

MURTEC EXECUTIVE SUMMIT

WWW.MURTECSUMMIT.COM

The ROI of EXPERIENCE

October 28-30, 2019

Four Seasons Scottsdale Troon North

MURTEC Executive Summit brings solution providers together with restaurant leaders in technology, finance, digital, marketing and operational roles for a three-day networking adventure and premium learning experience.

MURTEC Executive Summit stands apart for its ability to break the ice in networking, and break the mold of learning. How do we do it? By creating a relaxed environment conducive to collaborative learning: innovative working sessions, gamified networking, thought-proving speakers, and fun social outings.

Join technology solution providers and restaurant leaders as we explore this year's theme, **the ROI of Experience**. At MURTEC Executive Summit, a bold educational program will help progressive restaurant leaders explore how to invest in and measure success in the experience economy.

100% HIGH OR VERY HIGH SATISFACTION SPONSORS POLLED ON THE SUMMIT

"MURTEC Executive Summit was a great event — high-end content and education, knowledgeable attendees from great brands and an overall engaging, informative event."

Global Hospitality Segment Manager, HP



PRODUCED BY **EnsembleIQ**
SMARTER TO MARKET

2018 ATTENDEES INCLUDED:

- American Blue Ribbon Holdings, LLC
- Bloomin' Brands, Inc.
- Boddie-Noell Enterprises, Inc.
- CKE Restaurants
- Fiesta Restaurant Group, Inc.
- Firehouse Subs
- Five Guys
- Focus Brands
- Hooters of America, LLC
- IPC, A Subway Franchisee Owned Organization
- Noodles & Company
- P.F. Chang's
- Pei Wei
- Potbelly Sandwich Shop
- Rock and Brews
- Sizzler USA
- Sonic
- Steak 'n Shake Enterprises, Inc.
- TGI Fridays
- Tumbleweed Tex Mex Grill & Margarita Bar

47% of restaurants plan to increase tech spending this year!

ATTENDEE PROFILE

BY TITLE

38%
C-level

21%
VPs

41%
Director/Other

BY JOB FUNCTION

65%
Technology Executives

35%
Line-of-Business Executives

TITLE SPONSOR

EXCLUSIVE OPPORTUNITY
ONLY 1 SPOT AVAILABLE\$40,000_{NET}

- Exclusive sponsorship of an educational workshop, open to all restaurant executive attendees. Facilitated with *HT*, the workshop gives the sponsor an opportunity to share objective thought leadership and lead group discussions. Content to be approved by *HT*.
- Participation for one sponsor attendee at the MURTEC Executive Summit Diamond Dinner. *HT* hosts this invitation-only event that includes speakers, MURTEC advisory council members, and select VIPs.
- Ability to room drop materials or mementos to attendees (item and expenses responsibility of sponsor)
- Four conference passes for sponsor staff
- Exclusive sponsorship of lanyards with your logo on all show badges
- VIP & comp offers: Four comp registration invitations and three VIP invitations (complimentary registration and two hotel nights) for qualified restaurant operators to attend the Summit. Submit requests early for best results. VIP hotel rooms are based on availability at time of signing sponsorship agreement and are not guaranteed. All VIP and comp offers are made by *HT* on the sponsor's behalf to qualified restaurant operators.
- Logo branding on Summit promotional materials and signage
- Exclusive leaderboard ad on any two editions of MURTEC direct eNewsletter
- One custom content asset plus logo branding in the MURTEC Executive Summit Review, publishing in December.
- Opportunity to submit content (press release, case study, etc.) for MURTEC Executive Summit eNewsletter and *HT* website.

BREAKTHROUGH
AWARDS SPONSOREXCLUSIVE OPPORTUNITY
ONLY 1 AVAILABLE\$35,000_{NET}

- Exclusive sponsorship of the Breakthrough Awards. This multimedia program includes several months of branding and exposure, including call-for-nominations, on-site awards presentation, and post-event coverage. (Editorial deadlines apply)
 - Opportunity to co-host the on-stage awards program at the Summit.
 - Exclusive sponsorship of the awards reception on Tuesday evening, including on-site signage. Optional: sponsor may arrange for reception enhancements/giveaways at sponsor's expense; pre-approval from event organizers required.
 - Exclusive sponsorship of a MURTEC Executive Summit "Idea Exchange"
- discussion table, taking place during one of the Summit's scheduled meals. Sponsor supplies topic for a roundtable discussion amongst attendees, and can position up to two company personnel at the table to share ideas and participate in non-promotional thought leadership conversations. *HT* promotes and recruits attendance for Idea Exchange table and appoints moderator. Topic must be approved by *HT*.
- Three conference passes for sponsor staff
 - VIP & Comp Host offers: Four comp registration invitations and two VIP invitations (complimentary registration and two hotel nights) for qualified restaurant operators to attend the Summit. Submit requests early for best results. VIP hotel rooms are based on availability at time of signing sponsorship agreement and are not guaranteed. All host offers are made by *HT* on the sponsor's behalf to qualified restaurant operators.
 - Logo branding on Summit promotional materials and signage
 - Opportunity to submit content (press release, case study, etc.) for MURTEC Executive Summit eNewsletter and *HT* website.
 - One custom content asset plus logo branding in the MURTEC Executive Summit Review, publishing in December.
 - Awards media coverage in the MURTEC Executive Summit Review and *HT* website and print magazine.

