



2018 AT-A-GLANCE OVERVIEW OF SPONSORSHIP OPPORTUNITIES

CIA LEADERSHIP PROGRAMS

When you partner with the CIA, you open up opportunities for unparalleled access to industry leaders, innovative thinkers, and foodservice decision makers. Our advancement officers and industry leadership directors will be happy to develop customized sponsorship and engagement packages to meet your corporate goals and work with you to determine the best avenues for your company.

LEADERSHIP PROGRAM	WORLDS OF HEALTHY FLAVORS	HEALTHY MENUS R&D COLLABORATIVE	HEALTHY KITCHENS, HEALTHY LIVES	THE FLAVOR SUMMIT	WORLDS OF FLAVOR	CIA LEADERSHIP AWARDS	THOMAS KELLER GOLF CLASSIC	MENUS OF CHANGE	APPETITES + INNOVATION	FLAVOR, QUALITY & AMERICAN MENUS	TEACHING KITCHEN COLLABORATIVE	MENUS OF CHANGE UNIVERSITY RESEARCH COLLABORATIVE	RETHINK FOOD	HEALTHY KIDS COLLABORATIVE	LATIN CUISINE SUMMIT	ALUMNI ENGAGEMENT
DATES	January 16-18, 2018	January 18-19, 2018 June 18-19, 2018	February 8-11, 2018	March 7-9, 2018	April 18-20, 2018	April 25, 2018	June 4, 2018	June 19-21, 2018	August 20-21, 2018	August 21-23, 2018	Fall 2018	October 7-9, 2018	November 7-9, 2018	November 27-29, 2018	October 17-20, 2018	Ongoing
VENUE	CIA at Copia	CIA at Copia (January) CIA Hyde Park (June)	CIA at Greystone	CIA at Copia	CIA at Greystone	The Ziegfeld Ballroom New York City	CIA at Copia and Silverado Resort and Spa	CIA Hyde Park	CIA at Copia	CIA at Copia	To be announced	Princeton University, Princeton, NJ	CIA at Copia	CIA at Copia	CIA San Antonio	Worldwide
PRESENTING PARTNER	Harvard T.H. Chan School of Public Health, Department of Nutrition	A small, select group of invited program partners	Harvard T.H. Chan School of Public Health	CIA Exclusive	CIA Exclusive	CIA Exclusive	Thomas Keller	Harvard T.H. Chan School of Public Health, Department of Nutrition	CIA Exclusive	University of California, Davis	Harvard T.H. Chan School of Public Health	Stanford University		CIA Exclusive	CIA Exclusive	Our sponsors
SPONSORSHIP LEVELS	\$15K-40K	\$30K	Exhibitors: \$5K-35K Academic Grants: \$5K-25K	\$15K-50K	\$5K-150K	\$1K-75K	\$5K-50K	\$5K-100K	\$15K-35K	\$10K-50K	Please inquire	\$17.5K	\$5K-50K	\$15K-35K	\$5K-25K	\$5K-25K
AUDIENCE	FOODSERVICE 30-35 menu decision makers from top chains, universities, and other high-volume operations	FOODSERVICE 35-40 operators, with an emphasis on the chain sector and other volume leaders	HEALTH CARE 400 physicians, dietitians, and other health care professionals	FOODSERVICE 35-40 menu decision makers from upper-tier, high-volume operations	FOODSERVICE 600 leading chefs, foodservice executives, and culinary professionals	FOODSERVICE 600+ business leaders, executives, celebrated chefs—the industry elite	FOODSERVICE 300-400 industry leaders including celebrity chefs, vintners, CIA leadership and alumni, and food and golf enthusiasts	FOODSERVICE 400 culinary and F&B leaders, executives from sustainability and health sectors, researchers, and NGOs	RETAIL FOODSERVICE 20-25 culinary and business leaders in all sectors of retail foodservice	FOODSERVICE 30-35 leading chefs, decision-makers from high-volume chains, supermarkets, and universities	NON-COMMERCIAL FOODSERVICE Representatives from 32 hospitals, universities, community and senior centers	COLLEGE AND UNIVERSITY FOODSERVICE More than 150 representatives from 49 institutions	FOODSERVICE AND MORE 300 executives from foodservice, business and marketing; innovators, consultants, and academics	K-12 FOODSERVICE 30-35 leaders from self-op schools and contract management organizations	FOODSERVICE 125 leading chefs and top-level foodservice professionals interested in increasing their knowledge of regional Latin cuisine	FOODSERVICE AND BUSINESS LEADERS 60-600 members of our industry's elite inner circle and dedicated food enthusiasts
OPPORTUNITY TO EXHIBIT	Yes	No	Yes	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes	No	Yes	Yes
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