RESTAURANT
FRANCHISING & INNOVATION
SUMMIT | 2027



MARCH 8-10
NEW ORLEANS

SPONSOR PROSPECTUS



FRANCHISINGINNOVATION.COM

About the Summit

RESTAURANT FRANCHISING & INNOVATION SUMMIT | 2027

Elevate Your Brand at the Restaurant Franchising & Innovation Summit

Tired of the impersonal, generic trade show experience? Imagine a more intimate, focused gathering where restaurant executives actively seek out solutions. The Restaurant Franchising & Innovation Summit is more than just an event; it's a strategic platform to connect with industry leaders and drive tangible business results.

As a sponsor, you're not just a bystander. You're an integral part of the Summit, participating in interactive sessions, networking with key decision-makers, and building lasting relationships. This is your direct line to the people who can propel your brand forward.

Here's why the Summit stands out:

- ***TARGETED AUDIENCE:** Connect with real decision-makers shaping the future of the restaurant industry.*
- ***ENGAGED INTERACTIONS:** Go beyond passive booths and participate in dynamic discussions that lead to meaningful partnerships.*
- ***UNPARALLELED ACCESS:** Network with influential executives from leading chains and emerging brands in a single, exclusive setting.*
- ***AMPLIFIED IMPACT:** Showcase your expertise and solutions in a high-value environment, maximizing your brand visibility and ROI.*

Don't miss this opportunity to elevate your brand. Secure your sponsorship today and experience the power of the Restaurant Franchising & Innovation Summit.





connectfood

Attendee Profile

WHO'S AT THE TABLE?



Number of Restaurants

1-5 Locations	23%
6-10 Locations	11%
11-30 Locations	9%
31-100 Locations	14%
101-300 Locations	12%
300+ Locations	11%
Not a Restaurant Operator	20%

Business Type

Restaurant - Franchisor	58%
Restaurant Independent	17%
Restaurant Franchisee	4%
Other	21%

Job Level

Founder / Owner / CEO / Other C-level	53%
Vice President	15%
Director	14%
Manager	5%
Other	13%

Job Function

Executive Management	31%
Franchise Development	24%
Marketing / Sales	18%
Operations	11%
Culinary	7%
Other	10%

*Restaurant Franchising & Innovation Summit 2026

Previous Attendees



Attendee Chatter

WHAT ATTENDEES ARE SAYING

"I've been to a lot of events, this one? Non-negotiable, every year. If you're serious about growth, get in the room."

Shawn Walchef — Cali BBQ Media



"Great conversation with great people."

Chris Noffze — Gong cha

"I absolutely loved RFIS this past week! Great people, awesome ideas being put to work and everyone sharing successes so the customer always WINS!"

Carlo Verdugo — AMF Restaurants

"The show attracts growth-minded, proactive multi-unit brands who are interested in learning, sharing, and improving. It's a GREAT show!"

David "Rev" Ciancio — Salad House / Pita Pit / Handcraft Burgers & Brew

"What a fabulous conference hosted by Cherryh Cansler and the Restaurant Franchising & Innovation Summit! I especially valued the intimacy and quality of this event. I walked away with a wealth of valuable insights."

Marita Swift — The Big Biscuit

"An awesome show."

Troy Hooper — Pepper Lunch Restaurants

"I had a blast attending the Restaurant Franchising & Innovation Summit. The Summit was very informative and I'm inspired to take back the insights I learned"

Yvonne Lara — Pizza Inn

"The Restaurant Franchising & Innovation Summit has been an inspiring experience."