SOLD OUT

RESTAURANT TECHNOLOGY NETWORK
AT MURTEC EXECUTIVE SUMMIT

The Restaurant Technology Network (RTN) is a membership community solely dedicated to the restaurant technology industry. Through access to valuable benefits and powerful connections, RTN members shape industry standards and share technical guidance to help restaurateurs run successful businesses and better serve their customers.

RTN — a sister brand to Hospitality Technology — will be cooking up industry excitement at the MURTEC Executive Summit! Updates on the progress of RTN workgroups, insights from RTN leadership and board members, and more.

RTN Members that sponsor MURTEC Executive Summit will enjoy these benefits:

- One additional badge for your technology executive to attend MURTEC Executive Summit (must be for IT development, engineering, or similar role).
- Branding for RTN members via on-site signage, member pins, and ribbons
- Mentions in RTN Industry update (from the stage), and press releases
- Private luncheon for those individuals who sit on the RTN Vendor Advisory Council and RTN Board of Governors
- Plus, stay up-to-date on RTN workgroups and content taking place at the event!



**Restaurant
Technology
Network**
join. share. thrive.





PLATINUM SPONSOR

\$25,000_{NET}

ONLY 6 AVAILABLE

A Platinum sponsorship package offers sponsors the choice of one of three premium experiences at the Summit, plus a host of additional sponsor benefits. Select from a private golf outing, a private desert tour, or a panel speaking spot for your subject matter expert!

Choose Platinum Package A, B, or C

Platinum Package A: Panel Sponsor (2 available)

Secure a panel speaking role for your executive subject matter expert. Showcase your thought leadership to Summit attendees in this highly-exclusive opportunity! *HT*'s editorial team will work with your speaker to prepare high-value discussion topics. The speaker will be promoted in pre-show materials. Panelists may include additional platinum panel speaker representatives and/or industry executives. Panel theme, placement and content are subject to *HT* editorial approval.

Platinum Package B: Golf Sponsor (2 available)

Be one of just two sponsors participating in the Summit Golf Outing! This exclusive program gives sponsors the opportunity to golf with restaurant attendees at the beautiful Troon North Golf Club. This golf club stands as the hallmark of the desert golf experience, stretching through ravines and foothills in the Sonoran desert. Golf package includes:

- 3 golf passes for your staff (must be registered sponsor attendees of Summit under badge allotment)
- Golf Outing on Monday, October 28th, including transportation, complimentary beverage cart, and boxed lunch provided on carts (club rentals not included)
- Choice of exclusive branding of either golf towels or golf balls.
- Optional: sponsor may arrange for additional giveaways at sponsor's expense; pre-approval from event organizers required.
- Platinum-level branding as a sponsor of the golf outing on pre-show and on-site materials
- Note that specific golf pairing requests may be made, but cannot be guaranteed

Platinum Package C: Jeep Adventure Tour Sponsor (2 available)

Be one of just two sponsors with access to this exciting off-road adventure! Join Summit attendees in a private Jeep outing to explore the wonder of the Sonoran Desert. Cowboy guides offer information about the unique flora and fauna, thrilling nature lovers and adventure seekers alike! Desert Jeep Adventure Package Includes:

- Private Jeep tour, which includes *HT* staff, your sponsor staff, and Summit attendees. (Each sponsor has private 12-person Jeep)
- 3 passes to Jeep tour for your staff (must be registered attendees of Summit under your sponsor badge allotment)
- Platinum-level branding as sponsor of the Desert Jeep Adventure Tour
- Optional: sponsor may arrange for giveaways at sponsor's expense; pre-approval from event organizers required.
- Note that specific tour participant requests may be made, but cannot be guaranteed

PLUS, THESE PLATINUM SPONSOR BENEFITS!

- Three conference passes for sponsor staff
- VIP & comp offers: Four comp registration invitations and two VIP invitations (complimentary registration and two hotel nights) for qualified restaurant operators to attend the Summit. Submit requests early for best results. VIP hotel rooms are based on availability at time of signing sponsorship agreement and are not guaranteed. All VIP and comp offers are made by *HT* on the sponsor's behalf to qualified restaurant operators.
- Logo branding on Summit promotional materials and signage
- One custom content asset plus logo branding in the MURTEC Executive Summit Review, publishing in December.
- Opportunity to submit content (press release, case study, etc.) for MURTEC Executive Summit eNewsletter and *HT* website.

GOLD SPONSOR

\$22,000_{NET}

ONLY 6 AVAILABLE

- Selection of one sponsorship item, such as: keynote speaker package, breakfast package, lunch package, networking breaks package, Monday night reception, registration desk package, or WiFi package.
- Exclusive sponsorship of a MURTEC Executive Summit "Idea Exchange" discussion table, taking place during one of the Summit's scheduled meals. Sponsor supplies topic for a roundtable discussion amongst attendees, and can position up to two company personnel at the table to participate in non-promotional thought leadership conversations. *HT* promotes and recruits attendance for Idea Exchange table and appoints a moderator. Topic must be approved by *HT*.

