

# Session Proposal

## Submission Guidelines

2020 National Restaurant Association Show

May 16 – 19, 2020, Chicago, IL

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## **Education Session Proposals Overview**

The National Restaurant Association Show welcomes the submission of quality and original session proposals for presentation at the 2020 National Restaurant Association Show (Show 2020).

### **Session Programming Goals**

The Show will continue to expand upon its' long-standing history of offering the best and most comprehensive educational program by:

1. Providing cutting-edge, top quality programming by leading food industry professionals.
2. Offering relevant content on key focus areas facing foodservice professionals, consumers and the industry.
3. Presenting the latest trends and hot topics with applicable takeaways attendees can use in their own work.
4. Maximizing the attendee value through interactive learning formats.

### **Why Present?**

Each year sessions attract thousands of food industry professionals to gather and share information about the newest innovations, the latest trends and issues in foodservice and restaurant operations.

Sessions are highly desired by attendees, drawing on average more than 100 attendees per session. Attendees are foodservice buyers representing a wide variety of markets from casual dining and quick service, to fine dining, bars and breweries, non-commercial foodservice and lodging.

# Session Proposal Submission Guidelines

This section provides information to anyone planning to submit a proposal for consideration for Show 2020. Successful proposals must incorporate quality factors listed below.

## **Submission Process**

Submitters need to submit a full proposal form for review. This includes complete session descriptions and learning objectives and identify all speakers (in addition to submitter/contact if applicable). This submission process will allow the Show Programming Team to make informed decisions when reviewing and selecting proposals.

If submitters are proposing multiple speakers in a session, submitters are required to identify all speakers in the proposal submission site (entering speaker name, title, company, contact information and biography), as the submitter please make sure to confirm with the speaker(s) on availability and topic prior to submitting the proposal.

## **Selection Criteria**

The Show reserves the ultimate right to select session proposals submitted for review based on quality factors including, but not limited to:

- Relevancy to the foodservice industry
- Innovation
- Audience engagement
- Practical application of educational content
- Pertinence to target audience(s)

Any session proposal submitted not meeting the quality factors will not be selected.

## **Topics for Show**

The topics below are representative of the topics presented at the 2019 National Restaurant Association Show and are similar areas of focus we will carry forward into Show 2020.

- **Hiring & Retention:** Learn about issues, concerns, and opportunities for advancement in employment across the industry. Create a stronger workforce that helps you increase profits.
- **Tech & Innovation:** Discover the latest business solutions that will shape the future of foodservice. Navigate innovations and technology tools to enhance your operation.
- **Beverage/Alcohol:** Find the latest trends and insights to keep your beverage program on the cutting edge.

**Submission  
Deadline**

September 20, 2019

**Status  
Notifications Sent  
to Submitters**

November 11, 2019

- **Marketing Matters:** Attract customers and keep them coming back. From marketing to menu pricing, learn business strategies to remain top of mind to today's consumer and drive profit in this competitive industry.
- **Culinary Insights:** Gain insights through culinary-focused education and discover the latest in food trends, menu development, cannabis, and more.

You are welcome to submit any topic of your choice if you feel it would appeal to a significant portion of the Show audience.

### **Session Length**

Sessions on the expo floor are either 30 or 45 minutes. The Show Programming Team will verify with you the session length and work with you to develop your session accordingly should your proposal be accepted. In addition, the programming team will work with all speakers to ensure sessions are engaging and incorporate interaction with the audience.

### **Defining Roles**

**Contact** - *the individual who submits the session proposal. If the proposal contact is proposing additional speakers, speaker names, contact information, email addresses, and short bios will be required in the session proposal. If the contact is a speaker you can add that as well.*

**Speaker** – *the individual(s) who will present the session at the show. Speakers are identified in the proposal submission.*

**Panel** – *a group of up to 3 speakers in a panel discussion, plus 1 moderator. Speakers are identified in the proposal submission.*

**Moderator** – *the individual who introduces the speaker(s) and/or moderates a panel discussion. For a proposed panel session, the moderator is identified in the proposal submission.*

Speakers and moderators (if identified as part of a panel session) will not be notified of the proposal submission. As the submitter or proposal contact please make sure to confirm with the speaker on availability and topic prior to submitting the proposal. If the proposal is accepted the Show Programming Team will reach out to each speaker to begin session planning and logistics.

### **Terms and Conditions**

If the session is accepted, all speakers identified in the session proposal will be asked to complete the Terms and Conditions Agreement, including acknowledgement of important deadlines, agreeing to follow standard presentation protocols such as no selling during the session, acknowledgment of the Show reserving the right to audio or videotape the presentation and distribute the presentation materials in PDF format.



***See Appendix A for a copy of the Terms and Conditions Agreement***

## **Session Proposal Review Process**

Session proposals will be reviewed upon the close of the Call for Proposals on September 20, 2019.

### **Session Proposal Review Process**

Session proposals will be reviewed by the Show Programming Team and industry experts as needed to determine the most qualified submissions for acceptance.