John Lucas — Farmer Boys



Previous Sponsors

ASCENT Select
Executive Search & Outplacement Services

Avibra

Axonify

Birdeye

datawrkz
a Nazara company

Back Office
By Buyers Edge Platform

bikky

crisp

CareerPlug

CITRINCOOPERMAN

DSA
SIGNAGE

HigherMe

Imaginuity

INMARKET

INFI

intertek
wisetail

intrepid
DIRECT INSURANCE

KPS
COMMERCIAL CONSTRUCTION

Marqii

MediaDex

momos

nifti

Ovation

parapet
STUDIOS

PDG
PALMER DIGITAL GROUP

PEPSICO
foodservice

Placer.ai

PourMyBev

20
PRECISION
CONTRACTORS

river

SAGEMONT
TAX SERVICES

Touchpoint.io

upside

workstream

Wolfe
Merchant Solutions

Sponsor Chatter

WHAT SPONSORS ARE SAYING

"The energy at #RFISummit was electric — real conversations, sharp insights, and the kind of connections that actually move the needle."

HigherMe

"Love seeing past colleagues and partners at events, as well as meeting new friends! It's been a great one. Thanks RFIS!"our partners/brands grow."

MaryClaire Bloodworth — Causal



"We had an incredible time at the Restaurant Franchising & Innovation Summit! Thank you to everyone we connected with — you made the experience great."

Sand Castle Field Services

"We're so grateful to have been in the room with leaders who are actively shaping the future of this industry. And a big thank you to the RFIS team for putting together such an incredible Summit!"

Momos

"What an incredible few days spent at the Restaurant Franchising & Innovation Summit — excellent panels, beautiful venue, sunset boat cruise and lots of genuine convos on how we can all be better."

Brittney Wilganowski Harrison — HigherMe

"It was our first time at RFIS, and it did not disappoint. We met incredible people, and the real value came from conversations with industry leaders."

Stephanie Florio — Swob Inc.



"I'm spending most of the week at #RFIS2026, surrounded by the brightest minds in the restaurant industry. Taking home some serious inspiration to help our partners/ brands grow."

Christopher Mallery — Top 2 Bottom Business Solutions



Why Sponsor?

We believe we offer the *best experience* for industry executives! We aim to give our sponsors the quality and ROI they deserve.

Here are five reasons we believe you should.

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.





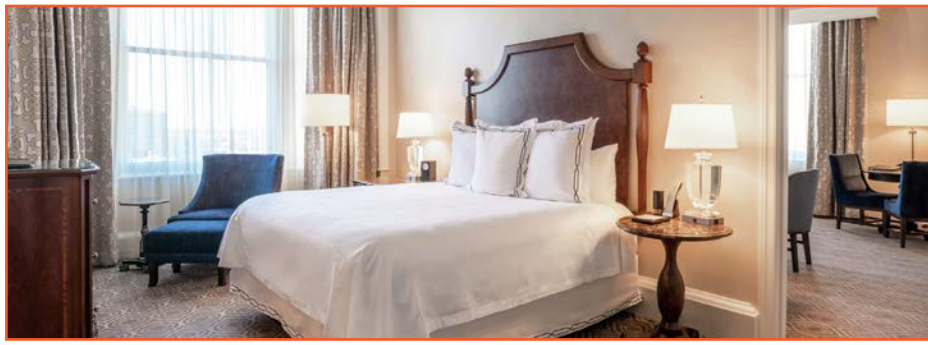


Venue

BOOK YOUR STAY

The Roosevelt
NEW ORLEANS
A WALDORF ASTORIA™ HOTEL







Historic stay in the heart of New Orleans

An unforgettable experience awaits you at the the Roosevelt New Orleans, A Waldorf Astoria Hotel, open since 1893 and once home to Louisiana's legendary governor, Huey P. Long. Explore the French Quarter only one block away. Take in city views from the rooftop pool and discover authentic New Orleans flavors at the hotel restaurants.

CHECK OUT OUR LINEUP OF EVENTS

Ask us about multi-event discounts!

FAST CASUAL EXECUTIVE SUMMIT
The premier gathering of fast casual leaders, exploring growth, innovation, and the future of the industry.

FAST CASUAL TOP 100 MOVERS & SHAKERS
Known as the Academy Awards of the restaurant industry, the gala honors the industry's most innovative and influential brands and leaders.

