

A FOUNDATION OF



2023 Annual Convention
JW Marriott - Austin Texas

**THE EARLIER
YOU REGISTER,
THE BETTER
YOUR SPACE!**

Plus, sponsorship will get you a preferred booth location in Hall 1 of the Austin Convention Center. Your booth location will be dependent upon sponsorship level and registration date.

February 26 - March 1, 2023

JW MARRIOTT AND AUSTIN CONVENTION CENTER / AUSTIN, TEXAS

Dear KFC Supplier,

We are inviting and encouraging you to exhibit at the Trade Show held in conjunction with the AKFCF Annual Convention, as well as the convention business sessions taking place at the JW Marriott in Austin, Texas — February 26-March 1, 2023. This invitation outlines schedule, booth cost, and sponsorship opportunities.

Our sponsorship opportunities are designed to deliver the impact and return on investment you're looking for. Pick an opportunity off the shelf or challenge us to come up with something new.

Many of our 2022 exhibitors enjoyed their most successful AKFCF convention to date; that speaks volumes for the power and resilience of our industry and the momentum now in place for the years ahead. Demand for business events across the country is clearly getting stronger, and it continues to build. We've all seen the evidence now!

We know your budget is tight and you need a strong ROI from each show you participate in. As we look ahead to the 2023 Annual Convention, you can count on the AKFCF team to work hard to deliver innovation, inspiration and business connections that drive our industry, and your organization, forward.

If you need additional information beyond what is contained in this flyer, please contact us directly.

Thank you for your continued support of the KFC franchise family.

Best regards,

Deborah Newton

AKFCF Trade Show Manager

Exhibitor Set-up

Sunday, February 26

9:00 am - 4:00 pm

Monday, February 27

8:30 am - 4:00 pm

Trade Show Dates/Hours

Monday, February 27

5:00 pm - 8:00 pm

(Welcome Reception)

Tuesday, February 28

Noon - 2:00 pm (Lunch)

Who to Contact

Debbie Newton

AKFCF Trade Show Manager
debnewton@akfcf.com
502-649-5107

Leslie Sharp

AKFCF Vendor Liaison
Lcsharp4133@gmail.com
859-333-1752

Please visit

www.akfcf.com

for detailed information
and to register!

BENEFITS OF SPONSORSHIP	Platinum \$45,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Booth Only \$8,500
Number of booths in trade show	2	2	1	1	1
Number of complimentary full convention registrations (additional registrations are \$500 each)	8	6	4	3	2
Additional attendees for private party at Stubb's BBQ	8	6	4	3	
AKFCF President's reception	x	x			
Larger presence on show floor	x	x			
Company logo recognition on signage, in mobile app's exhibitor directory, and within AKFCF web site with click-thru	x	x	x		
Choice of preferred exhibit booth space	x	x	x		
Recognition during general session	x	x	x	x	
Choice of sponsored event	x	x	x	x	
Inclusion in exhibitor directory within the AKFCF mobile app	x	x	x	x	x
Pre and post Convention attendee lists	x	x	x	x	x

PLATINUM

Welcome Reception

Once again the welcome reception will take place in the Trade Show. Featuring five of Austin's famous food trucks, desserts and drinks, we can guarantee that this will be a highlight of the Convention.

- Welcome remarks
- Specialty "named" cocktail at the bars
- Opportunity to provide branded napkins and drinkware
- Table tent cards identifying the sponsor on all bars and tables
- Promotional branding with logos, signage and gobos
- Promotional video sent on your behalf by AKFCF via email to all attendees and linked to E-News, AKFCF web site, AKFCF Facebook site

Platinum Benefits

- ✓ 2 booths in the trade show
- ✓ 8 paid registrations for the Convention
- ✓ 8 additional attendees for private party at Stubb's BBQ
- ✓ Logo recognition on all Convention materials
- ✓ Choice of sponsored event
- ✓ Choice of preferred booth location on show floor

GOLD

AKFCF President's Reception (Invitation Only)

The AKFCF President hosts a private reception at the start of the convention. The attendees at this reception are franchise leaders of the AKFCF, NCAC, RSCS, and KFCC. Gold and above sponsor representatives are also invited. You will have the ability to say a few words and begin the reception with a welcome toast.

Commercial Break during General Sessions

You will have the opportunity to air a 15-30 second video or commercial to the audience of franchisees between speaker presentations. Three opportunities will be available.

Convention Mobile App

The Convention Mobile App is compatible with all smart phones and tablets and will be used by all attendees in lieu of a printed program guide.

- Recognition on splash screen
- Logo/message in main banner circulating at bottom of screen (including hyperlink)
- Premier listing within exhibitor directory (expanded description including logo, opportunity to attach/link to marketing materials)

GOLD (continued)

GAC Luncheon

The GAC luncheon will feature a guest speaker, information from the AKFCF's lobbyist, and a report on current issues from chair, Austin Felker. This is a highly attended event.

- On stage recognition of sponsor representative
- Logo on screen for recognition
- Promotional signs in the meal area
- Opportunity to place collateral on the tables
- Table tent cards identifying the sponsor on each table

Educational Workshops

Two workshops will be offered to franchisees and ARL's focusing on collaboration and hands-on education. Each workshop will host 300+ people. Two sponsorships available.

