

rca

RESEARCH CHEFS
ASSOCIATION



The RCA Conference

March 26 – 28, 2018

Savannah, Georgia



***Exhibit and
Sponsorship Prospectus***

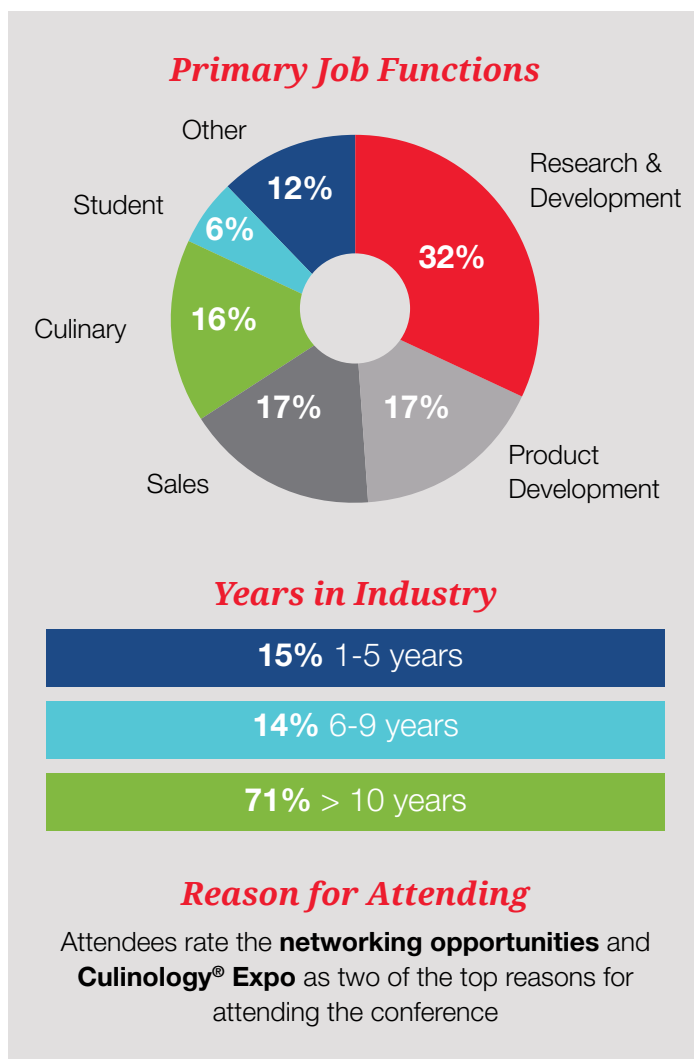
ABOUT THE RCA CONFERENCE

RCA's Culinology® Expo attracts more than 800 top research and development professionals to the most innovative food industry show of the year. For food ingredient, equipment and other suppliers to the industry, the Expo has become the venue to launch new and promote existing innovative products which exemplify Culinology® — the blending of culinary arts and food science. There are many outstanding exhibitors who are eager to show their products and services to the industry, and this is an opportunity your business will not want to miss!

Maximize your time with your target audience on the expo floor. The student and professional competitions will take place on the show floor, overlapping with expo hours. All conference activities will take place in the Expo after the opening of the show, including a theater featuring vendor sessions.

RCA Annual Conference by the Numbers

Exhibitors describe RCA attendees as interested in their products/services, within their target market, and influencers of final decisions.



42%

of attendees list networking as their number one motivator for attending the conference



75%

are more likely to do business with an organization because they were an exhibitor and/or sponsor at the conference



97%

of attendees attend the Expo and over half spend more than 3 hours



72%

influence or make final decision and 22% recommend purchasing decisions



26%

first-time attendees



33%

of attendees have a master's degree or higher

CONFERENCE EXHIBIT OPPORTUNITIES

Exhibit Schedule*

Monday, March 26

Move-in 12:00 p.m. – 5:00 p.m.

Tuesday, March 27

Expo Hours 12:00 p.m. – 5:00 p.m.

Move-out 5:00 p.m. – 9:00 p.m.

**Schedule subject to change*



Booth Package (per 10'x10' booth)

Before or on October 27, 2017 \$2,000

After October 27, 2017 \$2,300

- 10'x10' exhibit space (booths may be combined in any configuration)
- 8' back wall and 3' side rail pipe and drape
- ID sign
- 6' skirted table
- 2 chairs
- 1 wastebasket
- 4 complimentary Tuesday exhibit-hall-only staff badges (additional badges can be purchased for \$50)
- Company listing in the conference pocket guide, RCA website and conference mobile app
- Post-conference attendee list (includes contact name, title, company and mailing address)

Exhibit space is assigned based on the RCA Priority Point System. Upon completion of priority placement, space will be assigned on a first come, first served basis.

