The American Culinary Federation is the largest and most prestigious organization of professional chefs in North America.

From regional and national events to print and digital publications, ACF offers an impressive menu of marketing opportunities to connect you with decision-makers all year long.

Take a moment to review this planner and learn the different ways you can reach our 14,000+ members, many of whom make day-to-day buying decisions for their establishments. In fact, our latest member survey results show that 9 out of 10 professional ACF members impact the purchasing process.

There’s never been a more exciting time than now to partner with ACF. Contact us today to get started on your marketing campaign for 2020 and beyond.

W: ACFCHEFS.ORG | P: (904) 484-0255 | E: SALES@ACFCHEFS.NET

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Member Profile

ACF brings together more than 14,000 culinary professionals across 150 chapters and four regions in the U.S.

Annual Budget
- $5 million or more - 30%
- $1 to $4.9 million - 26%
- $500k to $999k - 10%
- $250k to $499k - 8%
- $100 to $249k - 10%
- Less than $100k - 16%

Annual Food Purchases
- Over $1.5 million - 29%
- $301k to $1.5 million - 26%
- $151k to $300k - 16%
- $51k to $150k - 14%
- $50k or less - 14%

Purchasing Power
- 91% of ACF professional members are involved in the purchasing decision
- 66% work in organizations with budgets exceeding $500k
- 55% spend over $300k in annual food purchases

$2.37 million average annual budget

Primary Job/Position
- Chef - 51%
- Educator - 23%
- GM/Owner/Manager - 13%
- Other - 13%*

Chef Breakdown:
- Executive Chef - 39%
- Sous Chef - 6%
- Pastry Chef/Baker - 2%
- Personal/Private Chef - 2%
- Research Chef - 2%

Gender
- Male - 81%
- Female - 19%

Experience
- 30 years average years in culinary industry (including non-consecutive experience)
- 50 hours average work hours/week
- 21 employees average number of employees in food service department

Employment Setting
- Schools - 31%
- Country Club - 10%
- Hotel/Resort/Conference - 8%
- Hospital/Healthcare - 8%
- Restaurant - 7%
- Catering/Consulting - 7%
- Other - 28%**

Member Regions
- Southeast - 39%
- Central - 25%
- Northeast - 21%
- West - 15%

*Other includes food & beverage manager, kitchen manager, research chef, personal chef and student
**Other includes air, cruise, rail, bakery, distributor, supermarket, manufacturer, sales office, theme parks

Source: ACF Member Survey
ACF’s Sponsorship Program delivers the highest level of recognition throughout our key events and publications.

Thousands of culinary professionals from around the world attend ACF’s National Convention and ChefConnect events to network with peers, explore new ideas and flavors, and evaluate the latest products to implement in their kitchens.

Allow ACF to help you generate leads, improve your ROI and demonstrate your industry leadership with a customized sponsorship package that will meet your needs.

**Become an official sponsor today and ACF can help you:**
- Grow client engagement
- Demonstrate and highlight your latest products
- Position your brand as a leader in the culinary industry
## Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>$50,000 and above*</th>
<th>$20,000 to $49,999*</th>
<th>$15,000 to $19,999*</th>
<th>$10,000 to $14,999*</th>
<th>$5,000 to $9,999*</th>
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<tr>
<td>Recognition on Event Signage and Marketing Materials**</td>
<td>✓</td>
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<td>Recognition in Mobile App</td>
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<td>Logo Listing in The National Culinary Review Event Edition**</td>
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<td>Exhibit Table at Each ChefConnect Event (Premium Location)</td>
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<td>Sponsor Badges for National Convention/ChefConnect Events</td>
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<td>THREE / TWO</td>
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<tr>
<td>15% Discount on Print &amp; Digital Advertising</td>
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</tr>
</tbody>
</table>

Exhibitor badge: Access to exhibit table or booth only | Sponsor badge: All access pass to educational programming and most meals (Additional fee applies for AAC) | *Per Annum | **Benefit based on contract received date.

FOR MORE INFORMATION CONTACT THE ACF SALES TEAM AT (904) 484-0255 OR SALES@ACFCHEFS.NET
Event Opportunities

Gain access to valuable one-on-one time with customers and leaders in the culinary industry.

ACF chefs are hungry to expand their knowledge, enhance their skills and broaden their networks by exploring vendor showcases and product demonstrations at our regional ChefConnect and National Convention events. Explore the exhibit and sponsorship opportunities to amplify your brand and get your product in front of key decision-makers.

