

SPONSOR PROSPECTUS



RESTAURANT
FRANCHISING
& **INNOVATION**
SUMMIT | 2017

NORTH AMERICA
MARCH 28-30, 2017 | DALLAS

EUROPE
18-20 JULY 2017 | LONDON



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
- Financing
- Employee recruitment and training
- Supply chain management



WHO SHOULD ATTEND?

Anyone on the corporate franchising side involved in driving product, service, equipment, and customer-experience innovation, new franchise development, franchise branding, and consistent technology adoption, use, and utilization among existing system franchisees. This also includes successful franchise owner/operators who serve in advisory capacities, as pilot testers, early adopters, and vocal champions of new system innovations and technologies. As well as operators of existing successful franchisees and start-up franchisors.



Organizations targeted for attendance will include:

- QSR
- Fast casual
- Pizza

Attendance will include executives with responsibility for:

- Franchise development
- Franchise operations
- Information Technology
- M-commerce / E-commerce
- Marketing / Branding
- Operations
- Payments
- Purchasing
- Strategy





2016 ATTENDEES

(PARTIAL LIST)





TESTIMONIALS

"Whether you're coming from a big brand or a small brand, we're all facing those same challenges...How to harness social media. How to protect your brand. How to grow your brand. I really felt like there was a wonderful mix of both big and small here and we could all learn from each other, which was terrific."

- **Barry Westrum, Dairy Queen**

"Everyone was able to talk, connect and really learn from each other. It was very open dialogue. Smooth format. The sessions broke out perfectly where we had nice breaks in between so we could catch up on work, do what we had to do. But also really take in all the information, network and meet the people that are here."

- **Ben Ross, Muscle Maker Grill**

"I think that conferences tend to be very general and then you have to go apply it. But this is one that I'm taking a few more concrete pieces. So actual pieces of software that I want to use and test and new strategies and a ton of great contacts."

- **Laura Sporrer, HuHot Mongolian Grill**

"I love the opportunity to network with other people that are doing marketing for restaurants. And the fact that this focused on franchise brands, made it that much better for me to connect with people that are struggling with the same things that I am."

- **Linda Veatch, Fuzzy's Taco Shop**

"It's the intimate conversations that you have with brands. So the fact that it was a small enough conference that we probably got to talk to everyone in the room over the course of the last two days. So it's an amazing time."

- **Matt Silk, Waterfall**

"We came here and we made some new relationships. But we also interacted with some of our very good customers. Maybe we spoke to somebody that we had known previously, but we had a different type of conversation or maybe we got to know somebody else inside that organization. So even if we are doing business with them, there was value in getting to know some of their other functional leaders."

- **Dennis O'Toole, Manitowoc Foodservice**



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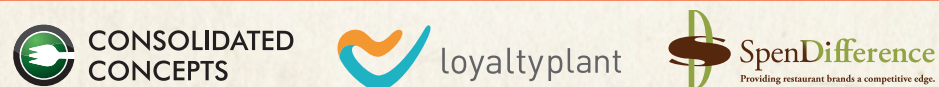
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TOP 5 REASONS TO SPONSOR



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.



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