- Three conference passes for sponsor staff
- VIP & Comp Host offers: Four comp registration invitations and one VIP invitation (complimentary registration and two hotel nights) for qualified restaurant operators to attend the Summit. Submit requests early for best results. VIP hotel rooms are based on availability at time of signing sponsorship agreement and are not guaranteed. All host offers are made by *HT* on the sponsor's behalf to qualified restaurant operators.
- Logo branding on Summit promotional materials and signage
- Opportunity to submit content (press release, case study, etc.) for MURTEC Executive Summit eNewsletter and *HT* website.

SILVER SPONSOR **\$16,000** NET

ONLY 12 AVAILABLE

- Two conference passes for sponsor staff
- Comp Host offers: Four complimentary registrations for qualified restaurant operators to attend the Summit, offered by *HT* on the sponsor's behalf. Submit requests early for best results.
- Logo branding on Summit promotional materials and signage
- Opportunity to submit content (press release, case study, etc.) for MURTEC Executive Summit Newsletter and *HT* website.

2018 SPONSORS

- Appetize Technologies, Inc.
- Cybera
- Epsilon
- Fortinet Inc.
- HP
- Hughes
- Level 10, LLC
- Merchant Link
- NovaDine
- Plate IQ
- Posiflex
- Qu
- Restaurant365
- Retail Data Systems - SE
- Revention
- Rosnet
- SmartSense by Digi
- Ventus
- Zenreach

ENHANCE YOUR SPONSORSHIP WITH DIGITAL ATTENDEE ENGAGEMENT!

LIMITED INVENTORY!

\$6,500 NET

- One email to Summit attendees to drive engagement pre- or post show (sponsor choice of one email, sent in the weeks before or immediately following the event). Sponsor to supply content. This can be a lead generation asset to further nurture leads surrounding the Summit, a special offer, or other content. Content can be co-branded with *HT*.

- One month premium ad placements on *HT*'s website.
- Remarketing impressions for *HT* website visitors
- Video interview between *HT* and a sponsor, conducted live on-site at MURTEC Executive Summit. Content to focus on relevant trends and updates from the Summit. *HT* will provide file to sponsor. Excellent content for sharing on social media!

MURTEC Executive Summit Sponsor Packages

	TITLE (1 AVAILABLE)	BREAKTHROUGH AWARDS (SOLD OUT)	PLATINUM (6 AVAILABLE)	GOLD (6 AVAILABLE)	SILVER (12 AVAILABLE)
Special Benefits	<ul style="list-style-type: none"> • Workshop • Summit Diamond Dinner invitation • Lanyards • Room drop option 	<ul style="list-style-type: none"> • Awards programs media campaign • Co-host live awards program • Awards reception 	Sponsor's choice of one of the following: <ul style="list-style-type: none"> • Panel speaking spot for your executive • Golf outing (open to restaurant execs & golf sponsors only) • Jeep tour (open to restaurant execs & tour sponsors only) 	Choice of sponsorship item such as WiFi, registration desk, breakfasts, lunches and more. (Contact <i>HT</i> for full list).	
Idea Exchange Discussion Table		Yes		Yes	
Sponsor Badges	4	3	3	3	2
Host Offers*	3 VIPs & 4 Comps	2 VIPs & 4 Comps	2 VIPs & 4 Comps	1 VIP & 4 Comps	4 Comps
Print/Digital Media	1 custom asset in recap Logo branding in recap Content submission for MES news coverage 1 leaderboard ad in two MES Direct eNLs	1 custom asset in recap Logo branding in recap Content submission for MES news coverage Awards media campaign	1 custom asset in recap Logo branding in recap Content submission for MES news coverage	Logo branding in recap Content submission for MES news coverage	Logo branding in recap Content submission for MES news coverage
Investment	\$40,000 NET	\$35,000 NET	\$25,000 NET	\$22,000 NET	\$16,000 NET

* Subject to hotel availability at time of signing. Sign up early for best results!

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ABOUT THE VENUE

FOUR SEASONS SCOTTSDALE TROON NORTH

A venue that matches the luxury of its experience with the expectations of our executive participants. In the cooling foothills of Pinnacle Peak, Four Seasons offers a truly handcrafted desert resort – and a meeting environment immersed in sun-drenched weather and astonishing scenery. Enjoy two-world class golf courses, hiking and a multitude of other recreational opportunities to inspire, refresh and delight.



Contact your Representative Today!

We are delighted to work with you as a marketing partner. Please contact your representative to discuss how to maximize your visibility, ROI and contacts at this unique event.

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ABOUT HOSPITALITY TECHNOLOGY

Hospitality Technology is the only media and predictive intelligence resource exclusively dedicated to helping both hotel and restaurant operators better employ technology to improve the performance of their businesses. Technology service providers leverage HT to connect with hotels and restaurants in meaningful ways to build stronger and more productive business relationships. The HT audience includes key corporate and franchise IT stakeholders across technology, digital, finance, marketing, operations, and senior executives.