

An aerial photograph of Baltimore, Maryland, showing the city skyline with various skyscrapers and the waterfront area. The image is partially covered by a dark blue diagonal overlay on the left side.

Chef to Chef

A Club+Resort *Chef*
CONFERENCE

Baltimore

MARCH 23 - 25, 2025

BALTIMORE MARRIOTT
WATERFRONT • MARYLAND

EXHIBIT & SPONSORSHIP
PROSPECTUS

CHEFTOCHEFCONFERENCE.COM





WHAT IS THE CHEF TO CHEF CONFERENCE?

The Chef to Chef Conference is devoted exclusively to the special needs of club and resort food-and-beverage operations. The three day event offers an exclusive insights into culinary trends and techniques, leadership strategies and operating practices. Through a mix of live culinary demos, breakout sessions and hands-on workshops, club and resort chefs gather practical, club-specific ideas they can't get anywhere else.

1. GAIN CLUB-SPECIFIC EDUCATION

The Chef to Chef agenda is filled with topics uniquely relevant to the club industry. Sessions include both live culinary demonstrations, hands-on workshops and traditional presentations.

2. BUILD YOUR NETWORK

With 500+ club chefs in attendance, as much education occurs outside the conference room as within. Meal occasions, breaks and the Club + Resort Chef of the Year Culinary Competition offer great opportunities for attendees to form and renew enduring friendships and important collegial relationships.

3. PARTICIPATE IN EXTENDED LEARNING OPPORTUNITIES

Attendees have the unique opportunity to participate in pre-conference learning opportunities like a club tour, WSET wine certification course and sponsor education session.

4. EARN CONTINUING EDUCATION CREDIT HOURS

Attendees learn from some of the industry's most well-respected culinarians—and they get credit for it. Attendees are eligible for continuing education hours (CEHs) through the American Culinary Federation as well as the Club Management Association of America (CMAA).

“

EACH YEAR, as I work through my professional development plan, the **Chef to Chef Conference** strikes the top of my list. The industry and peer-to-peer networking, educational opportunities, and daily culinary workshops provide an unmatched value that I look for as a leader when I think about gaining knowledge, staying relevant, and advancing my career professionally. Over the last couple of years, I have had the opportunity to present, compete, and interact with some of the best chefs in the nation at Chef to Chef. Some top takeaways have been the relationships and key partnerships I have cultivated with other industry leaders.

The Chef to Chef Conference offers invaluable insight, eye-opening perspectives, and benchmarking tools that create an important cornerstone for any chef looking to stay relevant and gain the tools necessary to rise with the best in the industry.

As C+RC continues to raise the bar year after year, I do not doubt that the direct impact and value added to any chef in attendance will continue to play an instrumental role in the culinary world, offering an unmatched platform and unparalleled program that is based on the progression of our industry.

- Wes Tyler WCMC, CEC, CCA, Executive Chef, The Club at Carlton Woods



PAST CHEF TO CHEF KEYNOTE SPEAKERS



PATRICK O'CONNELL

CHEF & PROPRIETOR
THE INN AT LITTLE WASHINGTON



SEAN BROCK

CHEF AND RESTAURATEUR



MICHELLE BERNSTEIN

CHEF, AUTHOR & TV PERSONALITY
CAFÉ LA TROVA



THE Chef to Chef Conference is vital for club culinarians who want to continue to grow as leaders. The camaraderie among club chefs at this event is unmatched—no one understands our challenges and opportunities better than another club chef. Talking through those challenges and learning from one another encourages and inspires me. The connections I've made over the years at Chef to Chef have grown stronger with each event.

- Laura Herman, CEPC, Pastry Chef, Shoreacres



THE Chef to Chef Conference fosters collaboration and idea sharing. This unique event allows club chefs to grow and evolve together. The agenda is always filled with the best culinarians in our industry. We get the unique opportunity to learn cutting-edge techniques and problem-solving strategies.

**- Brandon Gross, Executive Chef,
Columbia Country Club**

WHO SHOULD ATTEND?

