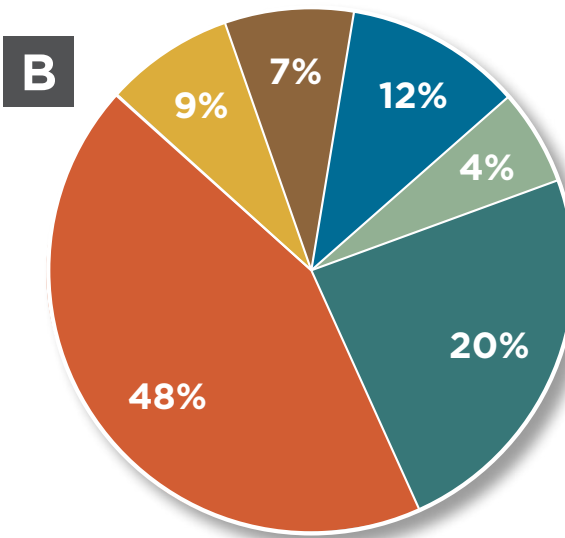
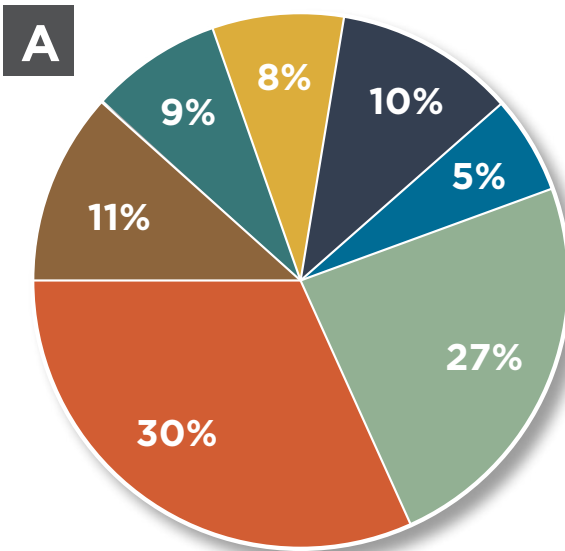


Events
Education
Multimedia
Endorsements
International
E-newsletter
Publications

why ACF?

More than 20,000 members strong, the American Culinary Federation, Inc. (ACF) is the leader in professional and personal development for the culinary community. Our mission is simple: provide the opportunity for growth in every segment of the foodservice industry. Join us and feel the power of connection with the industry's best.

Connect with decision-makers in a \$580 billion industry.



acf member DEMOGRAPHICS

Professional Members

57% work for an establishment with annual revenues exceeding \$1 million

51% make more than \$300,000 in annual food purchases

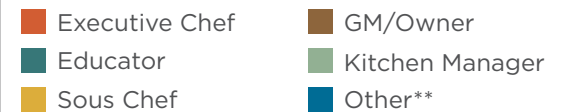
92% impact the purchasing process

A Establishment Breakdown



*Other includes air, cruise, rail, bakery, distributor, supermarket, manufacturer, sales office, theme parks

B Title Breakdown



**Other includes food & beverage manager, pastry chef, research chef, cook and apprentice.

2012 ACF Events

expose your products to the industry's finest

Product showcase opportunities can be purchased à la carte. Benefits of exhibiting include:

- Participate in a tradeshow or customized product showcase arena
- Provide products to one of many unique meal functions

education

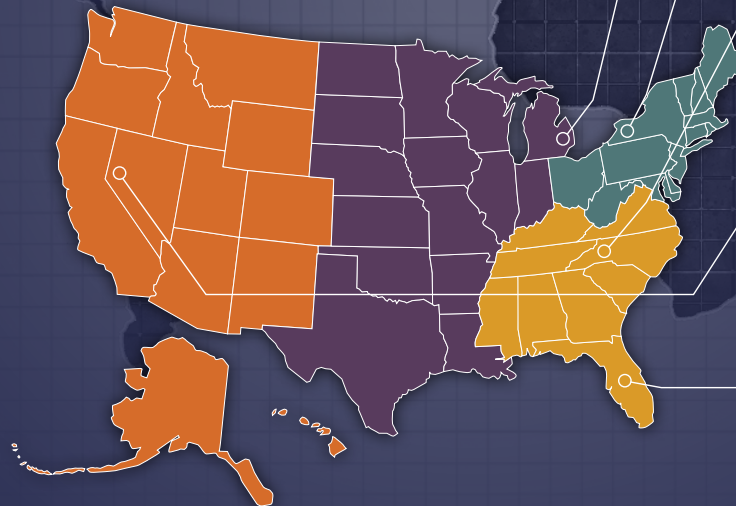
ACF events are designed to advance the professional development and enhance the culinary skills of the attendees, while providing continuing education for certification.

american academy of chefs

Introduce your products and align with the American Academy of Chefs® (AAC®), the honor society of ACF, to reach key decision makers at the pinnacle of their career.

Opportunities to Connect

ACF's four regional conferences and national convention can expose your brand and speak directly to decision-makers looking for the latest in industry products and trends.



