



# 2021 AT-A-GLANCE CIA LEADERSHIP PROGRAMS

LEADERSHIP PROGRAM	HEALTHY MENUS R&D COLLABORATIVE	HEALTHY KITCHENS, HEALTHY LIVES®	THE FLAVOR SUMMIT	LEADERSHIP AWARDS	GLOBAL PLANT-FORWARD CULINARY SUMMIT	THOMAS KELLER GOLF CLASSIC	MENUS OF CHANGE®	MENUS OF CHANGE UNIVERSITY RESEARCH COLLABORATIVE	LATIN AMERICAN CUISINE SUMMIT	WORLDS OF FLAVOR®	HEALTHY KIDS COLLABORATIVE	ALUMNI EVENTS 75 YEARS OF EXCELLENCE
WEBSITE	<a href="http://ciahealthymenus.com">ciahealthymenus.com</a>	<a href="http://healthykitchens.org">healthykitchens.org</a>	<a href="http://ciaprochef.com/flavorsummit">ciaprochef.com/flavorsummit</a>	<a href="http://ciachef.edu/awards">ciachef.edu/awards</a>	<a href="http://plantforwardkitchen.org">plantforwardkitchen.org</a>	<a href="http://ciachef.edu/golf">ciachef.edu/golf</a>	<a href="http://menusofchange.org">menusofchange.org</a>	<a href="http://mocolaborative.org">mocolaborative.org</a>	<a href="http://ciaprochef.com/arriba">ciaprochef.com/arriba</a>	<a href="http://worldsofflavor.com">worldsofflavor.com</a>	<a href="http://ciahealthykids.com">ciahealthykids.com</a>	<a href="http://ciaalumninetwork.com">ciaalumninetwork.com</a>
DATES	January 20-21, 2021 June 14-15, 2021	February 3-5, 2021	March 10-12, 2021	Spring 2021	April 21-23, 2021	June 13-14, 2021	June 15-17, 2021	October 2021	October 13-14, 2021	November 3-5, 2021	December 7-9, 2021	Ongoing throughout the year
DESCRIPTION	High-volume foodservice operators collaborate to leverage their unique combination of influence and experience with the single-minded goal of developing practical solutions that help expand the availability and sales of healthy menu choices.	Convenes healthcare professionals for a unique continuing medical education conference exploring the latest in nutrition research paired with interactive workshops focused on delicious, healthy recipes and techniques for healthcare professionals and their patients.	Invitation-only leadership retreat for top food and beverage executives, corporate and executive chefs, and other foodservice and hospitality experts to explore, discuss, and taste their way through a vital set of flavor, kitchen, dining, and hospitality management issues.	Annual ceremony commemorating the success and achievement of our industry's best and brightest with the Augie Award™—named in honor of legendary chef Auguste Escoffier—and raising essential scholarship funds for our students.	A deep dive into culinary inspiration and menu R&D strategy for this significant global food movement, building on the work of our Menus of Change initiative and inspired by the global cultures focus of our long-running Worlds of Flavor conference.	Benefit dinner and live auction at Copia followed by golf the next day at Silverado Resort and Spa—all to raise vital scholarship funds for students with the help of CIA friend and renowned chef Thomas Keller.	Ground-breaking summit that gathers leaders in high-volume foodservice, business, public health, and environmental sciences together to develop business-friendly solutions to today's most pressing public health and environmental concerns in the food world.	A collaboration of forward-thinking scholars, foodservice business leaders, executive chefs, and administrators from invited colleges and universities who are moving people toward healthier, more sustainable, delicious foods using research, education, and innovation.	A meeting with renowned chefs, restaurateurs, and winemakers from Latin America joining foodservice industry leaders from around the U.S. to focus on the culinary heritage, contributions, and flavor trends from specific countries or regions each year.	An exploration of global cuisines that are reshaping American palates and our industry. The International Conference & Festival is widely acknowledged as our country's most influential professional forum on world cuisines, food cultures, and flavor trends.	A unique collaboration between school nutrition professionals, school chefs, and suppliers to create and advance culinary-driven, healthier foods in K-12 schools; discover flavor and menu strategies; highlight successes and best practices; and develop training protocols.	Sponsorship opportunities—such as Alumni Weekend and regional receptions—that allow companies to develop relationships with CIA alumni and friends in every segment of the culinary world, from established food and beverage leaders to up-and-coming chefs.
