

# AHF Association for Healthcare Foodservice

Leading the Way in Self-Operated Healthcare, Senior Dining & Hospitality

# The 2024 AHF Partnership Prospectus

Annual Sponsorship & Marketing Opportunities



SPONSOR



NETWORK



CONNECT



Dear Business Partners,

The Association for Healthcare Foodservice (AHF) is the preeminent healthcare and senior care hospitality resource for the foodservice industry. Core to our mission is supporting and educating **self-operated** foodservice professionals. Part of the resources provided encompass exposure to innovative products and programs that you offer. Creating and delivering greater value across the broad spectrum of our stakeholders, including both Operator and Business Partner Members alike, is imperative to our collective success.

**HOW IS AHF DIFFERENT?** What distinguishes AHF from others is our ability to assist you in cultivating targeted opportunities to drive brand visibility; AHF provides a platform by which you and your company can build meaningful, rewarding relationships with leading subject matter experts. We know that now more than ever, evaluating how and where to allocate discretionary spending matters. Demonstrating a return on investment in both time and resources is vital. AHF Members are key decision makers as it relates to procurement of food, equipment, services and more.

To that end, we are pleased to release our 2024 AHF Annual Sponsorship Prospectus for review. Throughout the following pages, you will find all you and your teams need to know about partnering with AHF and connecting with AHF members. Our annual package includes both year-round benefits to expand your visibility and conference-specific benefits for in-person touch points. AHF can also guide you with any combination of items to custom-fit your goals with AHF's opportunities.

**WHY SELF-OP MATTERS:** AHF believes healthcare organizations are best served by a foodservice team that is part of a facility's own staff. We call these operations "Self-Operated". Self-operated facilities contribute to a significant percentage of all food and beverage purchases in the healthcare industry. Their sole focus is on delivering the highest quality nourishment, level of service, and value to the patients, residents, medical and support staff, and guests that they serve daily. The North American hospital foodservice market is estimated at approximately \$14 billion and projected to reach \$29 billion by 2033<sup>1</sup>. Senior facilities encompass billions more. AHF estimates that self-operated facilities account for 50-70% of facilities in North America making the self-operated industry critical to your success.

Our Annual Conference is a unique opportunity to meet with Directors, Managers, and culinary professionals that have the true autonomy to make purchasing decisions. Of our members, 80% have direct purchasing decision power or are significant influencers making your discussions with operator members increasingly valuable. Our 2024 Annual Conference will take place August 23-25, 2024 in San Antonio, TX.

**HOW WE WORK TOGETHER:** AHF's focus is unique in that we truly consider you, our partner. We incorporate business partner participation, recognition, and visibility and consider you, integral and vital to the AHF community. Together we strategize to determine the future of the organization and the self-op sector. Whether you are a renewing business partner or brand new to our organization, we look forward to welcoming you to our association and continuing to build our partnership.

If you have questions about this prospectus or wish to get to know us better, please reach out to AHF's Executive Director Leah Reily by phone or email at: [lreily@healthcarefoodservice.org](mailto:lreily@healthcarefoodservice.org) or 1-800-899-1109.

Sincerely,



  
**Leisa Bryant**  
AHF President



  
**Danielle Mason**  
AHF Industry Advisory Board Chair

<sup>1</sup> 2023 Fact MR Hospital Food Services Market Report

# The Value of Sponsoring with AHF

## An Operator Member Story

Building relationships with business partners over the last 16 years as Director has been so vital to my ability to run our hospital food service efficiently and effectively. As an RD who primarily worked on the clinical side of healthcare prior to this role, I only knew our current vendors when I took over in my position. AHF and its legacy organizations, business partners, and the conference marketplace opened my eyes to a world of products that would have taken me years to gain the knowledge absent having these relationships.

Over the years, with capital planning, I have been very methodical about equipment replacement and truly getting quotes for items that are in need of replacement; asking for needs versus wants. At this point, I now approach our annual conference with these items in mind to assure that I visit the business partner booths that can provide information. However, I am like a kid in a candy shop and love to see new innovation and keep up with the times. While I may not be able to immediately implement the new items, I keep them on my want list for the budget years when the “needs” are low. If I didn’t have the opportunity to attend conference and interact with all the sponsors and exhibitors I feel that we would not be as successful and progressive as we are for a small facility.

