



FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL  
**THE AMERICAS**

2022 FCSI The Americas  
**Sponsorship Opportunities**



# 2022 FCSI The Americas Conference

**April 21 to 23, 2022**  
**Hotel Bonaventure, Montreal, Quebec**

Montreal is a vibrant, charismatic and welcoming city. A striking union of European charm and North American attitude, Montréal seduces visitors with a harmonious pairing of the historic and the new, from exquisite architecture to fine dining. Make sure your passport is up-to-date!

**ALL Sponsors receive the following benefits:**

- Display one item of company literature at the conference registration area\*
- Recognition during opening general session
- Listing on the conference page of the FCSI website
- Listing in the 2022 pre-conference issues of *DirectConnection* e-Newsletter
- Sponsor name badge ribbon for all company representatives in attendance
- Signage identifying sponsors prominently displayed throughout the conference
- Recognition in the first quarter issue of *Foodservice Consultant* magazine (if paperwork is returned by 12/31/21)
- Company name and logo featured on conference mobile app
- Post-conference attendee list

# Sponsorship Levels

## Diamond - \$17,000

- Three complimentary full conference registrations
- Extra large company logo (single brand) on sponsor signage displayed throughout the conference
- Listed on the conference web page of the FCSI website – includes a live link to your company's website
- Receive a list of registered attendees prior to the conference upon request
- Supply one giveaway for consultant attendee pick up in the registration area\*
- Featured "Sponsor Spotlight" article in the Direct Connection e-Newsletter for your company or specific product. (Spotlights are available first-come/first-served)
- Company name and logo featured on conference mobile app
- Inclusion in exclusive product listing on the conference mobile app
- Push notifications sent on your company's behalf to all attendees regarding specific product or promotion via the conference mobile app. (60% of attendees downloaded the FCSI conference app at of 2018 Denver Conference.)
- Eight mentions/posts on FCSI TA Social Media platforms (Twitter, Facebook, LinkedIn, and Instagram\*\*\*)

\*Sponsor giveaway and literature must meet certain size criteria and be pre-approved by FCSI TA Headquarters

\*\* Provide 2 unique posts with mentions on all platforms listed twice

\*\*\* Provide 1 unique post with mention on all platforms listed once

## Platinum - \$12,000

- Two complimentary full conference registrations
- Large company logo (single brand) on sponsor signage displayed throughout the conference
- Receive a list of registered attendees prior to the conference upon request
- Supply one giveaway for consultant attendee pick up in the registration area\*
- Company name and logo featured on conference mobile app
- Inclusion in exclusive product listing on the conference mobile app
- Four mentions/posts on FCSI TA Social Media platforms (Twitter, Facebook, LinkedIn, and Instagram\*\*\*)

## Gold - \$8,000

- One complimentary full conference registration
- Medium size company logo (single brand) on sponsor signage displayed throughout the conference
- Company name and logo featured on conference mobile app
- Inclusion in exclusive product listing on the conference mobile app

## Silver - \$6,000

- One discounted conference registration
- Company name (single brand) on sponsor signage displayed throughout the conference
- Company name featured on Conference mobile app



2022

# SPONSORSHIP APPLICATION

## FCSI The Americas Conference



### Sponsor Information

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Key Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

E-Mail \_\_\_\_\_

### Type of Sponsorship

Diamond @ \$17,000

Platinum @ \$12,000

Gold @\$8,000

Silver @ \$6,000

### Payment Information

My check for \$ \_\_\_\_\_ made payable to FCSI The Americas is enclosed

Please invoice me for the amount of \$ \_\_\_\_\_

Return completed form to:  
FCSI The Americas Division, 3309 Robbins Road, #171 Springfield, IL 62704-6587  
309.808.2165; amy@fcsi.org; www.fcsi.org



# On Tap Website

ABOUT CONTACT f t i p y in

PRESENTED BY FCSI THE AMERICAS  
**ON TAP**

Welcome to On Tap — the weekly podcast presented by FCSI, The Americas!  
Join us as we hear the stories that got our fellow foodservice consultants to where they are professionally and get an insight into their unique and diverse personalities and perspectives.  
Cheers!