ChefConnect: Seattle
March 1–3, 2020

ChefConnect: Nashville
March 22–24, 2020

ACF National Convention: Dallas
July 19–23, 2020

W: ACFCHEFS.ORG  P: (904) 484-0255  E: SALES@ACFCHEFS.NET
Connect with more than 2,000 culinary professionals across ACF’s ChefConnect and National Convention events.

**ChefConnect: Member Type**
- Professional Culinarian - 54%
- Culinarian - 2%
- Student Culinarian - 22%
- Non-Member (Other) - 21%

800 Attendees

**National Convention: Member Type**
- Professional Culinarian - 77%
- Culinarian - 5%
- Student Culinarian - 9%
- Non-Member (Other) - 9%

1,300 Attendees

Sources: ChefConnect & National Convention 2019 Registration Reports
ACF’s regional ChefConnect events attract over 400 culinary professionals in each location. Grab their attention by breaking out of the booth.

**MarketConnect Table Exhibit**

*One Day: $1,250 per event (must be paid in full by Dec. 31)*
*Two Days: $1,950 (must be paid in full by Dec. 31)*

- One 6’ skirted table, two chairs and wastebasket
- Two exhibitor badges
- Post-show mailing list (email addresses not included)
- Day 1 features a small bites lunch (2.5 hours dedicated time)
- Day 2 features a cocktail reception (2.5 hours dedicated time)

**Maître D Sponsorship Package**

*Upgrade your MarketConnect table by sponsoring an entire meal function for an additional $2,500 per event (plus product and shipping).*

- Two exhibitor badges
- One sponsor registration
- Sponsor logo listing in *The National Culinary Review* and the ACF website through May 2020
- Signage announcing sponsorship at above referenced event
National Convention

The ACF National Convention & Show brings together more than 1,300 chefs, foodservice professionals, students and competitors.

ACF’s signature annual event offers professional development opportunities through informative business seminars, forums, cutting edge demonstrations, hands-on workshops and networking. The show includes competitions as well as innovative foodservice exhibitors featuring their latest culinary products and services.

National Convention Exhibit Booth

Starting at just $2,300 for a standard 10’x10’ booth. Visit acfchefs.org/convention for more information.

- One 8’ draped table, two chairs, wastebasket, standard drape and company identification sign
- Two exhibitor badges per 10’x10’ booth
- Booth cleaning
- Company listing in Program Guide
- Post-show mailing list (email addresses not included)
A la Carte Sponsorship

Award Sponsorships

Chef Educator of the Year
$45,000
ACF National Educator of the Year award pays tribute to an active culinary educator whose knowledge, skills and expertise have enhanced the image of the professional chef, and who, by example, has given leadership, guidance and direction to students seeking a career in the culinary profession. This person demonstrates the ability to help students define and develop their careers by using their skills and abilities to provide a strong foundation for their future success.

Pastry Chef of the Year
$45,000
The ACF Pastry Chef of the Year Award recognizes a pastry chef who has displayed a passion for the craft, has an accomplished reputation in the pastry field and has helped educate others by sharing skills and knowledge.

Student Team of the Year
$45,000
The ACF Student Team of the Year recognizes a 5 person team possessing a high degree of professionalism, culinary skills and passion for the culinary arts and can work as a team to showcase their skills.

Student Chef of the Year
$45,000
The ACF Student Chef of the Year recognizes a student who possesses a high degree of professionalism, culinary skills and passion for the culinary arts.

Event Sponsorships

Knowledge Bowl
$30,000 exclusive or $15,000 co-sponsored
If student culinarians and educational facilities are your sweet spot, then look no further. Your brand can be attributed to sponsoring some of the brightest minds in the culinary industry.

Signature Cocktail Sponsor
Call for pricing.
Looking for a unique way to challenge our chefs to look at your product differently? Let’s get creative and use it in a Signature Cocktail served at the Welcome Reception or Grand Ball event.

A la Carte Sponsorships

Knowledge Bowl
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If student culinarians and educational facilities are your sweet spot, then look no further. Your brand can be attributed to sponsoring some of the brightest minds in the culinary industry.

NEW! Welcome Mimosa Sponsor
$15,000
Welcome our attendees during peak registration with a refreshing morning cocktail that features your product. Sponsorship includes bartender service, signage and mimosas for 1,000 attendees.