- The proposal submitted through the submission site will be used to evaluate the session's merit.
- Show Programming Team will notify submitters as to the status of their proposal by November 11, 2019.
- For accepted proposals, the Show Programming Team will confirm speakers and moderators (if identified in the proposal) and provide a timeline of information that will need to be collected leading up to the 2020 Show.



**See Appendix B for more information on the dates associated with this process.**

## Session Submission Process Summary

Below is a detailed step-by-step process on how to submit a session proposal.

Refer to Appendix C for a checklist of information that will be collected during the submission process.

### **Proposal Submission**

1. From now through September 20, 2019 submitters will be able to complete the online session submission form available at <https://www.nationalrestaurantshow.com/event-info/2020-call-for-proposals>.
2. **Review the checklist of questions/fields that are required for submission in Appendix C.** This will enable submitters to prepare their session proposals prior to submitting online if they prefer.
3. Identify ways to engage your audience to maximize the impact of your proposed session (i.e. case studies, scenario-based exercises, discussions, group work, etc.)
4. If proposing multiple speakers, talk to prospective speakers to gauge their interest. Submitters must confirm speakers and hold the dates of Show 2020 from May 16-19, 2020 in case the submission is accepted.
5. Confirmed speaker names and contact information: speakers' qualifications and biographies are required at time of submission. "TBD" is not an acceptable response on the submission form and your proposal will be considered incomplete and will not be reviewed.
6. All session proposals are due no later than 5:00 pm Central September 20, 2019. **No late submissions will be accepted.** All submissions must be completed online through the Call for Proposal Dashboard.
7. Submitters will be notified of the status of their submission by November 11, 2019.

### **Terms and Conditions Agreement**

1. By November 11, 2019, speakers will be notified of their accepted session(s). Speakers will be asked to:
  - Confirm acceptance to present– **please check your junk or spam folder for your confirmation from [programming@winsightmedia.com](mailto:programming@winsightmedia.com) if you do not receive an email in your inbox**
  - Verify speaker details e.g. contact information, biography, and complete terms & conditions agreement

**Signed Terms & Conditions Agreements are due by January 9, 2020.**

2. By April 29, 2020 speaker PowerPoint presentations must be uploaded into the presentation management system for review by the Show Programming Team.

## Frequently Asked Questions

Below are some of the most frequently asked questions during the session proposal submission process, with references to additional information in this set of guidelines.

### **1. When is the deadline to submit session proposals?**

Session proposals are due by 5:00 pm Central September 20, 2019. Late submissions will not be accepted.

### **2. Can I make changes after the session proposal submission deadline?**

After the deadline and after you submit your application, submitters will not be allowed to make any changes. If the proposal is accepted, you will then be allowed to make very minor changes and/or changes suggested by the Show Programming Team.

### **3. When will I hear if my session proposal was accepted for presentation?**

Submitters will be notified by November 11, 2019.

### **4. Does submitting a session proposal guarantee acceptance?**

Unfortunately, it does not. Session proposals are reviewed based on the quality factors outlined in these guidelines. Any sessions submitted not meeting the quality factors will not be selected.

In some cases, session proposals that satisfactorily meet these requirements will also not be selected due to limited program space and the higher quality of competing session proposal submissions.

*For detailed information review the [session quality criteria](#) in these guidelines.*

### **5. If submitting a session proposal does not guarantee acceptance, how do I handle asking other potential speakers I want to have present (if I'm not the speaker)?**

When organizing a submission proposal, it is important to contact potential speakers, discuss your ideas, assess interest and note the possibility that it may be selected as a session. It is common practice of professional, business trade and technology scientific, medical, and association events to not guarantee acceptance prior to the proposal's review. It is also industry standard to collect pertinent information (e.g., proposed speaker names, topics, descriptions) to make an informed decision during the review process. Individuals who are used to speaking typically understand that many factors may influence whether a session is ultimately accepted or not.

### **6. How do I submit a session proposal?**

Review the "[Session Submission Process Summary](#)" section of these guidelines for more information and the respective appendices. Visit

<https://www.nationalrestaurantshow.com/> to access the Call for Proposals web page. These submission guidelines are available on the web page.

**7. What if I am having technical difficulties submitting my session proposal?**

Contact the Show Programming Team by email at [programming@winsightmedia.com](mailto:programming@winsightmedia.com). While waiting for a response make sure to use our *'Pick Up Where You Left Off'* feature to send yourself a link to the proposal to be edited and submitted at a later date.

## **Contact Information**

**Call for Proposal questions or trouble submitting?**

Programming Team, National Restaurant Association Show  
Winsight Exhibitions

E-mail: [programming@winsightmedia.com](mailto:programming@winsightmedia.com)

# Appendix

## Appendix A: Terms and Conditions Agreement

### Terms & Conditions for Speakers at National Restaurant Association Show 2020

Please review all sections of the preliminary Terms & Conditions. Also note, terms and conditions are subject to change.

#### Use of Education Stage & Exhibitor Participation:

National Restaurant Association strives to maintain the highest level of credibility for the education program.