PIZZA TOP 100 MOVERS & SHAKERS
The highest-performing pizza executives and fastest-growing concepts come together to celebrate their achievements.

RESTAURANT MARKETING WORKSHOP
A hands-on event focused on modern marketing strategies that drive traffic, loyalty, and sales.

RESTAURANT CATERING WORKSHOP
Practical strategies to grow off-premise sales, streamline operations, and maximize catering revenue.

FOUNDEROLOGY GROWTH SUMMIT
Created by founders, for founders — focused on growth-stage strategy and scaling smarter.

connectmedia

Through our Connect CRE, Connect Food and Connect Retail Technology media platforms & events properties, Connect Media brings critical business knowledge to more than 900,000 people around the world every month.

connectfood

Fast Casual .com

pizza marketplace.com

foodtruck OPERATOR.COM

QSR web.com

RESTAURANT OPERATOR DAILY

Fast Casual EXECUTIVE SUMMIT

RESTAURANT MARKETING WORKSHOP

THE Restaurant Catering WORKSHOP

RESTAURANT FRANCHISING & INNOVATION SUMMIT

connectretailtechnology

atm marketplace

DIGITAL SIGNAGE TODAY

KIOSK marketplace

Retail customer experience .com

Vending Times

FOUNDEROLOGY GROWTH SUMMIT

AUTOMATED RETAIL & KIOSK INNOVATION SHOW

connectcre

apartmentbuildings.com

connectmoney

SECURE YOUR SPONSORSHIP TODAY!

Contact us today to learn about new sponsorship opportunities not offered before.

Sponsorship availability is limited.

Reserve your spot today!

Contact:

adv@connect.media





RESTAURANT FRANCHISING & INNOVATION SUMMIT | 2027



SPONSORSHIP OPPORTUNITIES

EXECUTIVE PLATINUM // OPENING KEYNOTE + RECEPTION // $21,450 // 1 AVAILABLE

- Sponsor will moderate the opening keynote on Day 1 and host opening reception.
- Sponsor logo will be featured on signage at the reception.
- Sponsor logo on the cover of the event program
- 3 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 10’ x 10’ exhibit space

PLATINUM // EXECUTIVE PERSPECTIVES // $19,250 // 1 AVAILABLE

- Sponsor will give a 10-minute presentation (non-promotional) during the Executive Perspectives general session.
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4’ x 8’ exhibit space

PLATINUM // DINNER PARTY // $19,250 // 1 AVAILABLE

- Sponsor will host the dinner party on Day 2 with option to give short toast or presentation during the party.
- Sponsor will take the stage at the end of the last session of Day 2 to give attendees a brief reminder about the dinner party.
- Sponsor has the option to show a 1-minute video at that time.
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4’ x 8’ exhibit space

OPALITE // PRIVATE BREAKFAST (1) OR LUNCH (1) // $19,250 // 2 AVAILABLE

- Host an exclusive, targeted networking meal during the event. While the main conference breakfast or lunch is underway, you will host a private group in a dedicated breakout room away from the main crowd.
- Fast Casual will invite 10 to 15 curated guests on your behalf.
- Customizable Themes: Work with our event team to align the discussion with your goals.
- Potential themes include Women in Leadership, Marketing, Catering, Technology and more.
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4’ x 8’ exhibit space

ALL SPONSORSHIPS INCLUDE...

- Sponsor logo and description (50 words max) on event website, in event program, intro, transition slide visuals and in promotional emails delivered 12, 8 and 4 weeks prior to the event
- Case study displayed in research area
- Sponsor logo on event signage
- Option to provide a promotional item (approved by event management) to be placed in attendee bags
- Obtain attendee contact list



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SPONSORSHIP OPPORTUNITIES

GOLD // $18,150 // 11 AVAILABLE

- Exclusive sponsor of one session (non-keynote) with option to participate as moderator or panelist
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4’ x 8’ exhibit space