I look forward to the conference every year to connect with friends and meet new potential customers or suppliers. My career has been nurtured and supported through the connections I've made at the RCA annual conference.

Kimberly Schaub, CCS[®], Senior Product Development Scientist, Bulletproof 360

Contact Andrew Haigh, sales manager, at ahaigh@culinology.org or 312.673.5442 to discuss these opportunities or to customize your own package.

EVENT SPONSORSHIP OPPORTUNITIES

Conference Partners

Earn additional benefits based on your cumulative sponsorship spend!

	Platinum (\$20,000+)	Gold (\$15,000-19,999)	Silver (\$7,000-\$14,999)
Recognition on signage, by level	X	X	X
Full conference registrations	3	2	1
Registration bag insert	3	2	1
Enhanced company listing in mobile app	150 words	100 words	75 words
Recognition in conference guide, by level	Largest logo	Logo	Company name
Badge ribbons, by level	X	X	X
Product Showcase submission	1		
Preliminary list of registered press, by request	X	X	X
Post-show mailing list*	X	X	X
Listing in post-show <i>Culinology</i>® Magazine**, by level	Company name and logo	Company name	Company name
Priority Points for 2019 Space Selection	4	3	2

* Includes contact name, title, company, and mailing address. Mailing list will be approximately 800+ contacts based on attendance at the 2017 annual conference.

**Culinology® Magazine is distributed to a unique audience of more than 40,000

Contact Andrew Haigh, sales manager, at ahaigh@culinology.org or 312.673.5442 to discuss these opportunities or to customize your own package.

ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

À la Carte Sponsorships

For sponsorship descriptions please go to www.culinology.org/sponsordescriptions. If you're interested in enhancing any of these sponsorship opportunities please reach out to [Andrew Haigh](mailto:Andrew.Haigh@culinology.org) for options and pricing.

Attendee Networking

According to 2017 conference attendees, networking was the main reason for attending the conference. Showcase your brand at the events that have the highest value to your audience.

Opening Reception* – Exclusive	\$20,000
Regional Luncheon* – Exclusive	\$15,000
Awards Ceremony and Closing Reception* – Exclusive	\$10,000
Late Night Reception	\$10,000
Attendee Networking Lounge	\$8,000
First-time Attendee and CCS®/CRC® Reception	\$7,500
Attendee Breakfast*	\$5,000
New! Expo Happy Hour Reception	\$5,000
New! Focus Group	\$5,000
Networking Coffee Breaks	\$3,000
Snack Break*	\$3,000
Student Member Town Hall Meeting and Reception	\$1,500

*Food product incorporated in function, upon approval.



Learn more at www.culinology.org/sponsordescriptions

Educational Opportunities

RCA gathers the best in the business to expand the knowledge of culinary and R&D professionals at the annual conference. Support the professional growth of conference attendees while increasing your brand's visibility.

Keynote Session	\$10,000
General Session	\$5,000
Vendor Sessions in Culinology® Expo (30 minutes in length)	\$3,000
Breakout Session	\$2,000
Pre-conference Tour	Pricing available upon request

Brand Recognition/Traffic Drivers

Contribute to the success of the conference while increasing brand recognition among more than 1,200 top industry professionals.

Conference Tote Bag – Exclusive	\$10,000
New! Wifi	\$10,000
Mobile App	\$7,500
New! Savannah To-go Cups – Exclusive	\$7,500
Conference Name Badge Holder – Exclusive	\$6,000
Charging Station	\$5,000
Hotel Key Cards	\$5,000
New! RCA Booth Interactive Wall	\$5,000
Water Bottles - Exclusive	\$5,000
Room Drop	\$4,000
New! Welcome Gift	\$4,000
New! Column Wrap	\$3,500
New! Registration Counters	\$3,000
New! Foot Print Decals	\$2,000
New! Product Showcase	\$1,500
Registration Bag Insert	\$1,500
Floor Decals	\$1,200
New! Clings/Banners	Pricing available upon request

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ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

Ingredient Promotion*

Culinology® competition partners enjoy maximum exposure at the annual conference. This elite group of companies has exclusive sponsorship of ingredients used in team recipes. Can you think of a better way to showcase your company's products in the food R&D community?

