



2021 AT-A-GLANCE CIA LEADERSHIP PROGRAMS

LEADERSHIP PROGRAM	HEALTHY KITCHENS, HEALTHY LIVES®	GLOBAL PLANT-FORWARD CULINARY SUMMIT	THOMAS KELLER GOLF CLASSIC	MENUS OF CHANGE®	HEALTHY MENUS R&D COLLABORATIVE	MENUS OF CHANGE UNIVERSITY RESEARCH COLLABORATIVE	LATIN AMERICAN CUISINE SUMMIT	WORLDS OF FLAVOR®	HEALTHY KIDS COLLABORATIVE	ALUMNI EVENTS 75 YEARS OF EXCELLENCE
WEBSITE	healthykitchens.org	plantforwardkitchen.org	ciachef.edu/golf	menusofchange.org	ciahealthymenus.com	mocolaborative.org	ciaprochef.com/arriba	worldsofflavor.com	ciahealthykids.com	ciaalumninetwork.com
DATES	February 3–5, 2021	March 30–April 1, 2021	June 13–14, 2021	June 22–24, 2021	August 24–26, 2021	October 4–6, 2021	October 13–14, 2021	November 3–5, 2021	December 7–9, 2021	Ongoing throughout the year
DESCRIPTION	Convenes healthcare professionals for a unique continuing medical education conference exploring the latest in nutrition research paired with interactive workshops focused on delicious, healthy recipes and techniques for healthcare professionals and their patients.	A deep dive into culinary inspiration and menu R&D strategy for this significant global food movement, building on the work of our Menus of Change initiative and inspired by the global cultures focus of our long-running Worlds of Flavor conference.	Benefit dinner and live auction at Copia followed by golf the next day at Silverado Resort and Spa—all to raise vital scholarship funds for students with the help of CIA friend and renowned chef Thomas Keller.	Ground-breaking summit that gathers leaders in high-volume foodservice, business, public health, and environmental sciences together to develop business-friendly solutions to today's most pressing public health and environmental concerns in the food world.	High-volume foodservice operators collaborate to leverage their unique combination of influence and experience with the single-minded goal of developing practical solutions that help expand the availability and sales of healthy menu choices.	A collaboration of forward-thinking scholars, foodservice business leaders, executive chefs, and administrators from invited colleges and universities who are moving people toward healthier, more sustainable, delicious foods using research, education, and innovation.	A meeting with renowned chefs, restaurateurs, and winemakers from Latin America joining foodservice industry leaders from around the U.S. to focus on the culinary heritage, contributions, and flavor trends from specific countries or regions each year.	An exploration of global cuisines that are reshaping American palates and our industry. The International Conference & Festival is widely acknowledged as our country's most influential professional forum on world cuisines, food cultures, and flavor trends.	A unique collaboration between school nutrition professionals, school chefs, and suppliers to create and advance culinary-driven, healthier foods in K-12 schools; discover flavor and menu strategies; highlight successes and best practices; and develop training protocols.	Sponsorship opportunities—such as Alumni Weekend and regional receptions—that allow companies to develop relationships with CIA alumni and friends in every segment of the culinary world, from established food and beverage leaders to up-and-coming chefs.
SPONSORSHIP LEVELS	Exhibitor Levels Sustainability \$35,000 Bronze \$20,000 Copper \$15,000 Supporting \$10,000 Contributing \$7,500 Corporate \$5,000 Academic Grant Levels \$5,000–\$50,000	Premium Gold \$40,000 Gold \$30,000 Bronze \$20,000 Supporting \$10,000 Corporate \$5,000	Platinum \$50,000 Eagle \$25,000 Birdie \$15,000 Foursome \$7,500 Hole \$5,000 Various Course Opportunities \$5,000	Premium Gold \$40,000 Gold \$30,000 Bronze \$20,000 Supporting \$10,000 Corporate \$5,000	Annual Corporate Membership \$30,000	Annual Collaborative Sponsor \$17,500	Presenting \$20,000 Supporting Summit \$7,500 Corporate \$5,000	Grand Presenting \$150,000 Presenting \$100,000 Grand Platinum \$75,000 Platinum \$50,000 Premium Gold \$40,000 Gold \$30,000 Silver \$25,000 Bronze \$20,000 Supporting \$10,000 Corporate \$5,000	Corporate Memberships Premier Gold \$35,000 Premier Silver \$25,000 Associate \$15,000	Presenting \$20,000 Supporting \$10,000 Corporate \$5,000 Patron \$2,500
VENUE	Virtual	Virtual	CIA at Copia and Silverado Resort & Spa	Virtual	CIA at Copia	Stanford University	CIA San Antonio	CIA at Copia	CIA at Copia	Worldwide
PRESENTING PARTNER	Harvard T.H. Chan School of Public Health, Department of Nutrition	CIA Exclusive	Thomas Keller	Harvard T.H. Chan School of Public Health, Department of Nutrition	CIA Exclusive	Stanford University	CIA Exclusive	CIA Exclusive	CIA Exclusive	Our sponsors
AUDIENCE	HEALTHCARE 500+ physicians, dietitians, and other health care professionals	FOODSERVICE 500+ chefs, foodservice operators, and other food experts	FOODSERVICE 120+ industry leaders including celebrity chefs, vintners, CIA leadership and alumni, and food and golf enthusiasts.	FOODSERVICE 500+ culinary and F&B leaders, executives from sustainability and health sectors, researchers, and NGOs	FOODSERVICE 35–40 operators, with an emphasis on the chain sector and other volume leaders	COLLEGE AND UNIVERSITY FOODSERVICE More than 250 representatives from 60+ institutions participate in the collaborative, with 80–90 members at the Annual Meeting	FOODSERVICE 250 leading chefs and top-level foodservice professionals interested in increasing their knowledge of regional Latin American cuisine.	FOODSERVICE 600 leading chefs, foodservice executives, and culinary professionals	K-12 FOODSERVICE 30–35 leaders from independent school districts and contract management organizations	FOODSERVICE AND BUSINESS LEADERS 60–600 members of our industry's elite inner circle and dedicated food enthusiasts
OPPORTUNITY TO EXHIBIT	•	•		•		•	•	•	•	•
OPPORTUNITY TO PRESENT		•		•	•		•	•	•	