- A. **NO SELLING** of any kind can occur. However, speakers may offer business collateral to interested parties after their session and contact them at a later date.
- B. Education Sessions are **NOT** to be used as a sales platform for any speaker's company, products, or services. Room monitors have been trained to politely halt speakers from this practice if the situation arises during their presentation.

#### Session Handouts & PowerPoint Presentations:

- **April 29, 2020:** Speakers upload draft presentations (PowerPoint) and any handouts to share with attendees in the Speaker Dashboard.  
***NOTE:** As the speaker, if you would like to provide printed copies of any presentation materials for your attendees, you will need to produce and bring them with you. Show organizers will not reproduce materials. Your final presentation and any handouts will be available to attendees (in PDF format) to view online.*
- **April 29 – May 5, 2020:** Presentations reviewed by programming staff for quality; revisions may be requested pending review
- **May 6, 2020:** Speakers notified of any requested revisions
- **May 6-10, 2020:** Speakers may make minor revisions and any requested changes to presentations.
- **May 10, 2020:** Speakers re-upload final presentations to the Speaker Dashboard.  
*If no changes are made to the presentation uploaded on April 29, there will be no need to re-upload files. No changes may be made to presentations after May 10, 2020.*
- **At the Show (May 16-19):** Speaker presentations will be ready for display at the scheduled day and time of the session in assigned presentation area. Speakers do not need to bring their computer to present.

#### Speaker Promotion:

As a confirmed speaker at National Restaurant Association Show 2020, we ask for your assistance promoting your session. We would like you to create a 30-60 second video (can be as simple as using your phone to video record) highlighting key takeaways your audience will get from your session. The Show programming staff will follow up with you regarding this video and will be happy to provide an example. Once we have your video, we will promote through Show marketing materials, and ask you to share through your marketing channels as well.

#### National Restaurant Association Show 2020 Video & Audio Authorization:

I grant show organizers the right to record, duplicate, distribute, and post my presentation delivered at this event, in any and all media now existing or hereafter developed, throughout the world. In consideration of permitting me to present, I acknowledge that I have the right to and do hereby grant to National Restaurant Association Show and its affiliated organizations a worldwide, royalty free right and license to reproduce, distribute, and post the recording as well as any written material (PDF format) I submit in connection with my presentation, in whole or in part, in any media. I also agree to assume full and complete responsibility for the contents of my presentation and the materials submitted in connection there with and will indemnify and make whole National Restaurant Association Show and its affiliated organizations for any loss or liability imposed on them resulting therefrom.

## **Appendix B: Timeline**

07/09/2019	Call for Session Proposals opens online
09/20/2019	Call for Session Proposals closes
09/20/2019 - 11/11/2019	Session Proposal review process
By 11/11/2019	Submitters will be notified of status of submission
11/18/2019	Speakers are notified by Show Programming Team. Speakers in accepted sessions will be required to confirm their participation.
11/18/2019 – 1/9/2019	Speakers of accepted sessions are asked to confirm their participation by accepting the Speaker Terms & Conditions Agreement in their Speaker Dashboard
4/29/2019	PowerPoint presentations due and must be uploaded electronically for review by Show Programming team
5/10/2019	Final PowerPoint presentations due and must be uploaded electronically with changes made as requested by Show Programming team
5/16/2019 – 5/19/2019	2020 National Restaurant Association Show – Chicago, IL

## Appendix C: Session Proposal Checklist

Below is the information that will be requested from submitters in the session proposal submission. Submitters will be notified if their session is accepted by November 11, 2019. **The deadline to submit a session proposal is September 20, 2019.** \*Indicates required items to be completed.

Create a Session Proposal	
<b>Step 1: Proposal</b>	
Title/Body	
	*Enter your session title.
	*Select the proposal type – session or panel with up to three panelists
	*Enter your session description and three learning objectives.
Details	
	*State whether the session has been presented elsewhere in the past two years and describe what is unique or novel in the topic being proposed.
	*State what percentage of the session will be interactive and how the audience will be engaged throughout.
	Indicate if the session will need additional A/V and what A/V you are requesting.
Reference Materials	
	Upload videos of prior presentations, past speaker survey results or additional information you'd like to have considered along with your proposal.
Area of Focus of the Session	
	*In the proposal application you will be asked to designate an area of focus to the session topic you have submitted. These areas of focus are based on the tracks we had for Show 2019 and are themes we will carry over to Show 2020.
<b>Step 2: Add Proposal Contact</b>	
	*Add who the main point of contact for the proposal will be. The Proposal Contact can be a speaker also. The contact will be the one receiving the submission status.
<b>Step 3: Add Proposal Speakers/Moderators and Submit Proposal</b>	
	*Add all confirmed speakers in this step, including speaker job title, company, contact information and biography. If you are submitting a Panel session, be sure to add a confirmed moderator. *Submit your submission by September 20, 2019. Once you have submitted your proposal in Step 3 you can <b>NOT</b> go back and edit it.