

RFMA ANNUAL CONFERENCE 2024



— EXHIBITOR & SPONSOR —
PROSPECTUS
WASHINGTON, DC ★ MARCH 17-19

RFMAANNUALCONFERENCE.COM

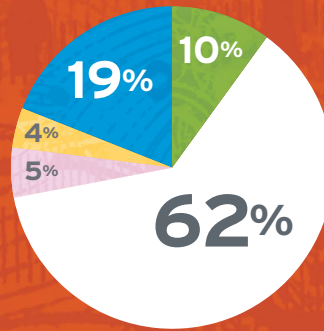
BRINGING TOGETHER THE WORLD'S FINEST NETWORK OF RESTAURANT FACILITY PROFESSIONALS

DON'T MISS THE "CAN'T MISS" CONFERENCE OF THE YEAR!

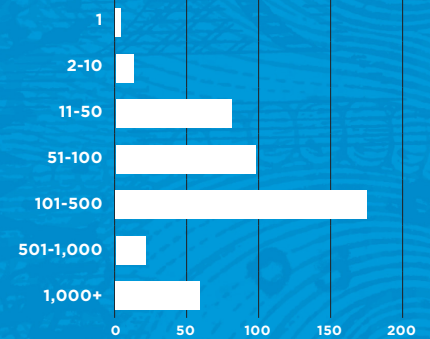
ATTENDEE OVERVIEW

Our RFMA Annual Conference attendees have a focus in restaurant facilities, but also encompass other departments including -

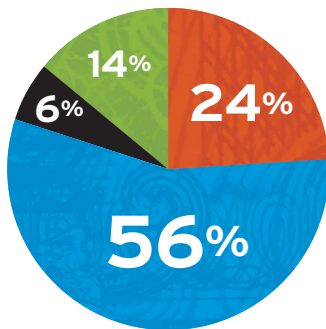
- Capital Projects
- Construction
- Development
- Design
- Engineering
- Operations
- Project Management
- Procurement/Sourcing
- Real Estate
- Sustainability



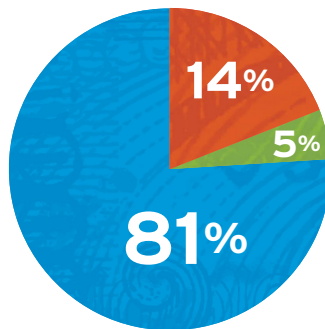
ATTENDEES BY TOTAL NUMBER OF RESTAURANTS MANAGED



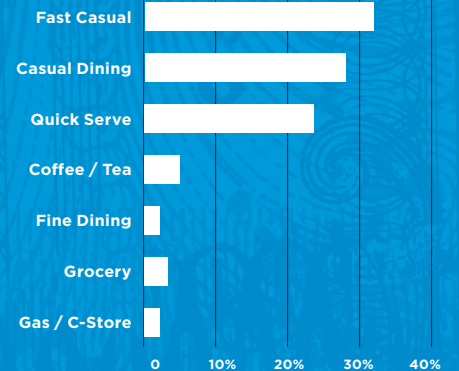
PURCHASING ROLE



TYPES OF OWNERSHIP



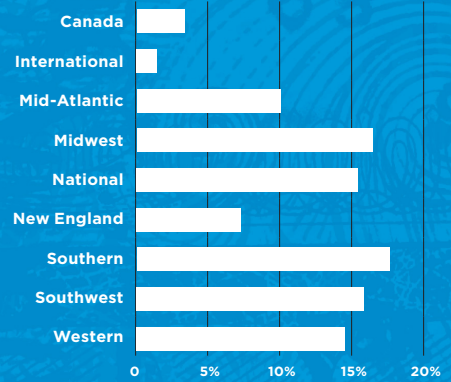
TOP 7 RESTAURANT SEGMENTS



SOME BRANDS THAT ATTENDED RFMA 2023



REGIONS SERVED



*Based on demographic data provided by RFMA 2023 Conference Attendees.

97%

OF RESTAURATEURS MET AN EXHIBITOR THEY PLAN ON FOLLOWING UP WITH OR DOING BUSINESS WITH

BENEFITS of EXHIBITING

Talk about a targeted audience—RFMA 2024 is all about getting in front of hundreds of top Restaurant Facility Professionals—the experts who handle the maintenance, repair and remodel of restaurant facilities and equipment.

NETWORKING OPPORTUNITIES

- + Exhibit Hall
- + Express Exchange
- + Opening Reception and Closing Party
- + Education Sessions and Networking Breaks
- + Exclusive Vendor Voice Session
- + Opening General Session and RFMy Awards Luncheon
- + Networking Breakfast on Wednesday and Thursday
- + RIF Talks

= INVALUABLE NETWORKING OPPORTUNITIES DURING EVERY EVENT AT RFMA 2024

EXHIBITOR FEES

INLINE 10'X10' BOOTH

RFMA Member*	\$4,000
Non-Member	\$5,000

PREMIUM CORNER BOOTH

RFMA Member*	\$4,500
Non-Member	\$5,500

*A one-year vendor membership with RFMA starts at \$625.

**For multiple booths, multiply the number of booths by the rate.

WHAT'S INCLUDED WITH YOUR BOOTH

PRE-CONFERENCE

- RFMA 2024 Exhibitor logo to use in marketing materials
- Company listed on RFMA 2024's Exhibitor List at rfmaannualconference.com
- Link to your company's website from your Exhibitor listing on the conference website
- Company profile on RFMA 2024 Mobile App, including website, company description and contact information
- Weekly RFMA 2024 Attendee lists starting in February 2024
- Company listing and promotion in RFMA's *Facilitator* Magazine (circulation of 10,000)

AT CONFERENCE

- **Two full-conference registrations** (includes access to education sessions, networking breaks and opening reception / closing party)
- 7" x 44" identification sign at your booth
- 8' high pipe and draped back wall with 4' high draped side rail
- One entry to **Express Exchange**

POST-CONFERENCE

- Validated RFMA 2024 Attendee list
- Company profile on RFMA 2024 Mobile App, including website, company description and contact information
- Ability to renew booth space for RFMA 2025 before open to public

EXPRESS EXCHANGE

It's a fast, fun and informative opportunity to get connected with the Restaurant Attendees you want to meet the most!

Exhibitors get two-minutes to meet one-on-one to introduce their services, products and offerings to attendees. Plus, Sponsors get more admissions based on their sponsorship level.

BECOME A RFMA 2024 SPONSOR TO BUILD EVEN MORE BRAND AWARENESS

SPONSORSHIP OPPORTUNITIES

YOUR BENEFITS

- Recognition in Pre-Conference Promotion for RFMA 2024
- Recognition in RFMA's *Facilitator* Magazine
- Recognition on the RFMA Conference Website with Company Logo and Link
- Recognition on the RFMA Annual Conference App with Company Logo
- Sponsor Ribbon to Display on Badge
- Recognition on Sponsorship Signage in the Conference Registration Area
- Recognition at the Opening General Session
- Extra Attendees for Express Exchange based on Sponsorship Level

DEEPEN YOUR ATTENDEE CONNECTIONS AT RFMA 2024

CUSTOMIZE YOUR SPONSORSHIP

MAXIMIZE YOUR EXPOSURE

ADD A **PREMIUM SPONSORSHIP** FOR AS LITTLE AS **\$5,500**

Choose a Premium Booth, an Attendee Experience, On-site Branding or a Digital Sponsorship. And if you have your own sponsorship idea, let us hear it!

Contact

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ATTENDEES VIEW CONFERENCE SPONSORS **50%** MORE OFTEN