Currently, about 90% of my purchasing is through sponsors and marketplace businesses that attend conference. Due to the relationships I have built with the company representatives, I feel confident that they are reliable, trustworthy, and want to have our foodservice thrive and grow.

Also, being part of the AHF NJ Chapter and serving on their board truly brings those relationships even closer and at a local level that we feel comfortable with that they are invested in us.

In 2015, I was able to implement a new product at my facility that enhanced our catering communication and processes, while saving money and being more efficient for our facility. If I hadn’t attended the AHF Marketplace I wouldn’t have been able to make these improvements.

Recently, a smaller, non-capital equipment stopped working and I knew that replacing it would cost less than investing in a repair. I immediately reached out to a few business partners that I knew would have a similar model. Because I forged a strong relationship with one of the companies at Conference in 2022, I was able to get immediate specs, pricing, and a delivery estimate that day. I then received the product the next day and our chef was able to continue to operate efficiently.



**Angela O'Neill**  
Director Nutritional Services  
Hunterdon Medical Center  
Milford, New Jersey

I truly feel that the AHF Conference and Marketplace sets me up with the vision, tools, and food options to make our foodservice an exceptional experience for our patients and patrons. The knowledge of who to go to when in need has been built over time with my many years of attendance at Conference and I feel fortunate to have had the opportunity to network with the best in the industry.

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*“If you want to not only learn about but be involved in cutting edge engagement & education, AHF is your place.”*

# About AHF

## IN THE COMING 3 YEARS AHF'S DATA SHOWS THAT:

- 83% of operators will purchase new equipment
- 75% of operators will invest in new technology and software
- 64% of operators will overhaul their menu to incorporate plant forward items, sustainability or newer products such as lab meat
- 43% will upgrade their café or restaurant spaces

Operators are seeking solutions to address supply chain issues, aging facilities, staffing and labor struggles, and inflation concerns.

*Operators are looking to automate and enhance efficiency - that's where you come in.*

## AHF Conference by the Numbers

**25%+** new operator attendees annually

**200+** operator attendees\*

**150+** operator facilities

**550+** attendees

**2,000** qualified leads scanned

\*Numbers may vary due to COVID recovery.

## Reasons to Sponsor AHF

**80%** **KEY DECISION MAKERS** – 80%+ AHF members are decision makers or have significant influence.

**ENGAGED, READY TO NETWORK, AUDIENCE** – Year after year, our business partners note how engaged and connected AHF operators are.

**KEY INDUSTRY INSIGHTS** – Gain a competitive edge with insight into the self-operated industry with survey results, data points, AHF discussion communities, & more.

**71%** **EXCLUSIVE ATTENDEES** – 71% of AHF members attend less than 2 conferences per year, with AHF being their primary event. You can't connect with AHF clients anywhere else.

### TOP 5 AHF Member Positions



## Important Dates



**MARCH  
2024**  
Business Partner  
Directory Deadline  
Payment Deadline



**APRIL  
2024**  
Conference  
Registration  
Booth Selection



**JULY  
2024**  
Exhibit Signup  
Deadline



**AUGUST  
2024**  
Exhibitor  
Move-In  
Tradeshow  
Exhibitor  
Move-Out



**OCT.  
2024**  
2025 Prospectus  
Opens

# Getting Started

**1 REVIEW & SELECT** – Choose your desired sponsorship level. All levels include annual AND conference benefits to keep your visibility top of mind year-round.

**2 EXPAND** – Review conference and annual a-la-carte opportunities that meet your unique needs.

**3 MEET** – Contact Leah Reily [lriley@healthcarefoodservice.org](mailto:lriley@healthcarefoodservice.org) to have a conversation and customize your sponsorship package to make your greatest ROI.

