



We are thrilled to announce that the National Restaurant Association's Information Technology Executive Study Group will take place October 23-25, 2013 at the Grand Hyatt Hotel in Denver Colorado. This year's event will be held in conjunction with the NRA's inaugural Restaurant Innovation Summit. Sponsors receive the incredible value of attending both these leading industry events for one incredible price.

Information Technology Executive Study Group

There are many professional groups for information technology professionals, but only one group for those who work within the restaurant industry. The National Restaurant Association's Information Technology Executive Study Group is a unique, specialized resource devoted to keeping you current with the latest developments in your field and successfully meeting its challenges.

The NRA Information Technology Executive Study Group efficiently delivers information and answers that are specific to the issues you face daily, from back-end systems and the latest POS systems to mobile payments and social media. The group is your window on what fellow restaurant industry leaders are doing and which strategies they have found work best.

Participate in our IT Executive Study Group and join peers who serve their restaurant industry company at the highest levels. Professionals active in our group include CIOs, CTOs, SVPs and well as IT directors and managers.

Equally important are the corporations these participating leaders work for, among the industry's most successful: Bravo/Brio Restaurant Group, Chick-fil-A Inc., Einstein Noah Restaurant Group Inc., Friendly's Ice Cream Corp., In N Out Burger, Jamba Juice Company, Panda Restaurant Group, Potbelly Sandwich Works, Wendy's International, and many others.

The annual meeting of the Information Technology Executive Study Group brings you face-to-face with experienced colleagues and cutting-edge ideas. Every contact and topic is focused on the responsibilities you handle. Meetings have addressed issues such as mobile payments, loyalty programs, PCI compliance, social media and tablet management. This year's event will be held in conjunction with the NRA's inaugural Restaurant Innovation Summit. Sponsors receive the incredible value of attending both these leading industry events for one incredible price.

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Sponsorship Levels & Benefits

PLATINUM SPONSOR – CASE STUDY: \$15,000 (One Available)

- Benefits also include a Restaurant Innovations Summit Platinum Sponsorship package.
- Attendance for three (3) representatives to all open sessions during the IT ESG program.*
- Recognition as “Platinum” on sponsor page of IT ESG program booklet.
- “Platinum” sponsor signage in IT ESG sessions and during program breaks.
- Ability to include up to 3 pages of promotion in IT ESG registration materials.
- Opportunity to distribute giveaway/literature.
- List of attendees and contact information after the event.
- One hour case study presentation to the IT ESG with up to two restaurant industry clients. This is to be a presentation of the vendor solution as implemented by the restaurant(s) represented in the case study. A representative from the client restaurant must be present and participate in the presentation.

GOLD SPONSOR – DIGITAL MEDIA SPONSOR: \$10,000 (One Available)

- Benefits also include a Restaurant Innovations Summit Gold Sponsorship package
- Attendance for two (2) representatives to all open sessions during the IT ESG program.*
- Recognition as “Gold” on sponsor page of IT ESG program booklet.
- “Gold” sponsor signage in IT ESG sessions and during program breaks.
- Ability to include 1 page of promotion in the IT ESG registration materials.
- List of attendees and contact information after the event.
- Sponsor’s logo to appear on the USB thumb drives containing all the IT ESG program materials.
- A folder of up to 4GB of promotional content to be included on USB thumb drives.

GOLD SPONSOR – DINNER: \$10,000 (One Available)

- Benefits also include a Restaurant Innovations Summit Gold Sponsorship package.
- Attendance for two (2) representatives to all open sessions during the IT ESG program.*
- Recognition as “Gold” on sponsor page of IT ESG program booklet.
- “Gold” sponsor signage in IT ESG sessions and during program breaks.
- Ability to include 1 page of promotion in the IT ESG registration materials.
- List of attendees and contact information after the event.
- Five minutes at the opening of dinner to address the attendees.

SILVER SPONSOR – WI-FI: \$5,000 (One Available)

- Benefits also include a Restaurant Innovations Summit Silver Sponsorship package.
- Attendance for one (1) representative to all open sessions during the IT ESG program.*
- Recognition as “Silver” on sponsor page of IT ESG program booklet.
- “Silver” sponsor signage in IT ESG sessions and during program breaks.
- List of attendees and contact information after the event.
- Recognition on letter sized handout given to each attendee with WiFi connectivity information for the IT ESG conference. This will include sponsor logo and a brief company profile.

** Closed sessions are the Company Profiles Session at Noon on Wednesday and the IT ESG Administrative Meeting at noon on Friday.*

Sponsor Application and Registration

- Platinum - Case Study Sponsorship..... \$15,000..... Total: _____
- Gold - Digital Media Sponsorship \$10,000 Total: _____
- Gold - Dinner Sponsorship \$10,000 Total: _____
- Silver - Wi-Fi Sponsorship \$5,000 Total: _____
- Extra Attendee..... \$500 Total: _____
(No more than 3 total may attend)

PLEASE COMPLETE THE FOLLOWING INFORMATION FOR EACH PERSON ATTENDING AND EMAIL A COPY OF THIS FORM TO AMANDA RIETER (arieter@restaurant.org)

Name _____
Title _____
Company _____
Address _____
City _____ State _____ ZIP _____
Telephone _____ Fax _____
Email _____

METHOD OF PAYMENT

- Enclose check (payable to the National Restaurant Association)
 - Credit card
 - American Express Diners Club VISA MasterCard Discover
- Credit Card # _____ Exp. Date _____
Signature _____

For payments via check please return a copy of this form with payment on or before September 2, 2013 to:

National Restaurant Association
PO Box 824032
Philadelphia, PA 19182-4032
arieter@restaurant.org

Credit Card payments may be faxed to (202) 331-5988 or by calling Amanda Rieter at 202-331-5908.

For meeting information, please contact Robin Nichols at (202) 973-3667 or rnichols@restaurant.org. **For sponsorship information**, please contact Amanda Rieter at (202) 331-5908 or arieter@restaurant.org.

***Sponsors should also email a jpg. or eps. file of their company logo with registration information for recognition in the program and on signage.** We will not hold sponsor space without payment. Space is limited and available on a first-come, first-serve basis.



SHIPPING MATERIALS:

Before shipping, mailing, or sending ANYTHING to the hotel, READ THE FOLLOWING:

Any individual interested in shipping packages to the hotel for receipt on-site should address the items as follows:

HOLD FOR:

[Name of On-site Recipient]
[Date of Arrival]
National Restaurant Association - Information Technology ESG

Due to lack of storage space, all packages should be sent to arrive **no more than three days prior** to function dates. Should the hotel be put into a situation that warrants rental of additional storage space, a fee will be charged to the shipper.

It is the sender's responsibility to check on the arrival of any packages and to ensure that the contents are intact. The hotel accepts no liability for lost, stolen, or damaged goods.