Savory Competition Premier Ingredient Sponsor
(Select: Student or Professional) \$15,000

Culinology® Cocktail Competition Sponsor
(Select: Alcohol, Flavor or Garnish) \$5,000

Evolution of Food Waste
Product Development Competition Sponsor \$5,000

**Sponsor to provide product donation for competition.*



For us in our business of flavorings, [the RCA Annual Conference] provides a bull's eye on targeting the people who are decision makers in R&D. Excellent members who were more than prepared to offer advice and welcomed us as new attendees.

Julien Albert, President, North Taste Flavourings, Inc.

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RCA CULINOLOGY® EXPO EXHIBIT SPACE CONTRACT

TUESDAY, MARCH 27, 2018

SAVANNAH INTERNATIONAL TRADE & CONVENTION CENTER | SAVANNAH, GA

This is a binding commitment to exhibit March 27, 2018 at the RCA Annual Conference & CulinoLOGY® Expo in Savannah, Georgia. The first deposit of 50% will be due by August 28, 2017, with the remaining balance due by October 27, 2017.

Contact Information

(Provide the following information for the main point of contact for the exhibition)

Company Name: _____ Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Select Your Booth:

Booth Rental Fee

Prior to or on October 27, 2017: Number of 10'x10' booth(s): _____ @ \$2,000.00 = \$ _____

After October 27, 2017: Number of 10'x10' booth(s): _____ @ \$2,300.00 = \$ _____

Total Fee = \$ _____

Select Your Booth Space:

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

If possible, don't place us near: _____

Payment Information

A deposit of 50% is due by August 28, 2017. Contracts submitted after August 28, 2017 must be accompanied by payment in full.

Check/Check Number: _____

Make check payable to RCA, and mail to RCA, P.O. Box 772936, Chicago, IL 60677-2936. Include copy of invoice or contract.

Credit card **(Please do not provide credit card information on this contract.)**

Upon receipt of this contract, RCA will email an invoice with credit card processing information.

Acceptance of Terms

We acknowledge receipt of and agree to abide by all rules and regulations governing the RCA CulinoLOGY® Expo. We understand that acceptance of this application by RCA constitutes a contract, and that no refunds will be made for exhibit space cancellations after October 27, 2017.

Signature: _____ Date: _____

Please Return Contract to: Andrew Haigh, ahaigh@culinology.org.

Questions: Contact Andrew Haigh, Sales Manager, at 312.673.5442 or ahaigh@culinology.org.



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RCA CULINOLOGY® EXPO SPONSORSHIP CONTRACT

TUESDAY, MARCH 27, 2018

SAVANNAH INTERNATIONAL TRADE & CONVENTION CENTER | SAVANNAH, GA

This is a binding commitment to be a sponsor at the 2018 RCA Annual Conference & Culinology® Expo in Savannah, Georgia. The first deposit of 50% will be due by August 28, 2017, with the remaining balance due by October 27, 2017.

Contact Information

(Provide the following information for the main point of contact for the exhibition)

Company Name: _____ Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Sponsorship Selection:

Sponsorship 1: _____ = \$ _____

Sponsorship 2: _____ = \$ _____

Sponsorship 3: _____ = \$ _____

Sponsorship 4: _____ = \$ _____

Sponsorship 5: _____ = \$ _____

Total Sponsorship: \$ _____

Conference Partner Level:

Platinum

If sponsorship selection equals \$20,000+

Gold

If sponsorship selection equals \$15,000-\$19,999

Silver

If sponsorship selection equals \$7,000-\$14,999

Payment Information

Total Due: \$ _____

Check/Check Number: _____

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Questions: Contact Andrew Haigh, Sales Manager, at 312.673.5442 or ahaigh@culinology.org.

RCA CULINOLOGY® EXPO RULES & REGULATIONS

1. Definition of Organizer. The word “Organizer” as used herein shall mean the Research Chefs Association (RCA), its Board of Directors, agents or employees acting for them in the management of the RCA Culinology Expo. RCA is the sole owner and manager of the expo. The Organizer has full power to interpret and enforce all Rules & Regulations contained herein. RCA further reserves the right to restrict or remove any exhibit(s) from the Expo not in compliance with these Rules & Regulations.

2. Definition of Exhibitor. The word “Exhibitor” as used herein shall mean any company leasing exhibit space at the Expo. The Exhibitor shall be listed in the Program and Exhibit Directory and the Organizer shall be held harmless for any trademark, trade name, copyright or patent infringement by the Exhibitor and for any misprints due to human or computer error.