**4 SIGN-UP** – Once you've finalized your selections, complete your sign-up at <https://bit.ly/2024Sponsor>.

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*“A great organization where the operators are very interactive and inclusive of the suppliers. A networking environment that allows suppliers to gain knowledge of how to better meet the needs of our customers. It is nice that it is not a “selling” conference, but one of that helps both the operators and suppliers meet the industry’s needs.”*

# Sponsorship Levels

ANNUAL BENEFITS PROVIDED	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$35,900	\$20,900	\$12,600	\$7,950	\$5,925
AHF Membership	x5 Members	x4 Members	x3 Members	x2 Members	x1 Members
Operator Mailing List	x4 Copies	x3 Copies	x2 Copies	x2 Copies	x1 Copy
Listing in Business Partner Directory	Spring & Conf. Edition	Spring & Conf. Edition	Spring & Conf. Edition	Spring & Conf. Edition	Spring & Conf. Edition
Logo on AHF Website	●	●	●	●	●
AHF Benchmarking Report	●	●	●	●	
Ad in S.O. Connected	x4 Full Page	x2 Full Page	x1 Full Page	x1 Half Page	
Social Media Mentions	x4 Mentions	x2 Mentions	x1 Mention		
Branding on AHF Webinar	●	●	●		
Ad in S.O. In the Know	●	●			
Ad on AHF Website	●	●			
Logo in Business Partner Directory	●				
CONFERENCE BENEFITS PROVIDED	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
10x10 Exhibit Booth	●	●	●	●	●
Conference Registration Passes	x5 Full Passes	x4 Full Passes	x3 Full Passes	x2 Full Passes	x1 Full Pass + x1 Exhibit-Only Pass
Pre & Post-Conf. Attendee List	●	●	●	●	●
Brand in Conf. Mobile App & Website	●	●	●	●	●
Lead Retrieval License	x2	x1	x1	x1	x1
Copy of What Keeps Operators Up At Night Survey	●	●	●	●	
Product Placement OR Ad in BP Directory	x3 Items OR x1 Full Pg. Ad	x2 Items OR x1 Half Pg. Ad	x1 Items OR x1 Qtr Pg. Ad		
Mainstage Speaker Intro AND Event Sponsorship	●				
Session Introduction OR Expanded BP Directory Ad		●			
Mobile App Ad	x1 Push Notification OR Banner	x1 Rotating Banner Ad			
Logo on Window Cling OR Floor Sticker*	●	●			
Registration Bag Insert	●	●			
Brand on All Marketing Emails	●				
Logo on All Conference Signage	●				

\*Logo size and placement at AHF's discretion.

# Exhibit-Only Booths & Extra Passes

## Additional Ways to Exhibit

**\$4,000**

### EXHIBITOR ONLY

Limited space available

Exhibitor level provides you with a 10x10 booth, pre/post conference attendee list, and 2 exhibit hall only passes\*. If additional staff wish to attend, they must attend the full conference at the \$1,100 rate.

**ADDITIONAL BOOTH:** Limited spaces are available for sponsors to extend to a double booth. The price for an extra booth is \$4,000.

**\$2,195**

### NEW/EMERGING BRAND NETWORKING TABLE

Limited space available

Join the exhibit hall as a first-time brand. Includes a networking table, pre/post-conference attendee list, and 1 exhibit hall-only pass.\* Must be a new exhibitor/brand or not have exhibited within last 5+ years. If additional staff wish to attend, they must attend the full conference at the \$1,100 rate. Tables are meant for networking; company cannot display product or equipment.

