



# **Education Session Proposal Submission Guidelines**

**2022 National Restaurant Association Show**

**May 21 – 24, 2022  
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 2022 National Restaurant Association Show (Show 2022).

### **Session Programming Goals**

For over a century, the National Restaurant Association Show has served the needs of the foodservice industry by developing learning opportunities that address the most pertinent issues in our community. In 2022, 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 and highly engaging programming, presented by leading foodservice industry experts and professionals.
2. Offering relevant content on key focus areas facing foodservice professionals, consumers and the industry.
3. Presenting the latest trends, business strategies, and critical topics with applicable takeaways attendees can use in their own work.
4. Maximizing the value of the Show through interactive and experiential learning formats.

### **Why Present?**

The National Restaurant Association Show is committed to supporting the foodservice community through this time of transformation and rebuilding and returns in 2022 with a renewed drive to provide meaningful opportunities to connect and share expertise. As a speaker, you are joining us in our mission to deliver powerful in-person education that will help build the future of the industry.

Sessions are highly desired by attendees, drawing on average more than 100 attendees per session. Attendees are foodservice buyers representing the entire industry spectrum, including casual dining and quick service, fine dining, bars and breweries, non-commercial foodservice, retail foodservice, and lodging.

If selected as a speaker, you will gain visibility in the industry and contribute to the advancement of your profession – and the advancement of the industry. Your experience and perspective may help your peers answer their biggest questions, build their business, and strengthen our community.

# Session Proposal Submission Guidelines

This section provides information to anyone planning to submit a proposal for consideration for Show 2022. 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) their availability to present during the 2022 Show dates prior to submitting the proposal.

**Submission Deadline:**

August 30, 2021

**Status Notifications  
Sent to Submitters:**

October 8, 2021

## **Selection Criteria**

The Show will select session proposals based on quality factors including, but not limited to:

- Relevancy to today's foodservice industry
- Uniqueness of content and delivery method
- Impact of content in an in-person learning environment
- Audience engagement & experiential elements
- Practical application of educational content
- Pertinence to target audience(s)

Any session proposal that does not meet the quality factors will not be selected.

## **Topics for Show**

The topics below are education focus areas for Show 2022.

- **Culinary Insights:** Through culinary-focused education, explore the latest in food and beverage 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 engagement strategies to successfully market your brand and connect with today's evolving consumer.
- **Technology Strategies:** Discover how the power of technology can improve your business. From prioritization to implementation and beyond, learn how to successfully navigate the technology landscape.

- **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.
- **Wellness:** There has never been a more critical time to prioritize health and wellness for yourself, your colleagues, and your employees. Explore useful tools to help maintain your well-being and put your best foot forward.
- **Workforce Recruitment & Development:** 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 Show 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 / Proposal Contact, please make sure to confirm with the speaker(s) their availability to present during the 2022 Show dates 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 & Conditions**

If the session is accepted, all speakers identified in the session proposal will be asked to complete the Terms & 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 & Conditions Agreement**

## **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 about the status of their proposal by October 8, 2021.
- 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 2022 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 August 30, 2021 submitters will be able to complete the online session submission form available at <https://www.nationalrestaurantshow.com/event-info/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 2022 from May 21-24, 2022 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 August 30, 2021. **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 October 8, 2021.

### **Speaker Terms and Conditions Agreement**

By October 15, 2021, 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 Speaker Terms & Conditions Agreements are due by October 29, 2021.**

By April 29, 2022 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 August 30, 2021. 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 October 8, 2021.

### **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 submissions that do not meet 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/event-info/call-for-proposals> to access the Call for Proposals submission form. These submission guidelines are also 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? Contact:**

Programming Team, National Restaurant Association Show  
Winsight Exhibitions  
E-mail: [programming@winsightmedia.com](mailto:programming@winsightmedia.com)

# Appendix

## Appendix A: Terms & Conditions Agreement

### Speaker Terms & Conditions for National Restaurant Association Show 2022

Please review all sections of the preliminary Terms & Conditions. Terms & 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 29, 2022:** Speakers upload draft presentations (PowerPoint) and any digital materials to share with attendees in the Speaker Dashboard.  
***NOTE:** If you would like to provide digital copies of any presentation materials for your attendees you are required to upload them 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 29 – May 6, 2022:** Presentations reviewed by programming staff for quality; revisions may be requested pending review.
- **May 9, 2022:** Speakers notified of any requested revisions.
- **May 9-13, 2022:** Speakers may make minor revisions and any requested changes to presentations.
- **May 13, 2022:** 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 13, 2022.*
- **At the Show (May 21-24):** 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 2022, we ask for your assistance promoting your session. Promotional requests may include but are not limited to:

- Social media posts and/or emails to your own marketing channels
- Interacting with Show social accounts
- Recording 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.
- Providing quotes, data points, or images that relate to your session topic.

The Show programming staff will follow up with you with more details about these requests and to provide promotional guidelines guidance.

#### National Restaurant Association Show 2022 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

7/12/21	Call for Session Proposals opens online
8/30/21	Call for Session Proposals closes
8/31/21 - 10/1/21	Session proposal review process
By 10/8/21	Submitters will be notified of status of submission
10/15/21	Speakers are notified by Show Programming Team. Speakers of accepted sessions will be required to confirm their participation.
10/15/21 – 10/29/21	Speakers of accepted sessions are asked to confirm their participation by accepting the Speaker Terms & Conditions Agreement in their Speaker Dashboard
2/7/22 – 2/18/22	Check-in calls with session contacts, speakers, and Show Programming Team.
4/29/22	PowerPoint presentations due and must be uploaded electronically for review by Show Programming Team
4/29/22 – 5/6/22	Presentations reviewed by Show Programming Team for quality; revisions may be requested pending review
5/9/22	Speakers notified of any requested revisions
5/9/22 – 5/13/22	Speakers may make minor revisions and any requested changes to presentations.
5/13/22	Final PowerPoint presentations due and must be uploaded electronically with changes made as requested by Show Programming Team
5/21/22 – 5/24/22	2022 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 October 8, 2021. **The deadline to submit a session proposal is August 30, 2021.**

*\*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	
	*Why is this topic important to address? How is it relevant to today’s foodservice industry?
	*State whether the session has been presented elsewhere in the past two years. If it has been presented elsewhere, state how you will make it unique for the 2022 Restaurant Show audience.
	*We’re looking for fresh content that is highly engaging. How will the audience be engaged during this session? State what percentage of the session will be interactive and if you will incorporate any experiential learning elements.
	*How will the session be structured? Please provide a rough outline with the session agenda and details on your content delivery process.
	*Sessions need to provide practical takeaways that operators can implement in their own businesses. What takeaways will you provide attendees?
	Indicate if the session will need additional A/V and what A/V you are requesting.
	*If your proposal is selected for presentation, we will ask session speakers for their assistance promoting their session. Promotional requests may include but are not limited to: <ul style="list-style-type: none"> <li>• Social media posts and/or emails to your own marketing channels</li> <li>• Interacting with Show social accounts</li> <li>• Recording 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</li> <li>• Providing quotes, data points, or images that relate to your session topic</li> </ul> The Show programming staff will follow up with you with more details about these requests and to provide guidance. By checking this box, you acknowledge and accept this request to support promotional efforts for the 2022 National Restaurant Association Show.
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 the main point of contact for the proposal. 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>	
	<p>*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.</p> <p>*Submit your submission by August 30, 2021. Once you have submitted your proposal in Step 3 you can <b>NOT</b> go back and edit it.</p>

**- End of Session Proposal Submission Guidelines -**