The conference agenda is designed by practicing club chefs, to assure that it will be of practical use for attendees from the food-and-beverage management teams of private, semi-private and daily-fee clubs, resorts, golf courses and city, dining and yacht clubs, including Executive Chefs, Chefs de Cuisine and Sous Chefs, General Managers, F&B Directors/Managers and Clubhouse Directors/Managers.

WHY SPONSOR?

The Chef to Chef Conference is devoted exclusively to the special needs of club and resort food-and-beverage operations and offers a unique sales, branding and marketing opportunity for those companies offering ingredients, equipment, products and services that support club and resort chefs, food-andbeverage directors, clubhouse managers, and top F&B decision-makers.

Chef to Chef

A Club+Resort Chef
CONFERENCE

Baltimore

March 23 - 25, 2025

2024 CONFERENCE BREAKDOWN

19

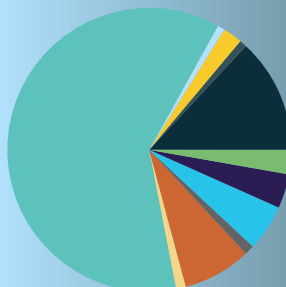
SPEAKERS

17

EDUCATION
SESSIONS



2024 CONFERENCE ATTENDEE TITLES



Director of Culinary Operations.....	9
Chef De Cuisine.....	12
Sous Chef.....	17
Pastry Chef.....	2
Executive Sous Chef.....	24
Executive Pastry Chef.....	3
Executive Chef.....	190
Assistant GM.....	1
Banquet Chef.....	7
F&B Manager.....	2
Other.....	40

OF CLUBS IN ATTENDANCE

228
2024

278
2023

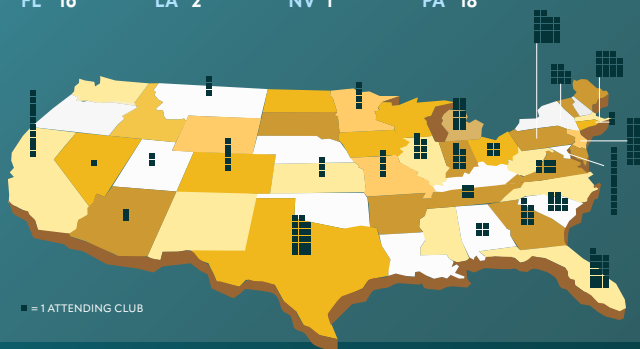
283
2022

231
2020

218
2019

2024 ATTENDEE CLUB LOCATIONS

AL 4	GA 7	MD 10	NJ 14	RI 2
AZ 2	ID 1	MA 15	NM 1	SC 8
AR 1	IL 7	MI 10	NY 8	TN 4
CA 10	IN 7	MN 4	NC 21	TX 14
CO 5	IA 1	MO 5	OH 4	VA 6
CT 2	KS 3	MT 2	OK 1	WI 1
DC 3	KY 3	NE 1	OR 1	
FL 16	LA 2	NV 1	PA 18	



MEMBERS PER ATTENDING CLUB IN 2024



OF ATTENDEES WITH CERTIFICATIONS

1
CCCD

2
WCEC

8
CCA

2
CMC

1
WCMC

1
CEPC

53
CEC

1
ACC

25
Other



TYPES OF CLUBS REPRESENTED

PRIVATE COUNTRY CLUB.....	174
PRIVATE GOLF CLUBS.....	57
PRIVATE YACHT CLUB.....	10
PRIVATE CITY CLUB.....	7
GOLF RESORT.....	1
OTHER.....	11

CHEF TO CHEF CONFERENCE SPONSORSHIP OPPORTUNITIES

Position your company as an industry thought leader with a Chef to Chef Conference sponsorship. These comprehensive sponsorship packages provide high level exposure for your organization with exclusive benefits.