*\*Exhibit Hall Only passes only provide access to the tradeshow. Additional full registration passes, AHF Membership, and more can be obtained a-la-carte.*

**\$250**

### CORNER BOOTH PREMIUM

Snag a corner booth with premium visibility for operators browsing the hallways. Selection is on a first come first serve by sponsor level, during booth selection. *Exhibit Only level not eligible.*

*\*Limitations apply to height of backwalls for corner booths and endcaps, see terms and conditions.*

**\$5,450 NON-EXHIBITING ANNUAL SPONSOR**

**NEW!**

#### ANNUAL BENEFITS

- 1 AHF Membership
- Included in Business Partner Directory
- Logo on AHF Website

#### CONFERENCE BENEFITS

- 1 Full Conference Registration
- Add up to x2 additional full attendees at \$1,100 sponsorship rate
- Access to AHF Exhibit Hall (may not interfere with exhibiting sponsors or sell during exhibit hall hours)
- Included on Conference Networking Signage
- Logo on AHF Conference Website
- Listing in AHF Mobile App as a Sponsor

## Additional Exhibition Options

**\$1,100**

### ADDITIONAL FULL CONFERENCE REGISTRATION

Additional full registration passes for sponsors are \$1,100. This provides access to all sessions, meals, and events.

**\$250**

### EXHIBIT HALL ONLY PERSONNEL

Additional exhibit hall only passes are \$250. This only provides access to the exhibit hall (plus set up/break down). It does not provide access to sessions, events, or meals.

**\$180**

### ADDITIONAL LEAD RETRIEVAL LICENSE

Get an extra license for scanning leads during the exhibit hall and tradeshow. Each license allows one user to scan from their mobile device.

# Additional Conference Opportunities

Get noticed with additional branding and visibility. AHF offers both annual and conference a-la-carte opportunities for sponsors to take advantage of.

## Branding & Visibility

OPPORTUNITY	BENEFITS	QTY	PRICE
Welcoming Brand Sponsor	Get your brand front and center. Your brand will be included on custom hotel keycards*, on a welcome sign at registration, and on registration bags. This is a unique opportunity for significant visibility! <i>*Sponsor MAY be responsible for keycard production costs</i>	1	\$4,000
Registration Bag Insert: Flyer or Pamphlet	Add a flyer or pamphlet to non-vendor registration bags.	6	\$1,000
Registration Bag Insert: Product or Item	Add a product or item to non-vendor registration bags.	6	\$500
Neck Wallet/Lanyard	Exclusive logo display, alongside AHF, on attendee neck wallets or lanyards.	1	\$4,000
Sanitizer Sponsor	Exclusive sanitation sponsor. Provide sanitation stations and products to be displayed prominently throughout the conference.	1	\$2,500
Hydration Sponsor	Exclusively provide hydration bottles, stations, or more so attendees never go thirsty.	1	\$3,000

## Event Sponsorship

OPPORTUNITY	BENEFITS	QTY	PRICE
Opening Reception	Be front and center at the very first event: The Opening Reception. Receive branding, podium time, and insert product into dinner menu.	2	\$7,000
Pre-Conference Activity Sponsorship	Have an idea? Email us! We are open to sponsors looking to sponsor pre-conference sessions, activities, or focus groups. Present AHF with your idea(s) and we will discuss the details and sponsorship cost.	2	\$2,500+
Culinary Competition Reception	Sponsor AHF's premiere event! Receive branding and podium time, insert products into dinner menu. Sponsor non-exclusively for \$3,000 OR snag exclusive sponsorship for \$7,000. First come first serve.	3	\$3,000
Culinary Competition Equipment Sponsorship	Provide equipment (smallwares or larger cooking equipment) for AHF's Culinary Competition. Sponsorship is in kind.	1	In Kind
Culinary Competition Apparel Sponsorship	Provide competition apparel for 20-25 individuals including competitors and judges. Coats & hats should be of high quality with embroidered logos, names and other unique details requested by AHF. AHF reserves the right to approve logo placement, design, and layout.	1	In Kind



# Additional Conference Opportunities

## Mobile App

OPPORTUNITY	BENEFITS	QTY	PRICE
Splash Screen	Exclusive logo placement on the opening page of the conference mobile app	1	\$3,000
Push Notification	Push notification through conference mobile app to all attendees	5	\$1,000
Banner Ad	Rotating banner ad (with other sponsors) on inside primary page of mobile app	1	\$1,000

## Conference Technology & Digital Sponsorship Opportunities

Highlight your digital display menu display products (e.g. menu tags, digital signage) during an AHF meal or conference event.