3. Space Allocation. Exhibit space for the Expo is allocated at scheduled priority point time selections and then thereafter at the discretion of the Organizer. The Organizer reserves the right to rearrange the floor plan and/or relocate any exhibit at any time prior to or during the event. Where feasible, the changes will be discussed with the Exhibitor in advance. At no time, implied or direct, will space be allocated to an exhibiting company unless the Organizer has received the executed contract and payment. If paying by check, payment must be received within 10 days of receipt of booth contract. Confirmation of exhibit space will be sent to the key contact listed on the contract. Exhibitors shall not exhibit, or permit in the space allotted to him any goods other than those of its company as specified in the application when signed by the Exhibitor and accepted by the Organizer.

4. Exposition Fees and Payment Terms. Exhibitors agree to the space cost delineated on the contract. The following services shall be provided to each confirmed exhibiting firm: discounted exhibitor registration and identification credentials for 4 booth personnel per 100 sq. ft of booth space, listing in conference program, and general security service.

Rates for exhibit space of \$2,000 per 10' x 10' booth apply for space contracted prior to October 27, 2017. Rates for exhibit space after October 27, 2017 will be \$2,300 per 10' x 10' booth. Upon acceptance of the Exhibitor Contract by the Organizer, the contract shall be legally binding between the Exhibitor and the Organizer. Exhibit space will be confirmed only upon a fully executed Contract

5. Cancellation of RCA CULINOLOGY EXPO Exhibit Space. If an Exhibitor wishes to cancel all or part of this assigned space, he must request approval from the Organizer in writing. The Organizer will grant refunds to the Exhibitor as follows: (All refunds regardless of when they occur will incur a US \$175.00 non-refundable deposit). 100% less the deposit if cancellation occurs before October 27, 2017. Refunds will not be made after October 27, 2017, nor will any previously paid monies be applied to offset another company's booth rental fees. Exhibit booths are non-transferable and cannot be sold, rented or given to another company by the original contracting company. After October 27, 2017, Exhibitor, regardless of when space is reserved, is responsible for the total space charge irrespective of the reason for cancellation and withdrawal, including failure of exhibit to arrive for any reason, inability to obtain labor or materials, unavoidable casualty, or other causes, whether similar or dissimilar, beyond the control of the Organizer.

6. Schedule/Access to Exhibit Hall. Exhibitors who have paid in full and completed a contract may move into their contracted space during the set-up hours listed in the Exhibitor Service Kit. Participants shall undertake to start construction of their booths in good time so as not to exceed the period fixed for this purpose.

7. Booth Construction & Use of Space. Details on acceptable booths will be provided in the Exhibitor Service Kit. Exhibitors wishing to request a deviation from approved booth construction must submit plans in writing to the Organizer prior to February 1, 2018 and describe the deviations. Deviations will not be permitted unless the Organizer approves them in writing.

8. Conduct of Exhibitors. All Exhibitor activities must be within his assigned space. Placing or distributing publications or other material outside an Exhibitor's space is not permitted. The same company must occupy an exhibit space for the duration of the show. No firm or organization not assigned space in the Expo will be permitted to solicit business within the Expo area. Items not in keeping with the character and high standards of Organizer may not be distributed or utilized by any Exhibitor in the exposition area.

9. Machinery, Audio and Visual Equipment. Sound from megaphones, loudspeakers, radios, televisions and any other audio or video equipment must be kept at such a low level that it is not objectionable to any other Exhibitor. Operators of noise-making exhibits must secure approval of operating methods from the Organizer and the Official Exhibit Services Contractor prior to the exhibition opening.

10. Service Contractors. The Organizer will appoint official contractors to provide various services that may be utilized by Exhibitors. Exhibitors will be advised of conditions concerning use of these contractors in the Exhibitor Service Kit. Exhibitors must register any Exhibitor Appointed Contractor (EAC) with the Organizer and submit current proof of insurance.

11. Insurance. All Exhibitors shall obtain and keep in force for March 27, 2018, policies of General Liability and Property Insurance in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. A copy of the Certificate of Insurance for the above coverage naming RCA, as a co-insured party must be sent to the Organizer by February 1, 2018.

RCA CULINOLOGY® EXPO RULES & REGULATIONS (CONTINUED)

12. Liability. Exhibitor agrees to protect and hold harmless the Organizer, its agents and host facility from any and all claims for damages, injuries, etc., which may be incident to or arise from, or is in any way connected with, Exhibitor's use or occupation of display space. The Organizer, its agents, the RCA Board of Directors, the host facility, and host city, will not be responsible in any way for the safety of an Exhibitor, his officers, agents, or employees, nor for the safety of any Exhibitor from theft, fire, accident, or any other destructive cause. However, the Organizer and/or host facility will provide security, and will use reasonable means to safeguard Exhibitor's property. Security guards will be provided by RCA during the exhibit setup, show hours and dismantling hours. The duty of the guards will be to control admittance and exit to the Expo floor and to provide general protection over the area. The presence of security guards does not constitute acceptance of any responsibility by RCA for the safety of the exhibitor's products and property.

