

AGENDA

8:00 – 9:30 A.M.

PLATED BREAKFAST AND KEYNOTE SPEAKER ON FOOD TRENDS
Tom Miner, Principal, Technomic, Inc.

9:30 - 10:00 A.M.

NETWORKING BREAK/VENDOR FAIR
Visit with our speakers and sponsors

10:00 - 11:15 A.M.

INTRO TO SOCIAL MARKETING: HOW AN EFFECTIVE SOCIAL MEDIA MARKETING STRATEGY CAN ENHANCE FOODSERVICE SALES
Gini Dietrich, President & CEO, Arment Dietrich, Inc.

Marketing Panel:
Mike Mitchelson, Editor, Foodservice News
Local Restaurant Operators Using Social Media Marketing

Tom Miner, Principal, Technomic, Inc.



Tom Miner is a principal at Technomic, Inc. He is responsible for developing, managing and conducting professional services for foodservice operators and suppliers. Primary practice areas include: operating systems, management structure, concept/menu development, new product R&D, market research, and situation analysis for growth planning, mergers or acquisitions. Tom has managed consulting projects for foodservice chains, independent operators, manufacturers, trade associations, financial firms and advertising groups. He has provided clients with brand strategies and management leadership as well as functional support in operation systems, consumer and industry research, promotions, store design, menu development, product R&D, pricing strategy, and equipment layout.

Mike Mitchelson, Editor, Foodservice News



Mike Mitchelson is editor of Foodservice News, and has been an editor and writer in the Twin Cities for more than a decade, writing on topics from government affairs and politics to the arts and, of course, the restaurant industry. Foodservice News presents to the upper Midwest foodservice industry the small bites of its community, with new openings, human resources and training articles, profiles on movers and shakers and advice on how to run your business better.

Gini Dietrich, President & CEO, Arment Dietrich, Inc.



Gini Dietrich is the founder and chief executive officer of Arment Dietrich, Inc., a boutique communication firm based in Chicago that specializes in franchising. With top-notch services focused on internal and external communication, executive coaching, and social media/networking, Gini leads a team of professionals who deliver personalized services, share her results-driven passion, and understand how to best affect clients' businesses - and enjoy the fun of doing it! Gini is not only a communication professional, but also a business owner who understands how results affect the bottom line and year-over-year growth. She has taken this dual expertise and translated it to using online media to network, develop new business, and grow her business. The firm more than doubled in 2008 and more than 70 percent of that growth came from social networking.

2009 Sponsorship Opportunities

Premier Sponsor: \$ 2,000 (3 sponsorships available)

This sponsorship includes:

- Category exclusivity
- Menu card at each place setting with company logo
- Opportunity on stage to introduce your company
- 5 complimentary admissions for company personnel
- Six-foot skirted table for your sales information with your company name - during a 30 minute networking session
- Sponsor of table at luncheon (perfect opportunity to invite your best operator clients)
- 10 complimentary **restaurant operator** admissions (\$35 value each) to invite your special clients
- Sponsors are noted and thanked during the conference
- Logo featured prominently on conference brochure; 30,000 brochures distributed
- Special invitation mailed to top restaurant owners
- Listed as a sponsor and logo in the June/July, August and September issues of Foodservice News
- Recognition ad featured prominently in November Foodservice News
- Signage at the conference with company logo denoting you as a sponsor
- A word about our sponsors: A section in the attendee handout with a paragraph or two on your company
- 1/2 page ad provided by the sponsor to be included in attendee handouts
- Detailed attendee list available after the conference for marketing follow up
- Your logo listed on the website page for one year

Vendor Sponsor: \$1,295

This sponsorship includes:

- 2 complimentary admissions for company personnel
- Six-foot skirted table for your sales information with your company name - during a 30 minute networking session
- Sponsor of table at luncheon (perfect opportunity to invite your best operator clients)
- 6 complimentary **restaurant operator** admissions (\$35 value each) to invite your special clients
- Sponsors are noted and thanked during the conference
- Logo on conference brochure; 30,000 brochures distributed
- Special invitation mailed to top restaurant owners
- Listed as a sponsor and logo in the June/July, August and September issues of Foodservice News
- Recognition ad in November Foodservice News
- Signage at the conference with company logo denoting you as a sponsor
- 1/4 page ad provided by the sponsor to be included in attendee handouts
- Detailed attendee list available after the conference for marketing follow up
- Your logo listed on the website page for one year

*Call Nadine Kasel at 612-767-3215 for more information or
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