ROSE GOLD // $17,600 // 8 AVAILABLE

- Sponsor will get 15 minutes during the “Prove Your Case!” general session to present a case study along with one of their restaurant operator partners.
- Sponsor must have an operator as a co-presenter. The operator will receive a complimentary full-conference pass that will not count against the sponsor’s allotment.
- Sponsors may provide a hardcopy case study to be distributed during the session.
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4’ x 8’ exhibit space

NETWORKING LUNCH (FINAL DAY) // $15,000 // 1 AVAILABLE

- Sponsor is official sponsor of the networking lunch.
- Sponsor can work with Events team a networking idea and/or show a 2-4 minute video of choice.
- Signage at lunch and dessert buffets and on screens during lunch with
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4’ x 4’ exhibit space

Panel Policy: Gold Sponsorship includes one Connect-approved client panelist. To maintain an educational, objective and engaging discussion, Connect curates the remaining panel to ensure a diverse mix of perspectives. Additional client speakers may be considered upon request and require Connect approval.

ALL SPONSORSHIPS INCLUDE...

- Sponsor logo and description (50 words max) on event website, in event program, intro, transition slide visuals and in promotional emails delivered 12, 8 and 4 weeks prior to the event
- Case study displayed in research area
- Sponsor logo on event signage
- Option to provide a promotional item (approved by event management) to be placed in attendee bags
- Obtain attendee contact list



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SPONSORSHIP OPPORTUNITIES

GIVEBACK PARTY // $14,000 // 1 AVAILABLE

- Sponsor logo featured on signage during the Giveback Party.
- Sponsor will help emcee the Giveback Party alongside the Summit's host, which includes presenting the designated charity with the giant check/banner and giving a toast to start the reception.
- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- Logo to be featured on marketing materials
- 4' x 4' exhibit space

SILVER // BREAKFAST WRAP SESSIONS // $13,000 // 4 AVAILABLE

- Sponsor will lead a series of four 15-minute small groups discussions with attendees during breakfast on Day 3 of the Summit. Discussion must be on one of the following topics: AI/Robotics, Menu Trends, Digital Marketing, Managing Delivery, Customer Experience, Growing Your Offsite Business, Sustainability, Marketing on a Budget, Labor Issues, State of the Industry, Customer Feedback, Tips & Tricks for Growth, Can You have Too Much Tech?, Hospitality Matters, Food Safety
- After 15-minutes with one group, the sponsor will rotate to the next group.
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4' x 4' exhibit space

ESPRESSO-ENERGY BAR // $13,000 // 2 AVAILABLE

- During breakfast or a break, host a bar featuring coffee drinks and energy drinks (price of refreshments to be paid by sponsor to hotel)
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4' x 4' exhibit space

BRONZE // $11,550 // 16 AVAILABLE

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception, and dinner party)
- 4' x 4' exhibit space

ASSOCIATE // $8,690 // 10 AVAILABLE

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception, and dinner party)

ALL SPONSORSHIPS INCLUDE...

- Sponsor logo and description (50 words max) on event website, in event program, intro, transition slide visuals and in promotional emails delivered 12, 8 and 4 weeks prior to the event
- Case study displayed in research area
- Sponsor logo on event signage
- Option to provide a promotional item (approved by event management) to be placed in attendee bags
- Obtain attendee contact list



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OPTIONAL SPONSORSHIP ADD-ONS

REQUIRES ASSOCIATE-LEVEL SPONSORSHIP OR HIGHER. SUBJECT TO AVAILABILITY.

WATER BOTTLES SPONSOR // $5,000

Sponsor's logo on all water bottles at the summit provided throughout the event.

REGISTRATION SPONSOR // $4,500

Sponsor's logo included on the attendee registration form and near the "Register Now" button in all event email promotions and on the event website. Logo will also be displayed at the event registration desk. Sponsor may assign one person from their organization to work with the Connect Media Group team at the registration desk. They will help attendees check in and introduce themselves as a sponsor of the Summit.

SEAT DROP // $3,050

Sponsor provides a gift item or marketing collateral to be placed on each seat in the main ballroom.

