



Join us for NFC in Atlanta!

As one of Arby's valued vendors, we invite you to become a sponsor of the **2017 Arby's National Franchise Conference, October 2 & 3** to be held at the Loews Atlanta Hotel. Vendors can only attend NFC through the purchase of a sponsorship package or additional sponsorship opportunity listed below. With limited packages available, be sure to secure your spot as soon as possible.

Inspiring Smiles Sponsor - \$100,000 (1):

- Co-branded (Arby's® & Coca-Cola) Conference Bag (Arby's to provide)
- One Coca-Cola branded item in attendee bag (Coca-Cola to provide)
- Full-page ad on back cover in on-site guide*
- Receive recognition on the conference website, materials and signage displayed at the event
- Optional kiosk to meet attendees & hand out materials
- Ten (10) registration passes to the 2017 Arby's National Franchise Conference

Power Up Sponsor - \$35,000 (2):

- Full page ad in on-site guide or event app banner*
- Sponsorship: Product Tasting Lunch and NFC Hotel Room key (Arby's to design)
- Sponsorship: Monday Night Event
 - Part of your sponsorship will include a lit Mega Column & Halo Board – a WOW for all guests
 - VIP Backstage stadium tours
- Receive recognition on the conference website, materials and signage displayed at the event
- Opportunity for one item to be placed in the attendee bags (at sponsor cost)
- Optional kiosk to meet customers & hand out materials
- Four (4) registration passes to the 2017 Arby's National Franchise Conference

Get Amped Sponsor - \$25,000 (1):

- Half page ad in on-site guide or event app banner*
- Branding within Conference Notebook
- Receive recognition on the conference website, materials and signage displayed at the event
- Opportunity for one item to be placed in the attendee bags (at sponsor cost)
- Optional kiosk to meet customers & hand out materials
- Four (4) registration passes to the 2017 Arby's National Franchise Conference

Epic Sponsor - \$20,000 (6 available w/ 2 options):

- Half page ad in on-site guide or event app banner*
- Co-sponsorship of Tuesday evening Reception (3 available - first come, first serve)
 - Sponsors to provide literature materials to be placed out during Welcome Reception
- Co-sponsorship of Tuesday morning Breakfast (3 available – first come, first serve)
 - Sponsors to provide literature materials to be placed out during Breakfast
- Opportunity for one item to be placed in the attendee bags (at sponsor cost)
- Receive recognition on the conference website, materials and signage displayed at the event
- Optional kiosk to meet customers & hand out materials
- Three (3) registration passes to the 2017 Arby's National Franchise Conference

For the Win (FTW!) Sponsor - \$15,500 (1):

- Quarter page ad in on-site guide or event app banner*
- Have your own cheering squad – literally! 4 members of the Atlanta Falcons cheerleading squad will join us at the Monday Evening Party, sponsored by you.
- Receive recognition on the conference website, materials and signage displayed at the event
- Two (2) registration passes to the 2017 Arby's National Franchise Conference

Rapid Fire Sponsor - \$10,000 (2):

- Quarter page ad in on-site guide or event app banner*
- Sponsorship of Morning or Afternoon Break (first come, first served)
- Opportunity for one item to be placed in the attendee bags (at sponsor cost)
- Receive recognition on the conference website, materials and signage displayed at the event
- Two (2) registration passes to the 2017 Arby's National Franchise Conference

Achievement Sponsor - \$5000:

- Quarter page ad in on-site guide or event app banner*
- Opportunity for one item to be placed in the attendee bags (at sponsor cost)
- One (1) registration pass to the 2017 Arby's National Franchise Conference

Additional Sponsorship Opportunities:

Arby's designed and co-sponsored, where applicable.

Conference Items

\$5,000 each - One (1) registration to the 2017 Arby's National Franchise Conference

Hotel Room Door Hangers* (1 available) – Exterior use - Do Not Disturb

- Greet NFC attendees upon arrival at their Loews guest rooms with a customized Door Hanger. Each door will be branded with your logo and message. Or create your own "Do Not Disturb" Hanger. Visibility does not get better than this!

Name Badge Lanyards* (1 available)

- Get constant exposure as attendees wear your logo around their necks! Lanyards are given to all conference participants. Arby's will select the style.

Recharge (2 available) - One (1) registration to the 2017 Arby's National Franchise Conference

- During long conference days, be the reason attendees feel refreshed and revitalized! Choose from the below or create your own!
 - Massage Chairs: Help attendees release those knots in their shoulders! Chair and Massage Therapist included in the sponsorship for one day. Option to have booth days available.
 - Foot Spa: One of the fastest ways to reset is to make sure your feet feel good! Comfy chairs, foot massage devices and spas included in this sponsorship.

Education Mics (5 available)

- During breakouts we plan on having lively interactive conversations. Make sure those are heard by providing branded microphones for people to toss around! Includes customization on 2 of the 4 sides of the microphone, and acknowledgement from stage!

Breakout Sessions

\$10,000 each - One (1) registration pass to the 2017 Arby's National Franchise Conference

Breakout Session Sponsorship (up to 6 available)

- Signage
- Intro Speakers
- Seat Drop in Session

Monday Evening Kick-off event at Mercedes-Benz Stadium

\$2,500 each (up to 4 available) - One (1) registration pass to the 2017 Arby's National Franchise Conference

Atlanta Falcons Drum line Performance

Freddie Falcon Appearance

Ribbon Board Signage

Photo Booth: kiosks and photo frame branding

***deadlines apply / time sensitive**

Contact Liz Klostermann at lklostermann@meetingexpectations.com or 404-477-5140