Sponsorship Benefit Grid	Platinum Sponsor (Limit: 4) \$18,750	Diamond Sponsor (Limit: 12) \$15,750	Gold Sponsor (Limit: 30) \$11,750
Seat drop for one General Session presentation	x		
Sunday workshop	x	x	
Exhibit table	x	x	x
Complimentary conference passes	4	3	2
Floorplan ad	x		
Featured floor plan listing	x	x	
Standard marketing package <i>(see page 8)</i>	x	x	x

Add-On Sponsorships *(Limit: 1 unless otherwise noted)*

Chef of the Year Competition	\$12,000
Registration	\$10,000
Wifi	\$8,500
Welcome Reception	\$7,500 (2 available)
Kickoff Party	\$7,500 (2 available)
Lanyard	\$7,500
Transportation	\$7,500
Water bottle	\$6,000
Baseball cap	\$6,000
Tote bag	\$6,000
Notebook & pen	\$6,000
Mobile app	\$5,000
Day 1 (Monday) Lunch	\$5,000
Day 2 (Tuesday) Lunch	\$5,000
Day 1 (Monday) Breakfast	\$5,000
Day 2 (Tuesday) Breakfast	\$5,000
Day 1 (Monday) Coffee Station	\$3,000
Day 2 (Tuesday) Coffee Station	\$3,000



Add-on sponsorships are exclusive and available on a first come, first served basis.

Add-on sponsorships are available ONLY with a sponsorship package. Price doubles if purchased without a sponsorship package.

CHEF TO CHEF CONFERENCE SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP

(Limit: 4 due to workshop availability)

Sponsorship Fee: \$18,750

The Platinum sponsorship package provides high impact offerings and is a great opportunity to establish your position as a market leader.

Sponsorship benefits include:

- Seat drop for one General Session presentation
- Sunday workshop
- Exhibit table*
- 4 complimentary conference passes
- Floorplan ad
- Featured floorplan listing
- Standard marketing package

DIAMOND SPONSORSHIP

(Limit: 12 due to workshop availability)

Sponsorship Fee: \$ 15,750

The Diamond sponsorship package is a comprehensive offering, great for market exposure.

Sponsorship benefits include:

- Sunday workshop
- Exhibit table*
- 3 complimentary conference passes
- Featured floorplan listing
- Standard marketing package
- Featured Floorplan Listing

Add-on sponsorships are exclusive and available on a first come, first served basis.

Add-on sponsorships are available ONLY with a sponsorship package.

Price doubles if purchased without a sponsorship package

**Additional exhibit table is \$500 based on availability and space selection.*

GOLD SPONSORSHIP (Limit: 30)

Sponsorship Fee: \$11,750

The Gold sponsorship package is an excellent entry level sponsorship to enhance your participation.

Sponsorship benefits include:

- Exhibit table*
- 2 complimentary conference passes
- Standard marketing package

“

Had a lot of networking opportunities, opportunities to further skills and learn new techniques. Not only in cooking but dealing with staff and navigating menu changes.



CHEF TO CHEF CONFERENCE ADD-ON SPONSORSHIP OPPORTUNITIES

Chef of the Year Competition \$12,000

- Digital and on-stage logo recognition during Chef of the Year Competition
- Logo included on giant check presented to competition winner
- Logo'd napkins at Chef of the Year Competition reception bars
- Logo included in post event Chef of the Year Competition video

Registration \$10,000

- Logo on event registration webpage
- Logo on on-site event registration counters
- Logo in event registration confirmation email
- Opportunity to provide a giveaway item/gift to be handed out to all attendees at registration

Wifi \$8,500

- Custom wifi network name and password

Welcome Reception \$7,500 (2 available)

- Logo'd napkins at Welcome Reception bars
- Co-branded table tents on tables at Welcome Reception
- Logo'd signage at Welcome Reception

Kickoff Party \$7,500 (2 available)

- Logo'd napkins at Kickoff Party
- Co-branded table tents on tables at Kickoff Party
- Logo'd signage at Kickoff Party

Lanyard \$7,500

- Logo on co-branded lanyards worn by all attendees

Water bottle \$6,000

- Co-branded logo'd water bottle handed out to all attendees

Baseball cap \$6,000

- Co-branded logo'd baseball cap handed out to all attendees

Tote bag \$6,000

- Co-branded logo'd tote bag handed out to all attendees

Notebook & pen \$6,000

- Co-branded logo'd notebook & pen handed out to all attendees

Mobile app \$5,000

- Logo recognition on splash page in mobile app
- Custom banner ad in mobile app
- Two (2) push notifications in the mobile app
- Logo included in Know Before You Go email with mobile app download information