- Opportunity to displaying collateral
- Logo on screen for recognition
- Opportunity to introduce workshop leader
- Opportunity to provide sponsored give-away item (sponsor will provide — KFC approval required)

Banners in JW Marriott Meeting Space

Welcome banners will be placed throughout the meetings space. Your logo would be in the bottom corner of the banner for recognition.

Women in Leadership Breakfast

One of the most popular meals during convention is the Women in Leadership Breakfast which is focused on motivation and education in the fast restaurant concept industry.

- Promotional signs in the meal area
- Opportunity to place collateral in the meal area
- Table tent cards identifying the sponsor on each table

Closing Keynote Speaker

Once again, Justin Patton will be speaking to the KFC family to share his valuable knowledge and great insights. Justin is always a favorite speaker and this session will be well-attended.

- On stage recognition of sponsor representative
- Logo on screen for recognition

Gold Benefits

- ✓ 2 booths in the trade show
- ✓ 6 paid registrations for the Convention
- ✓ 6 additional attendees for private party at Stubb's BBQ
- ✓ Logo recognition on all Convention materials
- ✓ Choice of sponsored event
- ✓ Choice of preferred booth location on show floor

SILVER

Pre-Event Video

You provide a video to announce your participation in the 2023 Convention — we will link in the franchisees' E-News, AKFCF web site, AKFCF Facebook site, and send out via email. This will give you a great advantage in promoting your company and products and services! Four of these video opportunities are available.

Hotel Escalator Branding

Put an advertisement, logo, or whatever you wish to showcase on the escalators that move the guests to and from the meeting space in the JW Marriott.

Bus Transfers

Transfers will be available for the private party at Stubb's BBQ. Your company logo would be placed on each bus and you will have an opportunity to show a promo video on the screens within the bus, if you desire.

Pedicab Transfers

In case of inclement weather or physical challenges, we will be hiring five pedicabs to go back and forth from the JW Marriott to the Austin Convention Center during open Trade Show hours. If you select this option, you will have the opportunity to brand the pedicabs and the drivers however you'd like.

Convention Meals

Meal times provide an opportune time to network with franchisees and key decision makers ... by sponsoring one of the meals, your company will be sure to stand out from the rest! Benefits are:

- Promotional signs in the meal area
- Opportunity to place collateral in the meal area
- Table tent cards identifying the sponsor on each table

Breakfast on Monday

Lunch on Monday

Breakfast on Tuesday

Equity Diversion and Inclusion Breakfast on Tuesday

Lunch in the Trade Show on Tuesday

Breakfast on Wednesday

Silver Benefits

- ✓ 1 booth in the trade show
- ✓ 4 paid registrations for the Convention
- ✓ 4 additional attendees for private party at Stubb's BBQ
- ✓ Logo recognition on all Convention materials
- ✓ Choice of sponsored event
- ✓ Choice of preferred booth location on show floor

BRONZE

Entertainment during Franchisee Registration

Austin is known for its vibrant local music scene. We will be hiring a musician to play during franchisee registration on Monday afternoon.

Trade Show Aisle Banners

Imprint your brand on attendees' minds as they navigate the show floor to deliver a lasting impression. Sixteen opportunities.

Gobo

Your name and logo in lights in the meeting space of the hotel. Six opportunities.

Teardrop Flags

Gain maximum exposure in a high-visibility area inside the stunning JW Marriott. For each non-sponsored meeting, i.e., regional meetings, AKFCF board meeting, legal update, we will post two teardrop signs at the entrance of the room. Ten opportunities.

Window Clings in Convention Meeting Space

Can be an advertisement, logo, or whatever you wish to showcase on the windows around our dedicated Convention space!

In Kind Sponsorship

(Worth a Minimum Value of \$2000/Supplied by Sponsor/ Approved by AKFCF)

Registration Bags

Sponsor has the opportunity to showcase their company name and logo on a tote bag to be picked up during registration.

- 1,500 pieces for attendees with sponsor logo/name
- Recognition in AKFCF Annual Convention digital assets

Bronze Benefits

- ✓ 1 booth in the trade show
- ✓ 3 paid registrations for the Convention
- ✓ 3 additional attendees for private party at Stubb's BBQ

ALL LEVELS

General Session

All sponsors will be recognized during General Session.

Vendor-Specific Agenda

Saturday, February 25

- AKFCF President's Reception
(Gold and Above Sponsors only)

Sunday, February 26

- Exhibitor Registration and Set-up
- Ray Zimmerer Colonel's Classic Golf Scramble

Monday, February 27

- Breakfast
- Exhibitor Registration and Set-up
- General Session featuring KFCC/NCAC/RSCS Speakers
- GAC Luncheon
- Welcome Reception in Trade Show

Tuesday, February 28

- Breakfast
- AKFCF Keynote Speaker
- KFCC Presentations, Part 2
- Lunch in Trade Show
- Exhibitor tear-down
- Private Party at Stubb's BBQ

Wednesday, March 1

- Breakfast
- General Session featuring Justin Patton