MEDIUM RECTANGLE  
300 X 250

MEDIUM RECTANGLE  
300 X 250

MEDIUM RECTANGLE  
300 X 250

**PODCAST EPISODES**

All Season 1 Season 2

Episode 3 Episode 2 Episode 1

Episode 23 Episode 22 Episode 21

Episode 20 Episode 19 Episode 18

SHOW MORE

LEADERBOARD  
728 x 90

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INTERESTED IN ADVERTISING WITH US? CONTACT US

FCSI The Americas is launching a new website to highlight the great content we've created through our On Tap podcasts! The new On Tap website will highlight each week's guest star and all previous episodes.

Your company can be one of the first to appear on this new FCSI The Americas channel! You already know that sponsoring our conferences and symposiums gets you in front of hundreds of foodservice consultants. An added benefit of On Tap is social media. On Tap podcasts are shared through FCSI The Americas social media channels and reposted by podcast guests and their colleagues. The On Tap website will offer you another opportunity to reach a wider audience of hospitality professionals, consumers, and developers.

Sponsoring a website can also give you more insight into your marketing efforts. Tracking click throughs and traffic can help you gauge interest in specific products, learn about the geographic location of your most interested customers, and allows you to target products to our visitors.

You can choose from several options to get your organization in front of On Tap viewers! In the center of the page, medium rectangles are available for \$1,000/month or \$850/month\* to run your ad for one Quarter. Advertisements that appear in the bottom leaderboard position are available for \$800/month or \$750/month\* to run your ad for one Quarter. These advertisements are dynamic and will rotate with advertisements from FCSI and other sponsors.

2022

# SPONSORSHIP APPLICATION

## On Tap Website



### Sponsor Information

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Key Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

E-Mail \_\_\_\_\_

### Type of Sponsorship

Medium Rectangle     One month (\$1,000/month)

One Quarter (\$850/month)

Rank Quarter preference: \_\_\_\_\_ Q1    \_\_\_\_\_ Q2    \_\_\_\_\_ Q3    \_\_\_\_\_ Q4

Bottom Leaderboard     One month (\$800/month)

One Quarter (\$750/month)

Rank Quarter preference: \_\_\_\_\_ Q1    \_\_\_\_\_ Q2    \_\_\_\_\_ Q3    \_\_\_\_\_ Q4

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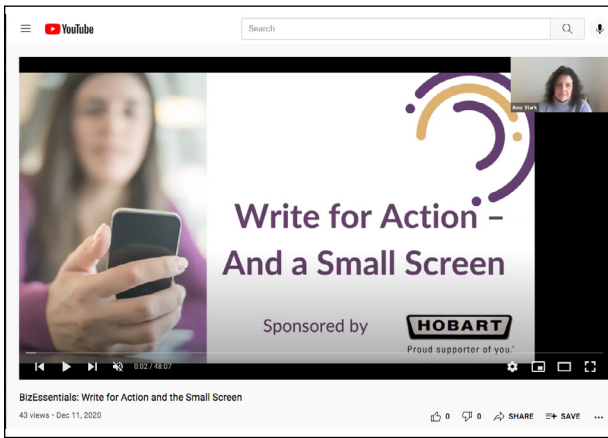
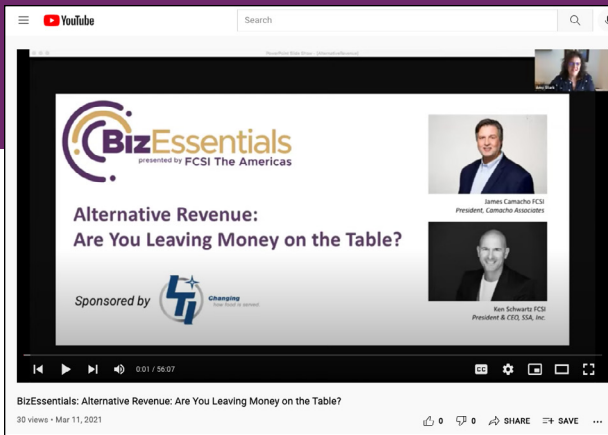


# BizEssentials Webinar Series

The BizEssentials Series was created to help our consultant members run their businesses better. Webinars are scheduled six times per year—January, March, May, July, September, and November. Each event offers consultants an opportunity to learn from experts from inside and outside the foodservice industry.