Lunch \$5,000 (Day 1 or 2)

- Signage at lunch buffets
- Opportunity to provide one donated meal product
- Opportunity to provide an item to be placed at each lunch seat
- Co-branded table tents on all lunch tables

Breakfast \$5,000 (Day 1 or 2)

- Signage at breakfast buffets
- Opportunity to provide one donated meal product
- Opportunity to provide an item to be placed at each breakfast seat
- Co-branded table tents on all breakfast tables

Coffee Station \$3,000 (Day 1 or 2)

- Signage at coffee station
- Co-branded coffee cup sleeves at coffee station



It's a great way to network with chefs from all over the country and the conference keeps you up to speed on current trends and happenings.



FAQS

What is included with a tabletop exhibit?

Each tabletop package includes (1) skirted table and (2) chairs. You may purchase an additional exhibit table for \$500. Additional exhibit tables are limited to one per sponsor and are based on availability and space selection. Banners and backdrops can not exceed 6 feet in width.

Are samples allowed?

Sponsors are allowed to provide F&B samples at their exhibit table during the networking breaks. Food samples can be ordered through the hotel or be provided/prepared by the exhibitor. Additional details regarding F&B samples will be provided in late 2024. Certain hotel restrictions may apply.

What is included in the standard marketing package?

The standard marketing package includes:

- Logo recognition on advanced event marketing materials
- Logo recognition on event website
- Logo inclusion in mobile app
- Logo inclusion on on-site event signage
- Social media acknowledgement

How much are additional sponsor passes? \$1,600

What is the sponsorship deadline date? January 31, 2025

Will a registration list or attendee contact information be provided? No

What is the Chef to Chef Sponsor Showcase?

The Chef to Chef Sponsor Showcase is a NEW addition to the Chef to Chef Conference and offers sponsors a unique opportunity to engage with culinary decision-makers. The C2C Sponsor Showcase is designed to enhance the conference experience for sponsors by providing sponsors dedicated time to promote their products and services, foster meaningful connections with attendees and establish their brand as a leader in the culinary industry.

WHAT IS THE EVENT SCHEDULE?

SUNDAY, MARCH 23, 2025

12:00pm - 4:00pm
Pre-conference Workshops

****NEW FOR 2025****

1:00pm - 5:00pm
C2C Sponsor Showcase

5:00pm - 6:30pm
Opening Cocktail Hour
6:30pm - 7:30pm
Opening Keynote Address
7:30pm - 10:00pm
Kick-off Party

MONDAY, MARCH 24, 2025

7:30am - 8:30am Breakfast
8:30am - 12:00pm
General Sessions & Networking Breaks
12:00pm - 1:00pm Lunch
1:00pm - 3:00pm
General Sessions & Networking Breaks
4:00pm - 7:00pm Off-site Activity

TUESDAY, MARCH 25, 2025

7:30am - 8:30am Breakfast
8:30am - 12:00pm
General Sessions & Networking Breaks
12:00pm - 5:00pm Lunch
5:00pm - 7:00pm
Chef of the Year Culinary Competition
& Reception

**schedule subject to change*

2024 SPONSORS

Diamond Sponsors



Gold Sponsors



newchef fashion inc.
www.newchef.com



*For more information on
sponsorship opportunities, contact:*



Lindsay Buck

VP, Hospitality & Retail
lbuck@wtwhmedia.com
856-220-2423



Amber Dobsovic

National Sales Manager
adobsovic@wtwhmedia.com
757-637-8673



John Petersen

Key Account Manager
jpetersen@wtwhmedia.com
216-346-8790



Mike Weinreich

National Sales Manager
mweinreich@wtwhmedia.com
561-398-2686



Patrick McIntyre

Regional Sales Manager
pmcintyre@wtwhmedia.com
216-372-8112



Simran Toor

Regional Sales Manager
stoor@wtwhmedia.com
770-317-4640



Tony Bolla

Sales Director
tbolla@wtwhmedia.com
773-859-1107