OPPORTUNITY	BENEFITS	QTY	PRICE
Culinary Competition	Incorporate your product into the competition. This option is meant for companies that can incorporate competitors' recipes into their systems and include nutritional information for display and download by competition spectators.	1	\$3,000
Saturday AND/OR Sunday Conference Meals	Display your digital menu display units/solutions during AHF's primary meals throughout the day. Choose one day, or get a discount for sponsoring both days. Sponsor to assume cost for equipment, electrical or connection needs.	1	\$1,500*

\*\$2,750 is sponsoring both days.

*“I feel that the 2023 Conference was AHF’s best one yet; we continue to raise the bar and deliver impactful, engaging content and opportunities to connect with core Industry thought leaders, subject matter experts and friends. Thank you for an exceptional event, all around!”*

# Additional Conference Opportunities

Get noticed with additional branding and visibility. Annual benefits provide visibility throughout the entire year for continuous touchpoints with your clients. See *AHF's 2024 Media Kit* for full details.

## Digital & Virtual Marketing Opportunities

OPPORTUNITIES	BENEFITS	QTY	PRICE
Educational Webinar	Host an exclusive webinar in partnership with AHF on topic of your choice (AHF is also happy to choose). AHF will provide marketing, platform, and moderation. Follow up spotlight in S.O. Connected with content provided by sponsor. <i>Topics will be reviewed and approved by the Education Committee.</i>	5	\$2,250
Coffee Talks	Host an exclusive 30 minute coffee talks. Coffee talks can take many forms. They can be operator led case studies focused on the sponsors products/industry, discussion groups, 30 minute educational segments, or otherwise. If product/sponsor focused, must include operator presenters. <i>Topics should be submitted to AHF for review and approval prior to sponsorship.</i>	4	\$1,500
Chef Demonstration & Recipe Listing	Provide a short recipe demonstration video for promotion through AHF channels, marketing, recipe index.	2	\$2,200
Recipe Listing	Recipe listing on AHF's searchable recipe index on AHF's main website. Recipe will include photo, ingredients, branding, and be available online for at least 1 year.	15	\$250
Online Community Ad	Digital ad placed on AHF's online discussion community posts. Shown within community and all discussion emails sent directly to operator inboxes. Purchase all 6 months and receive 20% discount. <i>Price is per month.</i>	6	\$800
Operator Mailing List Rental	Operator mailing list rental to be used for 1 piece of mailed OR emailed collateral. <i>\$500 for Silver+ Sponsors</i>	∞	\$750
Virtual Focus Group	Dive deeper into your products, programs, and services with a 1-hour focus group session with handpicked group of 8-15 operators.	2	\$2,200
Custom Survey	Send a customized 10 question survey to gain insight into your products and programs. AHF will release and coordinate survey. Survey will be sent in 4th quarter. <i>Must be Bronze+ or Non-Exhibiting Sponsor to select.</i>	1	\$1,200

## AHF Benchmarking & State of the Industry Report Sponsorship

OPPORTUNITY	BENEFITS	QTY	PRICE
Benchmarking Express and State of the Industry Report Sponsorship	Sponsor AHF's robust, newly upgraded, Benchmarking Express program to go beyond general operator insights. Sponsors will get customized reports showing data for all of AHF KPI's, obtain quarterly reports with summarized data points to share with customers, and join our benchmarking committee to help shape the future of our program. Then get your logo/brand added to AHF's annual State of the Industry Report. Join both committees to gain valuable insights into the industry. <i>*Must be Bronze or above to select*</i>	3	\$6,500

*“The AHF Annual Conference is fabulous! I look forward to attending each year to network with clients and friends, meet new people, and do a lot of learning. #BestWeekoftheYear”*

# Ad Rate Card

**CLICK HERE** to view the 2024 Media Kit to see a full list of advertising opportunities and rates.

## S.O. Connected Quarterly Magazine

20% discount afforded to Silver sponsors and above. Discounts offered to all when purchasing ad placements in multiple issues at a time. See media kit for details.

