



RESTAURANT  
**FRANCHISING**  
& **INNOVATION**  
SUMMIT | 2024

MARCH 24-26 | KANSAS CITY



SPONSOR PROSPECTUS

[FRANCHISINGINNOVATION.COM](http://FRANCHISINGINNOVATION.COM)

# about the summit

Some of the fastest-growing concepts in the restaurant industry are the ones embracing innovation throughout their operations.

The Restaurant Franchising & Innovation Summit will explore how brands can leverage operations, experience and menu innovation 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 areas, franchisors put themselves in a strong position to attract potential franchisees seeking opportunities with forward-thinking brands. The Restaurant Franchising & Innovation Summit will help franchisors be more proactive in attracting investors, franchisees 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



# previous attendees



## What Attendees Are Saying...

“Always great to share and learn from peers at Restaurant Franchising & Innovation Summit! Best networking and so glad to catch up with so many longtime friends and meet fabulous new ones!”

– Donna Spangler-Josephson, Shipley Do-Nuts

“What a great informative conference learning from the best franchised restaurant industry thought leaders at Restaurant Franchising & Innovation Summit.” – Andrew Sternburg, Gong Cha

“The buzz is just so positive. I love coming to shows like this because the energy is just so high. I think everyone enjoys spending time together. And what’s better than talking about franchising and innovation?” – Betsy Hamm, Duck Donuts

“Best part of #rfis is the ability to have those smaller conversations - the operator and supplier talent was amazing.” – Samuel Stanovich, Big Chicken

“Had a blast connecting with other passionate members of the industry at this year’s Restaurant Franchising & Innovation Summit. Thanks to everyone who came out and participated — it was truly an experience!”

– Blas Escarcega, Pollo Campero

“Thanks to the Restaurant Franchising & Innovation Summit for another amazing event. It was great re-connecting with friends and colleagues, and most importantly making new connections!” – Marcelo Butron Arnez, District Taco

“It takes a village to scale hospitality through franchising. Events like this make that possible through #sme exposure, collaboration, and access to solution providers. Cheers to everyone who attended and especially those who worked behind and in front of the scenes to put it together!”

– Solomon Choi, Jabba Brands



# previous sponsors

## Platinum Level



## Gold Level



## Rose Gold Level



## Silver Level



## Bronze Level



## Associate Level



## Additional Sponsors



## What Sponsors Are Saying...

“Our team had an amazing time at the Restaurant Franchising & Innovation Summit!! Always a great event and we met and saw so many amazing people who are truly innovating in the space!” – **Alisha Vento, Hyperlocology**

“Had an incredible time at the Restaurant Franchising & Innovation Summit. It was inspiring to hear from executives of leading brands who are pushing the boundaries of innovation in the restaurant industry. From new technologies to creative marketing tactics and menu items, these brands are constantly seeking out new ways to grow and succeed. As a sponsor, we were thrilled to be a part of such an innovative and forward-thinking community. Thanks to all who made this event such a success!” – **Brittney Yarbrough, Atmosphere**

“We had a great time serving craft beverages at Restaurant Franchising & Innovation Summit.” – **Jason Valentine, Botrista Technology**

“A great event learning from leaders across marketing, ops, and franchising on the most efficient ways to build their brands.” – **Abhinav Kapur, Bikky**

