

experience
the **POWER** of
connection



2012 ACF marketing opportunities

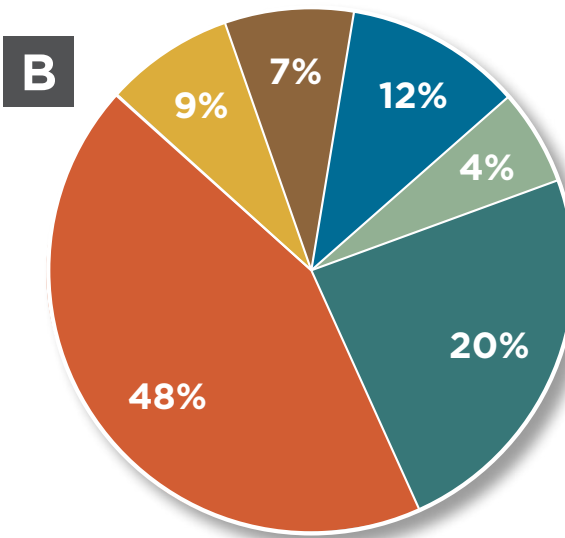
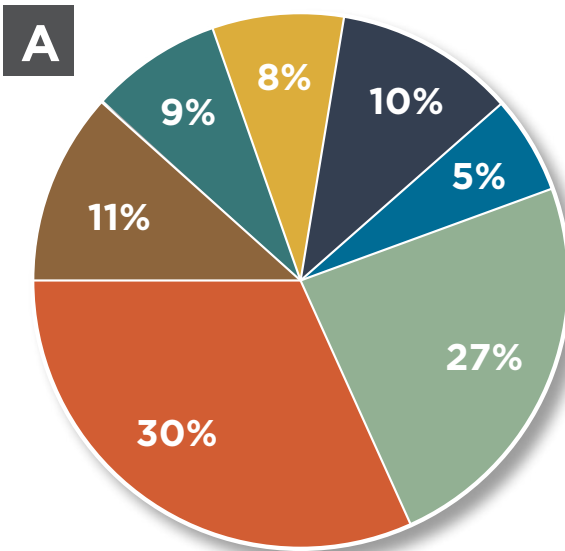


Events
Education
Multimedia
Endorsements
International
E-newsletter
Publications

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

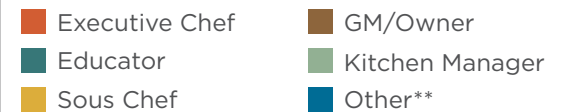
92% impact the purchasing process

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

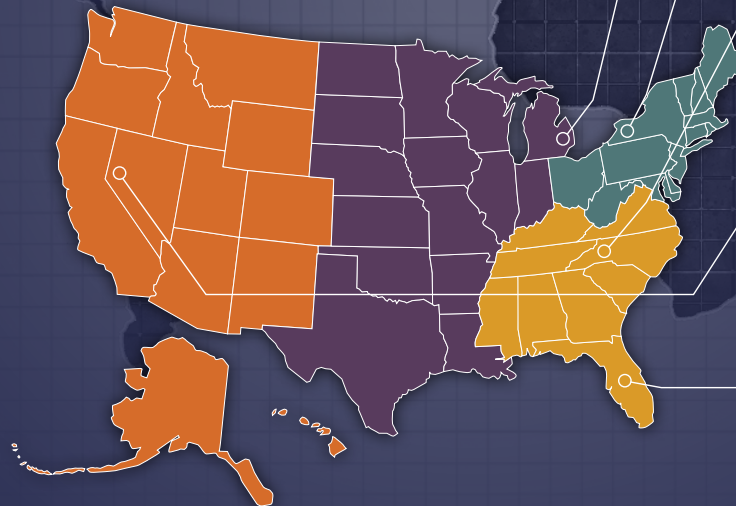
ACF events are designed to advance the professional development and enhance the culinary skills of the attendees, while providing continuing education for certification.