PAGE SIZE	PRICE
Center foldout, insert or cover wrap	\$8,000
Two-page Spread	\$6,000
Full Page Ad	\$3,000
Half Page Ad	\$2,000
Quarter Page Ad	\$1,500

## Self-Op Weekly Bites E-Newsletter

\*2 week minimum required.

AD PLACEMENT	PRICE
Premium Banner Ad	\$150/week
Standard Banner Ad (2nd Tier)	\$100/week
Standard Banner Ad (3rd Tier)	\$80/week

## S.O. in the Know Monthly E-Newsletter

AD PLACEMENT	PRICE
Premium Banner Ad Top of the Newsletter	\$3,000 per year OR \$275 per month
Standard Banner Ad	\$1500/Year OR \$150/Month

## Business Partner Directory

Available only to sponsor at Silver and above level.

PAGE SIZE	PRICE
Two-Page Spread	\$6,000
Front Inside OR Inside Back Cover	\$3,500
Full Page Ad	\$3,000
Half Page Ad	\$2,000

*“AHF is an amazing organization, and I am in awe of the strength and knowledge base of the members. I learn something new every time I interact with both operator and business partner members. It gives me the lift I need to continue to drive my program forward for my patients and customers.”*

# AHF Annual Conference Terms & Conditions

**SPONSORSHIP AGREEMENT:** The 2024 Association for Healthcare Foodservice (AHF) Annual Conference is scheduled to occur from August 23-25, 2024 in San Antonio, Texas at the JW Marriott San Antonio in the Hill Country. AHF reserves the right, at its sole discretion, to change the site, hours or dates of the Event. AHF will attempt to notify Sponsors of any such changes as far in advance as possible.

**APPLICATIONS:** All applicants for exhibit space, speaking sessions or general sponsorship (regardless of level) (hereinafter “Sponsor”) must agree to this Sponsorship Agreement (“Agreement”). Once this Agreement is accepted by Sponsor (whether electronically, click-through or otherwise) and received and accepted by AHF, it is considered binding and fees are non-refundable. AHF reserves the right, at its sole discretion, to decline acceptance of this Agreement.

**BOOTH SPACE:** When the booth map becomes available, Sponsor will be eligible to select a booth (placement in the booth selection queue is based in part on the date and time this Agreement is accepted by AHF and payment is received plus any other criteria as determined solely by AHF). Booth selection is not available until payment is made in full.

**USE OF EVENT/BOOTH SPACE:** Sponsor shall not assign, lend, or share Sponsor’s event space. Sponsor shall not promote any other person or entity, or any products other than Sponsor’s, without AHF’s prior written consent. “Promote” includes signage, products, demos, presentations, giveaways, and any other marketing pieces. Sponsor must confine all demonstrations, promotional activities, and representatives to Sponsor’s predesignated Event space. No signs, literature, collateral, equipment, furniture, or promotional items may be placed, distributed or posted outside of the Sponsor’s designated Event space. Sound amplification and microphones may not be utilized in Sponsor booth spaces. Please utilize a respectful noise level out of consideration for the booths surrounding you.

**ENDCAP/CORNER BOOTH RULES:** Sponsors who are provided with endcap or corner booth spaces as part of their high-level sponsorship or otherwise by AHF must adhere to the following rules. AHF reserves the right to determine how booths can be set up and which direction they may face.

**For double endcaps (two adjoining 10x10 booths):** The booth(s) can have a center board that is 8 feet tall and 10 feet wide, but you must leave 5 feet on either side of your 20 foot space that is no higher than 4 feet for visibility purposes for the booths behind you. You may not block the entire 20 foot backwall, therein blocking view of the sponsors in the hall behind you.

**For corner or single 10x10 endcap booths:** You can not block view of the sponsors in the hallway behind you. Backwalls must leave at least 5 feet of backwall space that is no higher than 4 feet to provide visibility to booths behind you.