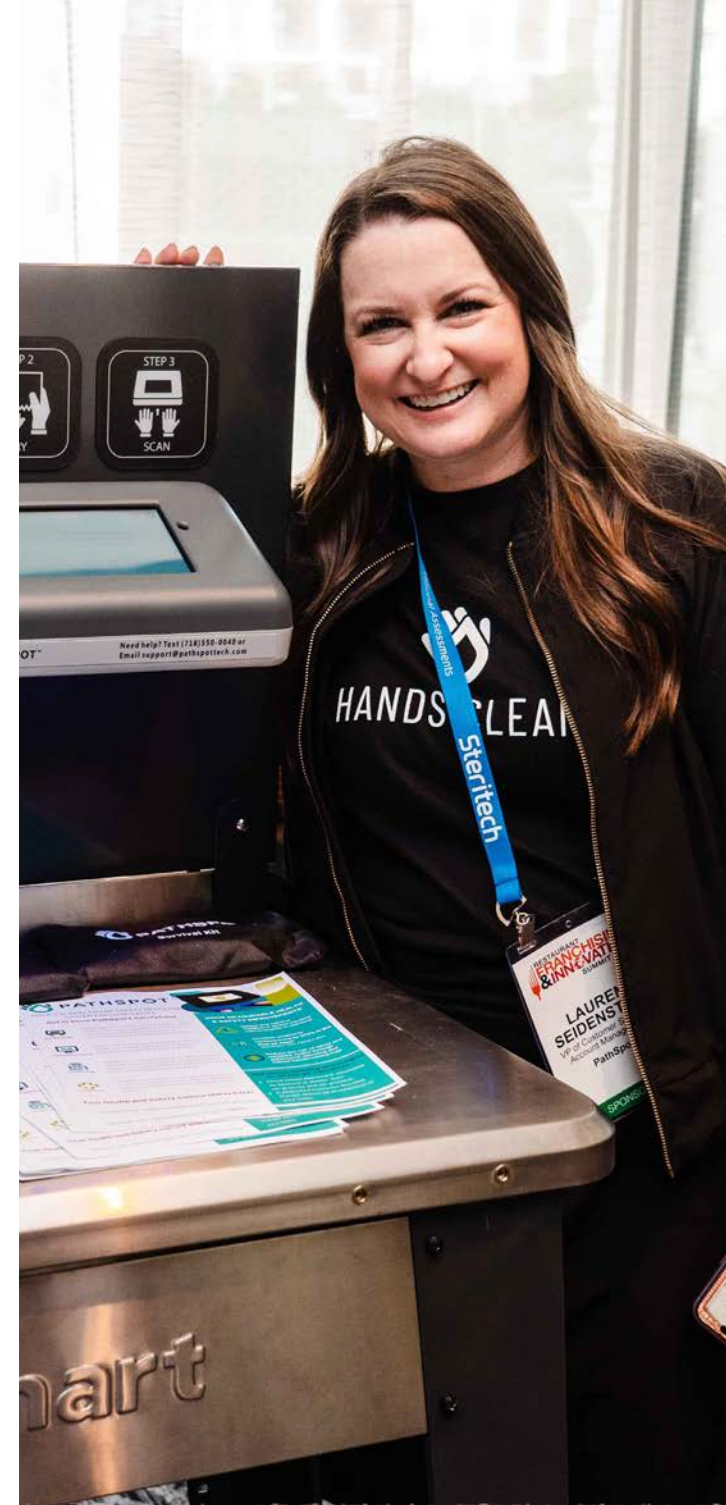
“Love hearing all of the great speakers and learning about their experiences.” – **Brett Boschetti, Qubriux**

“Awesome event! Met a lot of great people and learned tons!” – **Arismun “Riz” Sengka, UMI**

“We had a great time connecting at the conference.” – **CardFree**

“Thanks for having us and putting on a great event, as always!” – **Restaurant365**

“Excited to be attending for the first time! I’m enjoying the show.” – **Michael Iannuzzi, Citrin Cooperman**



## Top 5 | Reasons to Sponsor

1

Get face-to-face with executives from leading and emerging restaurant chains.

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 opportunities and challenges faced by restaurant operators.

5

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



# Ask us about sponsoring these events...



## FAST CASUAL EXECUTIVE SUMMIT

Each year, FastCasual.com hosts the Fast Casual Executive Summit – a live business networking and social event where Fast Casual restaurant executives meet up to exchange ideas and make new connections. Multiple sponsorship levels plus special opportunities such as room drops and strategic product placements, ensure that marketers can participate in this highly reviewed industry event at almost any budget level.



## INTERACTIVE CUSTOMER EXPERIENCE SUMMIT

Interactive Customer Experience (ICX) Summit gives brands one place at one time where they can discover a full range of technologies and strategies to create engaging and meaningful customer experiences. Executives from retail, restaurants, banks, hotels and other B2C companies will learn from leading CX innovators about what's working, what's not, and how to elevate the experience for their customers.



## PIZZA LEADERSHIP VIRTUAL SUMMIT

Pizza Leadership Virtual Summit is a half-day livestream event that delivers tips and tricks for overcoming many of the most pressing challenges that pizza operators of all sizes are facing today.



## #QSRNEXT

#QSRNext is a one-day virtual event designed for busy restaurant executives. This virtual event will explore what's next for QSR brands in technology, franchising, menu innovation, staffing and more.



## SELF-SERVICE INNOVATION SUMMIT

Self-Service Innovation Summit will examine advances in technology that are empowering businesses to provide products and services when, where and how consumers expect them. The event will cover self-service, kiosk and vending solutions that can be applied in a wide range of settings.





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