SPONSORSHIP LEVELS	Annual Corporate Membership \$30,000	<b>Exhibitor Levels</b> Sustainability \$35,000 Bronze \$20,000 Copper \$15,000 Supporting \$10,000 Contributing \$7,500 Corporate \$5,000 <b>Academic Grant Levels</b> \$5,000–\$50,000	Platinum \$50,000 Premium Gold \$40,000 Gold \$30,000 Bronze \$20,000 Copper \$15,000	Grand Platinum \$75,000 Platinum \$50,000 Gold \$35,000 Silver \$25,000 Supporting \$10,000	Presenting \$100,000 Grand Platinum \$75,000 Platinum \$50,000 Premium Gold \$40,000 Sustainability \$35,000 Gold \$30,000 Bronze \$20,000 Supporting \$10,000 Corporate \$5,000	Classic Golf \$50,000 Eagle \$25,000 Birdie \$15,000 Foursome \$7,500 Hole \$5,000 Various Course Opportunities \$5,000	Presenting \$100,000 Grand Platinum \$75,000 Platinum \$50,000 Premium Gold \$40,000 Gold \$30,000 Bronze \$20,000 Supporting \$10,000 Corporate \$5,000	Annual Collaborative Sponsor \$17,500	Presenting \$20,000 Supporting \$10,000 Summit \$7,500 Corporate \$5,000	Grand Presenting \$150,000 Presenting \$100,000 Grand Platinum \$75,000 Platinum \$50,000 Premium Gold \$40,000 Gold \$30,000 Silver \$25,000 Bronze \$20,000 Supporting \$10,000 Corporate \$5,000	<b>Corporate Memberships</b> Premier Gold \$35,000 Premier Silver \$25,000 Associate \$15,000	Presenting \$20,000 Supporting \$10,000 Corporate \$5,000
VENUE	CIA at Copia (January) CIA Hyde Park (June)	Virtual for 2021	CIA at Copia	The Ziegfeld Ballroom New York City	CIA at Copia	CIA at Copia and Silverado Resort & Spa	CIA Hyde Park	Stanford University	CIA San Antonio	CIA at Copia	CIA at Copia	Worldwide
PRESENTING PARTNER	CIA Exclusive	Harvard T.H. Chan School of Public Health, Department of Nutrition	CIA Exclusive	CIA Exclusive	CIA Exclusive	Thomas Keller	Harvard T.H. Chan School of Public Health, Department of Nutrition	Stanford University	CIA Exclusive	CIA Exclusive	CIA Exclusive	Our sponsors
AUDIENCE	FOODSERVICE 35-40 operators, with an emphasis on the chain sector and other volume leaders	HEALTHCARE 500+ physicians, dietitians, and other health care professionals	FOODSERVICE 30-35 menu decision makers from hotel, casino, cruise line, and restaurant operations	FOODSERVICE 600+ business leaders, executives, celebrated chefs—the industry elite	FOODSERVICE 300 chefs, foodservice operators, and other food experts	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	COLLEGE AND UNIVERSITY FOODSERVICE More than 250 representatives from 60+ institutions participate in the collaborative, with 80-90 members at the Annual Meeting	FOODSERVICE 125 leading chefs and top-level foodservice professionals interested in increasing their knowledge of regional Latin American cuisine	FOODSERVICE 600 leading chefs, foodservice executives, and culinary professionals	K-12 FOODSERVICE 30-35 leaders from independent school districts and contract management organizations	FOODSERVICE AND BUSINESS LEADERS 60-600 members of our industry's elite inner circle and dedicated food enthusiasts
OPPORTUNITY TO EXHIBIT		•	•		•		•	•	•	•	•	•
OPPORTUNITY TO PRESENT	•		•		•		•		•	•	•	