Your \$1,500 sponsorship of a BizEssentials webinar offers an opportunity to present a 3-minute live or recorded welcome to attendees. Sponsors also receive a list of all registrants after the events. On average, more than 75 individuals register for each BizEssentials event. Topics for 2022 include staff training, managing a remote workforce, and executive transitions. Previous webinars included:

- The Perfect Storm: Industry Challenges in the “New Normal”
- Networking after COVID-19
- Reading and Responding to an RFP
- Alternative Revenue: Are You Leaving Money on the Table?
- Nerdy New Year: Top Tech Tools for Your Business Resolutions
- Video Marketing – You Ought to Be in Pictures
- Put the Power in Your Next Virtual Presentation
- Who’s the Client?
- Connect and Compete in a Virtual World
- Let’s Talk about Trends, Baby



2022

# SPONSORSHIP APPLICATION BizEssentials Webinars



## Sponsor Information

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Key Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

E-Mail \_\_\_\_\_

## Type of Sponsorship

Number of Months to Sponsor (@ \$1,500 per episode):  1  2  3  4  5  6

Rank month preference (1-6): \_\_\_\_\_ January \_\_\_\_\_ March \_\_\_\_\_ May \_\_\_\_\_ July \_\_\_\_\_ September \_\_\_\_\_ November

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# FCSI The Americas *DirectConnection*



## Sponsor Spotlight

### RATIONAL Helps Foodservice Meet New Challenges



As operators return to business in the post-pandemic "new normal," they will face challenges. The right equipment can help smooth the transition and give kitchens the flexibility they need.

Intelligent equipment can replace headcount in the kitchen, allowing staff to effectively do more things at once. The iVario Pro can replace practically all other conventional appliances – boiling, pan-frying, and deep-frying up to 4 times faster, with up to 40% less energy consumption. The iVario is the most flexible of cooking equipment. It's easy to use without having to worry about monitoring, burning or boiling over. Intelligent foodservice equipment is the future, and RATIONAL is at the forefront revolutionizing the way commercial kitchens operate.

## Leadership Spotlight

### IN THIS ISSUE

On Tap Podcast Series

Chapter News

Membership News

Industry News

Quick Links

### From the Executive Director



## Membership News

### New Members

Associate  
Natalia Nikulina, NGAssociates

Corporate  
Eversys



### Congratulations to the Newest Professional Member



Congratulations to John Barja, FCSI! John completed the requires for professional membership in June. Congratulations on this achievement!

If you're ready to upgrade your membership, contact [Penny](#) to learn how you can join the professional member ranks.

FCSI's monthly electronic newsletter, *FCSI The Americas DirectConnection*, is delivered to all FCSI The Americas members on the last day of each month. The *DirectConnection* is a great way to gain exposure for your company while supporting the only association for independent consultants!

*DirectConnection* is sent to more 1,000 professionals in the foodservice industry, with an average open rate of nearly 30% (much higher than the industry standard). As a sponsor, your company's logo will be prominently displayed at the beginning of the newsletter. Sponsor logos receive the highest click-through rate of any part of the publication. You also have the opportunity to provide an image and a 150-word "Sponsor Spotlight" article in one newsletter issue. All *DirectConnection* sponsors are also listed on the FCSI The Americas website along with past issues of the newsletters.

### Two different sponsorships are available:

- Sponsor on a month-to-month basis\* for just \$300 per month
- Sponsor for an entire year (12 issues, beginning in January 2022) for just \$3,000 — a savings of \$600

\*Monthly sponsorships automatically renew each month unless specific months are purchased, or upon receipt of cancellation request prior to the 15th of the month.



2022

# SPONSORSHIP APPLICATION

## DirectConnection



### Sponsor Information

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Key Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

E-Mail \_\_\_\_\_

### Type of Sponsorship

- Monthly\*\* @ \$300/month    List the months your logo should appear: \_\_\_\_\_
- Full Year @ \$3,000

### Payment Information

My check in the amount of \_\_\_\_\_ made payable to FCSI The Americas is enclosed

Please invoice me for the amount of \$ \_\_\_\_\_

*\*Months will be allocated on a first-come, first-served basis.*

*\*\*Monthly sponsorships automatically renew each month unless specific months are purchased, or upon receipt of cancellation request prior to the 15th of the month.*

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