○ CENTRAL

DETROIT, MI
April 13-16, 2012
 MotorCity Casino
 & Hotel

○ NORTHEAST

NIAGARA FALLS, NY
April 27-30, 2012
 Sheraton At The Falls
 and The Niagara Falls
 Conference Center

○ SOUTHEAST

WINSTON SALEM, NC
February 19-22, 2012
 Twin City Quarter—
 Marriott

○ WESTERN

RENO, NV
March 11-14, 2012
 John Ascuaga's
 Nugget Hotel Resort

○ NATIONAL CONVENTION

ORLANDO, FL
July 13-17, 2012
 Orlando World
 Center Marriott



American Academy of Chefs®

Align Your Products with True Culinary Excellence

The American Academy of Chefs® (AAC®), the honor society of ACF, embodies the highest standards of professionalism in the industry. The AAC is an ambassador of culinary education and programs.



Honor Society of the
American Culinary Federation

Gain Access to the Buying Power and Influence this Esteemed Group Represents

“I think if you’re in the foodservice industry, whether it’s end-user or it’s education, this is your market. Because everyone that graduates from school goes on to become perhaps a professional in the kitchen.”

— Lanny Chase, Mercer Cutlery

AAC Induction Dinner Reception

Exquisite hors d’oeuvres, cocktails and anticipation of an evening of fine dining to come are the highlights of this reception.

national convention: \$5,000

regional conference: \$2,500

AAC Induction Dinner

An exclusive, elegantly formal dinner at which Academy Fellows and guests welcome this year’s newly inducted chefs.

national convention: \$10,000

regional conference: \$5,000

AAC Spouses & Guests

Brunch/Lunch

The event is an opportunity for spouses and significant others of AAC to gather together and enjoy good food and entertainment.

national convention: \$5,000

AAC Student Event

This event allows AAC members to give back to the profession by providing an educational opportunity to students and student culinarians.

national convention: \$10,000

regional conference: \$5,000

ACF & AAC Event Sponsorship Levels

After you've selected the opportunities that will best meet your marketing objectives, your total financial contribution will identify your sponsorship category. Each category includes the following benefits:

National Convention


	Copper \$2,500	Cobalt \$5,000	Bronze \$7,500	Silver \$12,500	Gold \$20,000	Platinum \$30,000	Grand Platinum \$40,000	Diamond*
Exhibit Space				10x10	10x10	10x10	10x20	20x20
Space - <i>The National Culinary Review</i>					1/3 page	1/2 page	1/2 page	Full page
Space - Event Program Guide			1/4 page	1/4 page	1/2 page	1/2 page	Full page	Full page
Space - <i>The Culinary Insider</i>						1	1	2
ACF Membership					1	1	2	2
Digital Subscriptions to <i>The National Culinary Review</i>				2	2	2	4	4
Full Conference Registration(s)					1	2	3	4
Tickets to Sponsored Event (if applicable)		1	2	2	3	3	4	8
Sponsor Registration(s) (excludes AAC Dinner and President's Grand Ball)		1	1	2	3	4	6	8
Focus Group							✓	✓
Membership Database (no emails)							✓	✓
Event Attendee Database (no emails)				✓	✓	✓	✓	✓
Listing in ACF Industry Partners on www.ACFChefs.org			✓	✓	✓	✓	✓	✓
Recognition in Sponsor Video	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in Event Program Guide	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in <i>The National Culinary Review</i>	✓	✓	✓	✓	✓	✓	✓	✓
Linked Logo on Web Site	✓	✓	✓	✓	✓	✓	✓	✓
Printed Signage	✓	✓	✓	✓	✓	✓	✓	✓
Visibility Packet	✓	✓	✓	✓	✓	✓	✓	✓

Regional Conference

	Copper \$2,500	Cobalt \$5,000	Bronze \$7,500	Silver \$12,500	Gold \$20,000	Platinum \$30,000	Grand Platinum \$40,000
Exhibit Space				10x10	10x10	10x20	10x20
Advertising Space Event Program Guide (B&W)			1/4 page	1/2 page	1/2 page	Full page	Full page
Advertising Space - <i>The Culinary Insider</i>					1	1	1
Sponsor Registrations(s) (excludes AAC Dinner)		1	1	1	2	3	4
Event Attendee Database (no emails)				✓	✓	✓	✓
Recognition in Event Program Guide	✓	✓	✓	✓	✓	✓	✓
Recognition in <i>The National Culinary Review</i>	✓	✓	✓	✓	✓	✓	✓
Linked logo on www.ACFChefs.org	✓	✓	✓	✓	✓	✓	✓
Industry Partners Listing on www.ACFChefs.org			✓	✓	✓	✓	✓
Printed Event Signage	✓	✓	✓	✓	✓	✓	✓
Visibility Packet	✓	✓	✓	✓	✓	✓	✓

“We had nothing but an excellent experience. I have worked a few different events and this was by far the top of my list. Everything was well organized and communicated. Great attendees and staff!” — Lisa Seiple, Cargill Salt

contact ACF for sponsor incentives
Become a national partner of ACF to maximize visibility and receive bundled discounts.



our chefs represent
The Industry's
best



contact us today
& Experience the
Power of Connection.

Phone: 904.484.0228

Fax: 904.825.4758

Email: ads@acfchefs.net



The American Culinary Federation will connect you with leaders in the culinary industry. Our team of specialists will work with you to assemble a customized program to meet your marketing objectives and reach your target audience.