



# **Online Session Proposal Submission Guidelines**

**National Restaurant Association Show  
Year-Round Online Education**

## Table of Contents

<b>Online Education Session Proposals Overview .....</b>	<b>3</b>
<b>Session Proposal Submission Guidelines .....</b>	<b>4</b>
Submission Process .....	4
Selection Criteria .....	4
Session Length .....	5
Defining Roles .....	5
Terms and Conditions.....	5
<b>Session Proposal Review Process .....</b>	<b>6</b>
<b>Session Submission Process Summary .....</b>	<b>7</b>
Proposal Submission .....	7
Terms and Conditions Agreement .....	7
<b>Frequently Asked Questions.....</b>	<b>8</b>
<b>Contact Information .....</b>	<b>9</b>
<b>Appendix.....</b>	<b>10</b>
Appendix A: Terms & Conditions Agreement.....	11
Appendix B: Timeline .....	12
Appendix C: Session Proposal Checklist.....	13

## **Online Education Session Proposals Overview**

The National Restaurant Association Show welcomes the submission of quality and original session proposals for presentation during our year-round online educational programming.

### **Session Programming Goals**

For over a century, the National Restaurant Association Show has served the needs of the foodservice industry by developing education programming that addresses the most pertinent issues to our community. We strive to move the foodservice industry forward by connecting people and businesses, finding answers to tough questions, and distilling complex information into practical knowledge. To help our community of industry professionals navigate the challenges and opportunities they face today, we connect our audiences with the information, resources, and experts that are most relevant to them through online education program delivered through Show channels.

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 that are significant to 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 online sessions attract thousands of food industry professionals to share information about the newest innovations, the latest trends, and critical issues in foodservice and restaurant operations.

Online sessions are highly desired by Show audiences, drawing on average more than 300 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, as well as foodservice suppliers and other industry representatives.

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.

# Session Proposal Submission Guidelines

This section provides information to anyone planning to submit a proposal for consideration for the Show's Year-Round Online Education. 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). Please make sure to confirm with the speaker(s) on availability and topic prior to submitting the proposal.

### **Submission Deadline:**

Submissions accepted year-round

### **Status Notifications Sent to Submitters:**

Within 3 weeks after submission

## **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 Restaurant Show Year-Round Online Education**

The topics below are the current focus areas for the Show's year-round online education.

- **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**

Online sessions typically range from 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 on an ongoing, rolling basis.

### **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 within 3 weeks after submission.
- 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 scheduled session.

**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. 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 in advance of submitting their proposal in case the submission is accepted.
5. If accepted, sessions will be scheduled based on the Show educational calendar and in collaboration with the session speaker(s).
6. 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.
7. All submissions must be completed online through the Call for Proposal Dashboard.
8. Submitters will be notified of the status of their submission within 3 weeks after their submission.

## Terms and Conditions Agreement

1. If proposal is accepted, speakers will be notified of their accepted session(s) within 3 weeks after submission. 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 agreements are due within one week after being notified of acceptance.**
2. Speaker PowerPoint presentations must be submitted for review by the Show Programming Team at minimum 1 week before session date.

## 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 online session proposals?**

There is no deadline to submit session proposals for year-round online education. Proposals will be accepted on an ongoing, rolling basis.

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

Submitters will not be allowed to make any changes after they submit their proposals. If the proposal is accepted, you will then be allowed to make very minor edits 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 email within 3 weeks after their submission.

### **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](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.

**8. If my session is accepted, where will the session be hosted?**

All sessions will be hosted on the Show's designated online platform. The Show Programming Team will arrange all technical elements of the session.

**9. If my session is accepted, what do I need to present?**

All online education speakers must have a computer, a stable internet connection, a phone, and web camera.

## **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 & Conditions Agreement**

### **Terms & Conditions for Speakers at National Restaurant Association Show Year-Round Online Education**

Please review all sections of the preliminary Terms & Conditions. Terms & Conditions are subject to change.

#### **Use of Online Education Platforms & 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. Show Programming Team will politely halt speakers from this practice if the situation arises during their presentation.

#### **Timeline for Session Handouts & PowerPoint Presentations:**

- **One week (7 calendar days) before scheduled session:** 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.*
  - Presentations reviewed by programming staff for quality; revisions may be requested
  - Speakers notified of any requested revisions
  - Speakers may make minor revisions and any requested changes to presentations.
- **Three (3) business days before scheduled session:** Speakers re-upload final presentations to the Speaker Dashboard.  
***NOTE:** If no changes are made to the original presentation, there will be no need to re-upload files. No changes may be made to presentations after this time.*
- **Date of session:** Speaker presentations will be ready for display in the Show's designated online education platform at the scheduled day and time of the session.

#### **Speaker Promotion:**

As a confirmed speaker at for the National Restaurant Association Show's Year-Round Online Education, 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 Team will follow up with you regarding this video and will be happy to provide an example. We will use your video to promote through Show channels, and ask you to share through your marketing channels as well.

#### **National Restaurant Association Show 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

Ongoing	Online Session Proposals will be accepted on an ongoing basis throughout the year
3 weeks after proposal submission	<p>Submitters will be notified of status of submission</p> <p>Speakers are notified of the proposal acceptance by Show Programming Team. Speakers of accepted sessions will be required to confirm their participation.</p> <p>Show Programming Team and speakers to confirm date of online session</p>
4 weeks after proposal submission	Speakers of accepted sessions are asked to confirm their participation by accepting the Speaker Terms & Conditions Agreement in their Speaker Dashboard
4 weeks before session date	Promotion for the online session begins via Show marketing channels
One week before session date	PowerPoint presentations due and must be uploaded electronically for review by Show Programming team
Three business days before session date	Final PowerPoint presentations due and must be uploaded electronically with changes made as requested by Show Programming team
Up to two business days before session date	Speakers are required to participate in a pre-session practice run. All speakers must have access to a computer, stable internet connection, phone, and preferably a web camera.
Session date	All speakers to join online session 30 minutes in advance of live session or recording.

## 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 within 3 weeks of their submission. **Submissions are accepted on an ongoing, rolling basis.**

*\*Indicates required items to be completed.*

<b>Create a Session Proposal</b>	
<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.
<b>Step 2: Add Proposal Contact</b>	
	*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.
<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.
	*Once you have submitted your proposal in Step 3 you can <b>NOT</b> go back and edit it.

- End of Session Proposal Submission Guidelines -