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 14-16, 2012
 MotorCity Casino
 & Hotel

○ NORTHEAST

NIAGARA FALLS, NY
April 28-30, 2012
 Sheraton At The Falls
 and The Niagara Falls
 Conference Center

○ SOUTHEAST

WINSTON SALEM, NC
February 20-22, 2012
 Twin City Quarter—
 Marriott

○ WESTERN

RENO, NV
March 12-14, 2012
 John Ascuaga's
 Nugget Hotel Resort

○ NATIONAL CONVENTION

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

Create Lasting Impressions

Lanyards and registration gifts are some of the keepsakes placed directly in the hands of your potential customers at ACF's events. Make your presence known by sponsoring one of ACF's unique branding tools.

national convention:

Lanyard: \$15,000

Registration gift: \$7,500

regional conference:

Lanyard: \$4,000

Registration gift: \$2,500



Build Recognition

Recognize excellence within the industry through ACF's prestigious awards and culinary competitions. Sponsors of the following events are exposed to thousands of chefs through all four regional conferences and the national convention.

Put Your Brand on the Podium

Chef of the Year™	SOLD!
ACF Pastry Chef of the Year	SOLD!
ACF Chef Educator of the Year	\$40,000
ACF Student Chef of the Year	SOLD!
ACF Chef Professionalism	SOLD!
ACF Hermann G. Rusch Chef's Achievement	\$40,000
ACF Student Team Championship	SOLD!
Baron H. Galand Culinary Knowledge Bowl	SOLD!

Competitions

ACF National Championship Co-sponsorship	\$10,000
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Customized Competitions

Four regional conferences and national convention	\$30,000
National convention	\$12,500
Regional conference	\$5,000

Support Industry Growth

Career Development

One full day of instruction designed to hone the skills needed to excel within the industry. The components addressed include disciplines common to either the professional chef or the culinary educator. These opportunities include select audiovisual elements and session promotion.

Demonstrations

Cooking demonstrations effectively communicate meaningful product applications and solutions to the professional responsible for menu development.

national convention:

Premier demo: \$12,500

Standard demo: \$8,500

regional conference:

Premier demo: \$5,000

Standard demo: \$2,500

Seminars

Educational presentations that do not include a cooking demonstration.

national convention: \$7,000

regional conference: \$2,000

General Session

The General Session features relevant industry topics presented by renowned experts from around the world. Sponsoring one of the general session keynote speakers or stage will keep your brand in front of an engaged audience.

national convention: \$10,000

regional conference: \$3,000



Collect Research Data from Professional Chefs

Focus Groups

Focus groups are a proven method for uncovering fresh ideas and valuable insight. The ACF team will help you recruit up to 12 ACF members from a variety of industry segments to participate in a group survey, or to discuss a topic or product of your choice. Sponsor must agree to provide a \$100 stipend to each participant.

————— \$3,000 *per group*

Taste Testings

Taste testings, blind or open, are guaranteed ways to garner valuable, qualitative feedback. ACF will provide space on the national convention trade show floor, with tables and chairs, to conduct a testing of your choice. A \$10 incentive provided to each participant is recommended.

————— \$3,500



Multimedia Opportunities

This is a unique opportunity to feature your brand in a 2-5 minute video produced at either national convention or a regional conference. You customize the message and ACF-TV produces the video, complete with testimonials from ACF members who endorse your product. In addition to receiving the finished video for your own marketing efforts, ACF will play it during the event and share it with more than 20,000 ACF members by posting it on www.acfchefs.org.

National convention: \$4,000

Regional conference: \$2,500

Meal Functions

Raise awareness for your brand and connect with the professionals who use your products by sponsoring a meal function.

	National Convention	Regional Conference
Icebreaker Reception (kick-off event)	\$10,000	\$2,500
Student Culinarian Invitational	\$10,000	N/A
Breakfast (first impression of the day)	\$5,000	\$1,500
Refreshment Break (excellent complement to your session)	\$5,000	\$1,500
Lunch or Brunch	\$10,000	\$3,500
Center of the Plate	\$7,500	\$2,500
Accompaniment	\$7,500	\$2,500
Awards Gala (elegant culmination of the event)	\$10,000	\$5,000
Reception	\$5,000	\$3,500
Dinner: Center of the Plate	\$20,000	\$5,000
Dinner: Accompaniment	\$7,500	\$2,500

Sponsor the Center of the Plate for national convention and the four regional conferences for \$35,000.

Capture ACF's Attention

Capture the attention of session attendees by sponsoring the audiovisual elements. The sponsor's logo will be projected and verbally recognized at each session. This opportunity delivers multiple impressions to all attendees over the course of the event.

national convention: \$15,000

regional conference: \$7,500

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.