NEW! Interactive Bar Experience
$15,000
Bring the party to the Exhibit Hall and delight our chefs by showcasing samples of your product. Sponsorship includes bartender service, signage and drinks for 1,000 attendees.

Sampling/Product Promotion

Official Wine/Beer Sponsor
$15,000
Have your wine or beer served at our social functions and quench our chefs’ thirst!

Welcome Reception Action Station
$7,500 each
This is your chance to shine and have your chef(s) showcase your company and product line at our kick off to our events.

Hydration Station Sponsor
$7,500
Help our chefs stay hydrated in style while at our events. This sponsorship would allow your brand to be attributed to supplying our chefs with some much needed flavored hydration! Sponsorship to include a co-branded water bottle distributed to all ACF attendees.

Official Coffee Sponsor
$7,500
Let’s brew your coffee and let our attendees recharge with your brand. Don’t have coffee as a product line? No fear, we can caffeinate our attendees under your logo and promote your company! Sponsorship to include signage and branded coffee sleeves on cups distributed.

A la Carte Sponsorship

Chef of the Year
$45,000
The U.S.A.’s Chef of the Year™ award recognizes an outstanding culinarian who works and cooks in a full-service dining facility. This person has demonstrated the highest standard of culinary skills, advanced the cuisine of America and given back to the profession through the development of students and apprentices.

Pastry Chef of the Year
$45,000
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Student Team of the Year
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Pop-up Tasting
$3,000
Surprise our attendees with a pop-up tasting of your new masterpiece during a break in the conference schedule. Sponsorship to include a push notification in mobile app and signage with your logo.

Keynote Speaker
$15,000
Let the ACF find the best partner for your brand with a sponsorship of well-known keynote speakers. Premium education sessions are well-attended and a favorite with chef attendees.

Customized Quick-fire Competition
$12,500
An exciting opportunity—four chefs using your product in a 30-minute cook-off! The pressure is on when chefs compete to create a final dish using the best of your product.

Concurrent Main Stage Demo
$10,000
Want to be on the big stage to showcase a culinary trend or new product? Give a 60-minute presentation in front of ACF attendees. Sponsorship to include recognition in conference materials, on signage and in mobile app promoting your session.

Pre-Conference Hands-on Session
$10,000 (National Convention)

Focus Group
$6,500 (National Convention only)
ACF will recruit 8-12 chefs for a 60-minute, in-depth focus group on the topic chosen by the sponsor. Hold this face-to-face event during the conference.

Breakout Session Sponsor
$2,500 each
Sponsor one or more sessions within the ACF designated education track. Your company will have the opportunity to do a brief introduction of the speakers of each session and place collateral in the room for attendees to take with them. Signage and sponsor recognition in conference materials.

Conference Lanyard
$10,000
Worn throughout the conference by all attendees and exhibitors, your brand will be seen during the event. Imprinted with your company’s and the ACF logo, the lanyards are distributed to attendees at registration.

VI P Concierge Lounge
Call for pricing.
Have a great product that you’d like to showcase in our VIP lounge? This lounge will house our special attendees that decided to treat themselves to the VIP experience while at our events. This would be your chance to interact with them one-on-one while promoting your product/brand.

Conference Wi-Fi
$10,000
Sponsor wireless internet access throughout the meeting space and in the Exhibit Hall. Your logo and message will appear each time attendees access Wi-Fi, along with a link to a URL of your choice.

Relaxation Station
$7,500
Chefs work hard and need some R&R. Why not be the brand to give them this opportunity? Massage stations will be setup in the exhibit hall in or near your booth for chefs to relax and get a chair massage by a trained professional.

Headshot Lounge
$5,000
This unique sponsorship would provide our chefs with a professional headshot that they can use on their social media profiles and you’d be the one to make that happen! After the event, the chefs would be provided a link to download their photos and your logo would be front and center as the sponsor!

VIP Amenity Bag
$4,500
Want to leave a lasting impression on our VIP attendees? This limited opportunity will allow you to add an item to the bags of our attendees that decided to add a VIP experience package to their registration.

Branded Floor Decal
$1,750 (National Convention only)
Decals with your artwork will be placed in a high traffic area in the conference hotel.

Mobile App Passport Game
$500
Participate in the NCS Mobile App Challenge by making your booth a place for attendees to scan and visit. Sponsoring company to provide prize for winning participants.

