



2017 “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	TEACHING KITCHEN COLLABORATIVE	THE GREYSTONE FLAVOR SUMMIT	WORLDS OF FLAVOR	CIA LEADERSHIP AWARDS	APPETITES + INNOVATION	MENUS OF CHANGE	FLAVOR, QUALITY & AMERICAN MENUS	MENUS OF CHANGE UNIVERSITY RESEARCH COLLABORATIVE	RETHINK FOOD	HEALTHY KIDS COLLABORATIVE	ALUMNI NETWORKING RECEPTIONS
DATES	January 17-19, 2017	January 19-20, 2017 June 20, 2017	February 9-12, 2017	To be announced	March 8-10, 2017	April 26-28, 2017	April 19, 2017	May 31-June 2, 2017	June 20-22, 2017	August 22-24, 2017	October 9-10, 2017	November 3-5, 2017	December 5-7, 2017	Ongoing
VENUE	CIA at Greystone	CIA at Greystone (January) CIA Hyde Park (June)	CIA at Greystone	To be announced	CIA at Greystone	CIA at Greystone	American Museum of Natural History	CIA at Copia	CIA Hyde Park	CIA at Greystone and CIA at Copia	University of California, Los Angeles	CIA at Greystone	CIA at Copia	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	Harvard T.H. Chan School of Public Health	CIA Exclusive	CIA Exclusive	CIA Exclusive	CIA Exclusive	Harvard T.H. Chan School of Public Health, Department of Nutrition	University of California, Davis	Stanford University	MIT Media Lab	CIA Exclusive	Our sponsors
SPONSORSHIP LEVELS	\$15K-40K	\$30K	Exhibitors: \$5K-35K Academic Grants: \$5K-25K	Please inquire	\$15K-50K	\$5K-150K	\$1K-75K	\$15K-25K	\$5K-100K	\$10K-50K	\$15K	\$5K-50K	\$15K-25K	\$5K-25K
AUDIENCE	FOODSERVICE 30-35 invited volume foodservice menu decision-makers from top chains, universities, and other high-volume operations	FOODSERVICE An invited membership collaborative of foodservice industry culinary operators, with an emphasis on the chain sector and other volume leaders	HEALTH CARE 400 physicians, registered dietitians, and other influential health care professionals	NON-COMMERCIAL FOODSERVICE Representing 25 organizations, including hospitals, universities, senior living centers, and community organizations	FOODSERVICE 35-40 invited volume foodservice menu decision makers from hotels, casinos, cruise lines, upper-tier chains, and other high-volume operations	FOODSERVICE 700 leading chefs and other top foodservice executives and professionals	FOODSERVICE A gathering of business leaders and the foodservice industry's elite inner circle. The CIA's Annual Leadership Awards brings together hundreds of our industry's most celebrated and influential professionals	RETAIL FOODSERVICE An invited group of 30-35 senior culinary and business leaders in all sectors of retail foodservice	FOODSERVICE More than 400 attendees, including culinary and F&B executives; VPs of CSR, nutrition, sustainability, and marketing; scientific and technical leaders with expertise in nutrition, public health, and environmental issues	FOODSERVICE 30-35 invited volume foodservice menu decision makers from top chains, universities, supermarkets and other high-volume operations	COLLEGE AND UNIVERSITY FOODSERVICE Representatives from more than 40 institutions meet to evaluate a matrix of hypotheses on how best to implement the Menus of Change Principles throughout campus dining operations	FOODSERVICE AND MORE 300 executives in foodservice (menu decision makers, corporate chefs), senior-level business and marketing executives, foodservice industry consultants, innovators, scientists, and other academics	30-35 K-12 school foodservice operators	FOODSERVICE AND BUSINESS LEADERS 60-600 members of our industry's elite inner circle and dedicated food enthusiasts
OPPORTUNITY TO EXHIBIT	Yes	No	Yes	No	Yes	Yes	No	No	Yes	Yes	No	Yes	No	Yes
UNIQUE ATTRIBUTES OF THIS EVENT	<i>This event focuses on translating nutrition science into appealing healthy menu options for volume foodservice. The retreat fosters dialogue between the nation's leading scientists and menu developers.</i>	<i>This initiative brings together a group of 30 influential volume foodservice leaders to work collaboratively to accelerate research and innovation around key health imperatives, including sodium reduction, increasing use of produce, and improving carbohydrate quality.</i>	<i>This four-day program provides healthcare professionals with hands-on opportunities to work with CIA chefs and other guest chefs to learn how to become more effective role models for healthy lifestyle change.</i>	<i>The collaborative brings together early adopters to outline best practices for teaching kitchens. It will function as an accelerator to support the development of teaching kitchen curricula to match a broad range of society's needs.</i>	<i>This invitation-only retreat highlights the much-acclaimed flavor discovery expertise of the CIA at Greystone for those operating at the intersection of upper-tier volume foodservice and fine dining. It explores menu, beverage, marketing, operational, and design trends. Platinum and Premium Gold supporters have the opportunity to sponsor a presentation.</i>	<i>This conference, now in its 18th year, is one of the foodservice industry's premier events. The World Marketplace brings to life the culture and cuisine of the featured countries and regions.</i>	<i>The CIA has created the Augie™ Award in honor of Auguste Escoffier to commemorate the success and achievement of our industry's best and brightest. All proceeds from the CIA's Leadership Awards event support much-needed scholarships for our students.</i>	<i>This new national leadership collaborative aims to accelerate innovation in retail foodservice, incubate change around key culinary-centric issues and imperatives, and facilitate dialogue among the sector's business leadership.</i>	<i>This initiative provides a framework for chefs and industry leaders to assume a larger, more pivotal role in integrating key imperatives of flavor, health, the environment, and innovative and sustainable business practices.</i>	<i>All sponsors have the opportunity to participate in the hands-on market basket activity, working alongside the foodservice operators. Bronze sponsors and above can present directly to this top group of corporate chefs and operators. A field trip to local farms creates memorable flavor discovery experiences for participants.</i>	<i>Leveraging the unique position of universities to advance lifelong food choices among students—who will soon be adult decision-makers—this collaborative focuses on research and education to support culinary-centric, evidence-based food systems innovation within and beyond universities.</i>	<i>The program focuses on research from a variety of disciplines at the intersection of food, technology, behavior, and design. We answer questions such as: How do we innovate faster to stay ahead of consumers' changing needs, values, and aspirations?</i>	<i>Members of this collaborative will have a unique role in developing healthful, flavorful, and practical solutions that contribute to expanding healthy menu choices for children.</i>	<i>Each reception has its own unique qualities. Some include discussions or demonstrations, while others are more casual networking opportunities. Sponsors receive a specified number of tickets to attend at least one event.</i>
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