**BOOTH ATTENDANTS:** Sponsors may have up to 5 attendants per purchased booth space. Attendants must fit within your booth space and not spill into hallways or common areas, or other sponsors spaces. “Exhibitor” level vendors will have 2 exhibit hall attendees at their booth. They can purchase additional Full Conference Registration Passes for additional personnel, but not additional exhibit hall only passes. “New/Emerging Brands Networking Table” level vendors may have no more than 2 attendants at their table. Emerging brand participants receive 1 exhibit hall only pass, they can purchase additional full conference registration passes, but not additional exhibit hall only passes.

Sponsors may allow employees from sub-brands to work at their booth, however the badge of all individuals attending with the Sponsor must have the Sponsor name displayed on their badge. The name of the sub-brand cannot be displayed on the badge. No exceptions. Individuals registering with the Sponsor must be working directly with the Sponsor at conference and be directly affiliated. ALL others must register as Non-Exhibit Business Partners at the appropriate rate and adhere to all rules therein.

**PAYMENT:** AHF will invoice Sponsor for the fees associated with its chosen level of sponsorship for the Event (“Sponsorship Fee”). Payment is due net 30 days from the invoice date. Except as otherwise set forth herein, the Sponsorship Fee is nonrefundable and non-cancelable. AHF reserves the right to revoke or prevent Sponsor’s Event participation in the event of non-payment. For inclusion in the Business Partner Directory spring edition, payment must be in hand at AHF headquarters no later than March 31st. Check and ACH/Wire payments are preferred. AHF reserves the right to add an additional charge to credit card payments.

**PRICING:** Sponsorship prices are fixed and are non-negotiable.

**ACCESS A LA CARTE ITEMS:** Purchase of a Bronze Sponsorship or higher is required to have access to most a la carte items. Some a la carte items may be restricted to higher sponsors levels.

**CONFERENCE PLACEMENT:** AHF leadership reserves the right to accept products utilized in the Conference.

**LOGOS:** AHF will display the logo of the sponsoring business partner company. Logos cannot display logos of sub-brands. In order for a sub-brand of a larger company to be display on AHF materials, website, and marketing the sub-brand must sponsor AHF in it’s own right.

**CODE OF CONDUCT:** Our conference is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion (or lack thereof), or technology choices. We do not tolerate harassment of conference participants, staff, vendors, or others in any form. Sexual language and imagery is not appropriate for any conference venue, including talks, workshops, parties, Twitter and other online media. Conference participants violating these rules may be sanctioned or expelled from the conference and/or the property without a refund at the discretion of the conference organizers and property staff. If a participant engages in harassing behavior, the conference organizers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund. Any individual working for, or associated with the Sponsor in subject to the conference code of conduct at all times.

AHF staff, vendors, leaders, and venue staff will be treated with respect at all times. Name calling and other inappropriate behavior will not be tolerated.

# Sponsorship Registration

## AHF SPONSORSHIP REGISTRATION

AUGUST 23-25, 2024 | JW MARRIOTT SAN ANTONIO, TX

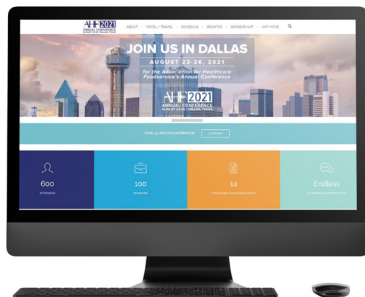
### Contact

**LEAH REILY**

Executive Director

LReily@healthcarefoodservice.org

1 800 899 1109 ext. 700



### Sign Up Online

Visit our conference website to learn more about sponsor opportunities today!

[www.AHFConference.org](http://www.AHFConference.org)

AHF is pleased to continue to create unique connections between operators and suppliers through our community. Participating with AHF is a valuable investment in the self-operated foodservice community in healthcare and senior living. Don't miss the chance to build lasting relationships with AHF's members and facilities. ***Reach out today.***



# SAVE THE DATE

**AUGUST  
23-25  
2024** *for the Association for Healthcare  
Foodservice's Annual Conference*

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**JW MARRIOTT  
SAN ANTONIO, TEXAS**

## Contact

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