FOR MORE INFORMATION CONTACT THE ACF SALES TEAM AT (904) 484-0255 OR SALES@ACFCEFS.NET
Media Opportunities

Advertise in the print and digital publications culinary professionals rely on for the latest food trends, product applications and continuing education.

Together, ACF’s extensive advertising portfolio reaches more than 500,000 key decision-makers and consumers in the foodservice industry. Contact us today to discover the best opportunities to meet your marketing objectives.

The National Culinary Review
Quarterly print and digital magazine | Circulation: 14,000

WeAreChefs.com
ACF’s content hub | Monthly impressions: 12,500

The Culinary Insider
Biweekly e-newsletter | Circulation: 25,500

ACFChefs.org
ACF’s official website | Monthly impressions: 200,000

ACF Social Media
More than 150,000 followers on Facebook, Instagram, LinkedIn, Twitter and YouTube.
Launched in 1932, The National Culinary Review is the official flagship publication of ACE

The National Culinary Review (NCR) received a fresh, modern redesign in 2019! Published bimonthly, the magazine is read by more than 14,000 chefs and culinary professionals who value its insightful articles on food, drink and menu trends, product application, management and lifestyle issues, recipes and professional development.

2020 Editorial Themes:
- **January/February:** Cuisine of The Balkans
- **March/April:** Cuisine of North Asia
- **May/June:** Cuisine of East Africa
- **July/August:** Cuisine of Southeast Asia
- **September/October:** Cuisine of Latin America
- **November/December:** Native American Cuisine

In Every Issue:
- Menu Trends
- Pastry Arts
- Management
- Health
Digital Properties

Maximize exposure and enhance your visibility with ACF’s content hub, e-newsletter and website.

From sponsored content to traditional banners and engaging video placements, ACF’s digital properties deliver high-impact advertising opportunities across all devices at the right time and place to provide optimal performance.

WeAreChefs.com
ACF’s official blog is an exciting content hub where visitors can watch videos, read articles and share content while interacting with advertisers on an engaging platform. Ask about our sponsored post opportunities!

The Culinary Insider
Emailed biweekly to more than 25,500 readers nationwide, TCI highlights the latest culinary industry and ACF news. Starting from $500 per issue.

ACF Website & Social Media
ACF’s website and social media platforms offers valuable marketing exposure for advertisers and is continually evolving to deliver maximum value. Contact us today to learn how to build an engaging experience with our members!
ACF Online Learning Center

Online learning is an essential for any industry but is particularly relevant in the culinary world. ACF’s new Online Learning Center is an educational hub with courses designed for every level of a chef’s career, from a certificant looking to gather CEHs to the enthusiast who is interested in beekeeping or modern butchery techniques.

Sponsorship opportunities include advertising on the ACF Online Learning Center landing page as well as specially-tailored packages featuring opportunities to promote individual courses. New courses are added monthly and the site is realizing consistent growth, with major marketing campaigns scheduled for fall of 2020.

Conference On-Demand

Not every chef can attend every conference but with the ACF’s new Conference On-Demand, no one needs to miss out on outstanding presentations from the likes of Jeremiah Tower, James Beard Award Winner J.J. Johnson, and Marco Pierre White.

New sessions are added throughout the year and advertising opportunities exist for sponsors that are interested in leveraging some of the biggest names in the culinary world. Conference On-Demand courses are hosted on the ACF Online Learning Center.

All content must be approved by the ACF Education Review Team. Please call for more information.
Consider these additional opportunities to align and elevate your brand with ACF throughout 2020.

**American Academy of Chefs**
The Academy of Chefs® (AAC®), the honor society of ACF, embodies the highest standards of professionalism in the industry. Gain access to the buying power and influence this esteemed group represents by sponsoring an event.

**ACF Culinary Team USA**
Support ACF Culinary Team USA 2020 as they compete among “the best of the best” in the Internationale Kochkunst Ausstellung (IKA) and Culinary World Cup.

**Seal of Approval**
The ACF Seal of Approval provides quality assurance to buyers and improves marketability. Learn more about the program and apply today.

**Logo Licensing**
Pursue licensing for the use of ACF’s national logo.
ACF Chefs are Hungry for More.

More education, more networks, more opportunity.

Let us help you navigate the channels of ACF and align you with the right target audience to realize your marketing objectives.

For more information on a customized package that will meet your specific sales and marketing needs, please visit acfchefs.org and contact ACF Sales Team at (904) 484-0255 or sales@acfchefs.net.