WI-FI SPONSOR // $3,000

Sponsor's logo on signage and table cards throughout the event providing Wi-Fi login instructions to event participants. The sponsor's name may be used as the Wi-Fi password for the event.

BAG SPONSOR // $2,500

Sponsor's logo included on swag bags handed out to all Summit participants.

LANYARD SPONSOR // $2,500

Sponsor's logo included on badge lanyards handed out to all Summit participants.

MOBILE APP SPONSOR // $2,000

Sponsor's logo included on the title screen of the event's mobile app that will be used by attendees during the event. Sponsor's logo will also be included in promotions for the mobile app in the event program and on signage.

SESSION VIDEO LICENSE // $2,000

Your sponsored session will be professionally recorded and edited. Edited session videos will be available about a month after the event. We will send you a link to download as soon as it is available. You may then use the video as you please. For example, you can publish all or a portion of the video on your website, YouTube, etc.

ADDITIONAL SPONSOR PASSES // $1,300 EACH

MAIN BALLROOM NAMING RIGHTS // $1,150

This is the room where all general sessions (including keynotes) and half of the breakout sessions happen. We'll name it after the sponsor and refer to it as such in the program and on signage.

BREAKOUT ROOM NAMING RIGHTS // $875

This is the room where half of the breakout sessions happen. We'll name it after the sponsor and refer to it as such in the program and on signage.

VIRTUAL SWAG BAG // $550

Sponsor provides an offer for attendees to be included in a post-event email sent to all attendees by event organizers.

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OPTIONAL SPONSORSHIP ADD-ONS

REQUIRES ASSOCIATE-LEVEL SPONSORSHIP OR HIGHER. SUBJECT TO AVAILABILITY.

MOBILE APP PUSH NOTIFICATIONS // $550

We'll push your 140-character message to all attendees twice during the event via our mobile app. Drive them to your booth, send them a freebie or just remind them about your services. (Sponsor may choose the time of day on a first-come-first-serve basis.)

SPONSOR SPOTLIGHT IN PRE-EVENT EMAILS // $550

In the days leading up to the event, we send registered attendees two separate emails to update them on important event info. The Sponsor Spotlight section in those messages can include your company logo or other image, 50 words of text and a link. (4 sponsorships available. Includes placement in both messages.)

SUMMIT COMMERCIALS // $550

Sponsor provides video (60 seconds maximum) to be played up to 2x during event breaks.

PROGRAM ADS // PRICES VARY

Sponsor to provide ad materials. Materials due 6 weeks prior to event.

Back Cover: $995	Inside Back Cover: $875	Half Page: $395
Inside Front Cover: $875	Full Page: $750	

PRODUCT PLACEMENT // ASK FOR QUOTE

Sponsor's product may be integrated into the Summit experience. Price will depend on complexity and costs associated with placement.



CREATE YOUR OWN SPONSORSHIP

DON'T SEE A SPONSORSHIP OPPORTUNITY YOU LIKE?
WE'RE HAPPY TO WORK WITH YOU TO CREATE ONE YOU CAN BE EXCITED ABOUT.

RESTAURANT FRANCHISING & INNOVATION SUMMIT | 2027



NON-ATTENDING SPONSORSHIP OPPORTUNITIES

BELOW SPONSORSHIPS DO NOT REQUIRE ATTENDANCE TO THE EVENT.

WATER BOTTLES SPONSOR // $5,725

Sponsor's logo on all water bottles at the summit provided throughout the event.

SEAT DROP // $4,050

Sponsor provides a gift item or marketing collateral to be placed on each seat in the main ballroom.

SUMMIT COMMERCIALS // $800

Sponsor provides video (60 seconds maximum) to be played up to 2x during event breaks.

PROGRAM ADS // PRICES VARY

Sponsor to provide ad materials. Materials due 6 weeks prior to event.

Back Cover: $995
Inside Front Cover: $875
Inside Back Cover: $875
Full Page: $750
Half Page: $395

