Session Proposal
Submission Guidelines

2021 National Restaurant Association Show

May 22 – 25, 2021
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 2021 National Restaurant Association Show (Show 2021).

Session Programming Goals
For over a century, the National Restaurant Association Show has served the needs of the foodservice industry by developing education tracks and topics that address the most pertinent issues to our community. In 2021, the Show returns with renewed energy as the restaurant community seeks thought leadership, ideas, and inspiration to reimagine foodservice.

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.

If selected as a speaker, you will gain visibility in the industry and contribute to the advancement of your profession. Your experience and perspective may help your peers answer their biggest questions, build their business, and strengthen the industry in these unprecedented times.
Session Proposal Submission Guidelines

This section provides information to anyone planning to submit a proposal for consideration for Show 2021. 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:
  o Relevancy to the foodservice industry
  o Innovation
  o Audience engagement
  o Practical application of educational content
  o 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 education focus areas for Show 2021.

- **Culinary Insights:** Through culinary-focused education, explore the latest in food trends, menu insights and optimizations to boost sales, and more.

- **Operations Solutions:** Find strategies to improve operational efficiencies, maximize ROI, and navigate today’s new business realities.

- **The New Consumer:** Learn new consumer trends, insights and preferences to successfully market your brand and connect with today’s evolving consumer.

- **Tech & Innovation:** Discover the latest technology innovations that will shape the future of foodservice and enhance your operation.
• **Trends in Adult Beverage**: From off-premise revenue opportunities to what’s trending in beer, wine and spirits, gain business insights to maximize your beverage program.

• **Workforce Development**: Learn about issues, concerns, and opportunities for advancement in employment across the industry. From hiring & retention, to diversity & inclusion, create a stronger workforce to strengthen your business.

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 18, 2020.

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 9, 2020.
- 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 2021 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 18, 2020 submitters will be able to complete the online session submission form available at https://www.nationalrestaurantshow.com/.

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 2021 from May 22-25, 2021 in case the submission is accepted.

5. Confirmed speaker names, 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 CST September 18, 2020. 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 9, 2020.

Terms and Conditions Agreement

1. By November 9, 2020, 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 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 December 14, 2020.**

2. By April 30, 2021 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 CST September 18, 2020. 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 9, 2020.

4. Does submitting a session proposal guarantee acceptance?
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. 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
Appendix
Appendix A: Terms and Conditions Agreement

Terms & Conditions for Speakers at National Restaurant Association Show 2021

Please review all sections of the preliminary Terms & Conditions. 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 digital 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 30, 2021: Speakers upload draft presentations (PowerPoint) and any digital materials to share with attendees in the Speaker Dashboard.
     NOTE: As the speaker, if you would like to provide digital copies of any presentation materials for your attendees, you will need to upload them yourself to the Speaker Dashboard. Show organizers will not manage materials. Your final presentation and any digital materials will be available to attendees (in PDF format) to view online.

   • April 30 – May 9, 2021: Presentations reviewed by programming staff for quality; revisions may be requested pending review

   • May 10, 2021: Speakers notified of any requested revisions

   • May 10-14, 2021: Speakers may make minor revisions and any requested changes to presentations.

   • May 14, 2021: Speakers re-upload final presentations to the Speaker Dashboard.
     If no changes are made to the presentation uploaded on April 30, there will be no need to re-upload files. No changes may be made to presentations after May 14, 2021.

   • At the Show (May 22-25): 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 2021, 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 record) highlighting key takeaways the 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 2021 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/03/2020</td>
<td>Call for Session Proposals opens online</td>
</tr>
<tr>
<td>09/18/2020</td>
<td>Call for Session Proposals closes</td>
</tr>
<tr>
<td>09/18/2020 - 10/30/2020</td>
<td>Session Proposal review process</td>
</tr>
<tr>
<td>By 11/9/2020</td>
<td>Submitters will be notified of status of submission</td>
</tr>
<tr>
<td>11/9/2020</td>
<td>Speakers are notified by Show Programming Team. Speakers of accepted sessions will be required to confirm their participation.</td>
</tr>
<tr>
<td>11/9/2020 – 12/14/2020</td>
<td>Speakers of accepted sessions are asked to confirm their participation by accepting the Speaker Terms &amp; Conditions Agreement in their Speaker Dashboard</td>
</tr>
<tr>
<td>4/30/2021</td>
<td>PowerPoint presentations due and must be uploaded electronically for review by Show Programming team</td>
</tr>
<tr>
<td>5/14/2021</td>
<td>Final PowerPoint presentations due and must be uploaded electronically with changes made as requested by Show Programming team</td>
</tr>
<tr>
<td>5/22/2021 – 5/25/2021</td>
<td>2021 National Restaurant Association Show – Chicago, IL</td>
</tr>
</tbody>
</table>
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 9, 2020. The deadline to submit a session proposal is September 18, 2020.

*Indicates required items to be completed.

<table>
<thead>
<tr>
<th>Create a Session Proposal</th>
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</thead>
<tbody>
<tr>
<td><strong>Step 1: Proposal</strong></td>
</tr>
<tr>
<td><strong>Title/Body</strong></td>
</tr>
<tr>
<td><em>Enter your session title.</em></td>
</tr>
<tr>
<td><em>Select the proposal type – session or panel with up to three panelists</em></td>
</tr>
<tr>
<td><em>Enter your session description and three learning objectives.</em></td>
</tr>
<tr>
<td><strong>Details</strong></td>
</tr>
<tr>
<td><em>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.</em></td>
</tr>
<tr>
<td><em>State what percentage of the session will be interactive and how the audience will be engaged throughout.</em></td>
</tr>
<tr>
<td>Indicate if the session will need additional A/V and what A/V you are requesting.</td>
</tr>
<tr>
<td><strong>Reference Materials</strong></td>
</tr>
<tr>
<td>Upload videos of prior presentations, past speaker survey results or additional information you’d like to have considered along with your proposal.</td>
</tr>
<tr>
<td><strong>Area of Focus of the Session</strong></td>
</tr>
<tr>
<td><em>In the proposal application you will be asked to designate an area of focus to the session topic you have submitted.</em></td>
</tr>
<tr>
<td><strong>Step 2: Add Proposal Contact</strong></td>
</tr>
<tr>
<td><em>Add who the main point of contact for the proposal will be. The Proposal Contact can also be a speaker. The contact will be the one receiving the submission status.</em></td>
</tr>
<tr>
<td><strong>Step 3: Add Proposal Speakers/Moderators and Submit Proposal</strong></td>
</tr>
<tr>
<td><em>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.</em></td>
</tr>
<tr>
<td><em>Submit your submission by September 18, 2020. Once you have submitted your proposal in Step 3 you can NOT go back and edit it.</em></td>
</tr>
</tbody>
</table>

- End of Session Proposal Submission Guidelines -