13. Fire and Safety. Volatile or inflammable oils and gases, exposed electrical wiring, other explosive and flammable matter, or any substances prohibited by city ordinances or insurance authorities will not be permitted in the host facility. All flammable materials must be flame proofed before being taken into the host facility to the point that they can withstand the tests of all inspection authorities concerned with the event. Exhibitor must protect machinery on working demonstrations so no injury will result to any person or property.

14. Termination of Exposition. In the event the premises where the exposition is to be held, in the sole determination of the Organizer, becomes unfit for occupancy or is substantially interfered with by reason of picketing, strike, civil disturbance, embargo, injunction, act of war, terrorist attack, act of God, fire; emergency declared by any governmental agency, or by virtue of any ordinance or law of any Municipal County, State or Governmental agency, or any other act beyond the control of the Organizer, this agreement may be terminated by the Organizer. In the event of such termination, the Exhibitor waives any and all damages and agrees that the Organizer may, after deducting all costs and expenses, including a reserve for claims, refund to the Exhibitor, as and for complete settlement and discharge of all Exhibitor's claims and demands, his pro rata amount of all funds paid by all Exhibitors.

15. Violations. Violations of any of the regulations on the part of the Exhibitor, his employees, or agents, shall annul the right to occupy space and the Exhibitor forfeits any fees already paid to the Organizer.

16. General. Exhibitor must comply with all other applicable federal, state and local laws. Periodic Exhibitor Bulletins, other written and e-mail communications and the Exhibitor Service Kit distributed by the Organizer are considered part of these regulations. All matters and questions not covered by the regulations are subject to the decision of the Organizer. The Organizer may amend these regulations at any time and all amendments that may be made shall be equally binding on the parties affected by them as the original regulations. In the event of any amendments or additions to these regulations, written notice will be given by the Organizer to such Exhibitors as may be affected by them. The Organizer's contract with the host facility supersedes all contracts between Organizer and Exhibitor. By requesting and paying for exhibit space and completing the space agreement, exhibitor agrees to abide by all rules and regulations governing the Research Chefs Associations (RCA) Annual Culinology Expo. It is further understood by the exhibiting organization, that acceptance of these terms constitutes a legally binding contract with RCA, and that no refunds will be given after October 27, 2017.

17. Exhibitor Events. No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during any scheduled RCA Annual Conference activity unless approved in writing by RCA. Exhibitors that are not in accordance with the stated rules may lose their privilege of exhibiting at this and future conferences.

18. Registration. Each Exhibitor will be allowed four (4) complimentary badges per 10'x10' booth. All exhibitors are to register their personnel in advance of the conference. All registered exhibitors must be employees of the exhibiting firm. False certification of individuals as exhibitor representatives, misuse of badges, or any method used to assist unauthorized individuals to enter the conference area or sessions may be sufficient cause for expelling the violators from the conference, barring them from further attendance of any activities or sessions associated with the conference without obligation by RCA for refund of any fees.

19. Release. Exhibitor consents to and authorizes the use, reproduction, and public release, by RCA of any and all recordings in whatever medium, including video, audio, or other transcript, gathered in relation to the conference. Exhibitor agrees all such recordings will be the property of RCA, solely and complete. Exhibitor agrees to obtain sufficient rights and releases from any employees and agents working with Exhibitor at the conference, to grant RCA a perpetual, unrestricted, and royalty-free right to use their likeness, photograph, voice and/or name in the recording including any portion thereof, for advertising, publicity, trade or any other lawful purposes, in any medium now known or hereafter to be developed and do hereby release and forever discharge RCA from any and all claims resulting directly or indirectly from use of the recordings.

20. Cooking Regulations. Electrical cooking equipment, open flame devices, flammable gases, gas operated cooking equipment, and portable heating equipment are prohibited without written consent of the Convention Center. No cooking or heating appliances which are in use may be left unattended in an exhibit booth for any period of time.

21. Sample Regulations. Food and Beverage items are limited to "bite size" and are not to exceed 3 oz. portions. Items dispensed are limited to products manufactured or produced by exhibiting company and must be approved. Samples must be distributed free of charge. Costs associated with the disposal of trash from exhibitor sampling are the responsibility of the exhibitor. Serving alcohol samples at booths is prohibited. A sample authorization request form must be submitted to the Savannah International Trade & Convention Center. RCA reserves the right to dispose of any food items that may pose a health and safety risk (i.e. food that has gone bad due to heat or food that attracts insects).