

SPONSOR PROSPECTUS

RESTAURANT  
**FRANCHISING**  
& **INNOVATION**  
SUMMIT | 2018

Powering franchise growth through technology and leadership



APRIL 9-11 | LOUISVILLE, KY

# About the Summit

Some of the fastest growing chains in the restaurant industry are the ones embracing innovation throughout their operations. The Restaurant Franchising & Innovation Summit will explore how restaurant chains can leverage innovation in a variety of forms -- from experience innovation to kitchen innovation to menu innovation and beyond -- as a catalyst for franchise expansion.

By continually investigating and investing in cutting-edge solutions for both the front of house and back of house, franchisors put themselves in a very strong position to attract potential franchisees who are seeking opportunities with forward-thinking brands.

The Restaurant Franchising & Innovation Summit will help franchisors be more progressive in many areas of their business to attract both investors and customers. Some of the topics that may be addressed include:

- In-store technology
- Customer engagement
- Marketing and branding
- Promotion and loyalty programs
- Menu development
- Kitchen design
- Restaurant operations
- Franchise development programs
- Financing
- Employee recruitment and training
- Supply chain management

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# Come visit us in Louisville!

Network Media Group is excited to bring the Restaurant Franchising & Innovation Summit to our home city -- Louisville, Kentucky.

Not only is Louisville home to restaurant industry giants like YUM! Brands and Papa John's Pizza, it also boasts a strong and growing foodie scene. We expect many of these independent restaurant operators will welcome the opportunity to attend the Summit in their own backyard.

We think you're going to love Louisville just as much as we do. Here are just a few things to do in the city and surrounding Bluegrass Region while you're here:

**Churchill Downs & The Kentucky Derby Museum** -- A visit to the museum includes a tour of Churchill Downs and a showing of *The Greatest Race*, a one-of-a-kind 360-degree, high definition film.

**The Bourbon Trail** -- Distilleries that are open to visitors include Four Roses, Jim Beam, Maker's Mark, Wild Turkey and Woodford Reserve.

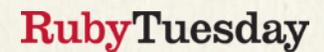
**Louisville Slugger Museum & Factory** -- See bats used by legends such as Honus Wagner, Babe Ruth, Joe DiMaggio and Hank Aaron and tour the factory where bats are still made for today's major leaguers.

**Muhammad Ali Center** -- This interactive museum looks at the life and career of the Louisville native that came to be known as "The Greatest."

**Belle of Louisville** -- Take an Ohio River dinner cruise on the 100 year-old Belle of Louisville, America's last true Mississippi river steamboat still in operation.



# 2017 Attendees Included:



## What Our Attendees Are Saying...

“Definitely one of the more impressive conferences I have attended. I enjoyed speaking and overall had a great experience.”

- **Keith Peterson, VERTS Mediterranean Grill**

“It’s relevant. It was highly interactive and engaging. I didn’t feel like I was inundated with vendors trying to sell me things. Instead, it was a lot more about knowledge sharing and thought leadership, which I really appreciated. I really enjoyed it. I would definitely come back and I would recommend it.”

- **Kimberly Brastad, Dairy Queen**

“Hugely informative.”

- **Keith Hill, I Love Bacon**

“I would come back and I would definitely bring a member or two of my management-level team.”

- **Demetra McLain, DW’s Subs**

“What a great conference and time to meet other awesome leaders in the business and share ideas and strategy that will make us all more successful. Looking forward to 2018!”

- **Bobby Shaw, Shaw Consulting**

“Thank you everyone for a wonderful conference! I look forward to seeing you all in Louisville!”

- **Alison Corbett, Sub Station II**



# 2017 Sponsors

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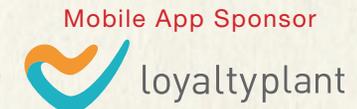
## - SILVER SPONSORS -



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## - ADDITIONAL SPONSORS -



## What Our Sponsors Are Saying...

“As sponsors, we really appreciate all the hard work your team put into this event. The conference was great and we were very happy with all the people we met.”

- **Barbara Safina, Cockrell Enovation**

“It was a pleasure to attend a Networld Media Group event! I’m really impressed with the accuracy and quality of organizing this event and I should say that it’s a pleasure to work with you, for real.”

- **Sasha Kolesova, LoyaltyPlant**

“There were enough people where you had a chance to chat with everybody. You could have legitimate conversations and weren’t just running around the room.”

- **Jamal Bara, Waterfall**

“The conference has been absolutely amazing. It’s been really incredible to see completely different companies across the entire U.S. -- even international as well -- talk about how they built their companies, how they’re engaging with their customers and hearing all different ends of the spectrum. We’d love to come back. If we could meet the same people again and new people, we’d love to.”

- **Katie Fuhrman, MomentFeed**

“Really enjoying the #RFISummit! Thank you @NetworldMediaG! Heck of an event! #franchisinginnovation”

- **Jonathan Sharlow, The Sandbox Agency (LocalWave)**



## Top 5 | Reasons to Sponsor...

1

Get face-to-face with qualified executives from QSR, fast casual and pizza franchises.

2

Have a greater impact at a lower overall cost (and less work!) than exhibiting at a typical tradeshow.

3

Position your company as an industry thought leader.

4

Gain insights into the challenges attendees face in innovating and growing their franchises.

5

It'll be fun! With great networking over great food in a great locale.



# **NETWORLD** **MEDIA** group

Network World Media Group is a pioneer of online, B2B publishing. Since our founding 15 years ago, our portfolio has grown to include 10 websites and 5 events. Through these properties, we bring critical business knowledge to more than 300,000 people around the world every month.



# Secure Your Sponsorship Today!

Sponsorships are available in limited quantity. To secure your spot, please contact:

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