

TARGETED FACE TO FACE EVENTS

Looking for opportunities to get face-to-face with your biggest customers and prospects? For advertisers meeting eligibility criteria, **FER** events are great opportunities to network with many of the biggest and fastest-growing spec/buyer operators in the world.

Our biennial **Multiunit Foodservice Equipment Symposium** was launched in 2002 with a unique idea in the foodservice E&S market—to do a technical, spec-oriented program for the most sophisticated spec/buyers in the world. In addition, we wanted to size MUFES to be a great networking environment. So, we limited attendance to no more than 150, and we kept a 50-50 mix of suppliers and operators. The inaugural event was a huge hit, with suppliers and operators alike saying they'd made new contacts that had led to significant business relationships. Since then,

2012



**MULTIUNIT FOODSERVICE
EQUIPMENT SYMPOSIUM**

Texas, Jan. 28-30, 2012.

In 2011, we launched a new meeting, **MUFES for Noncommercial Operators**. **MUFES/NCO** tailored the technical, spec-oriented MUFES-style program specifically for larger noncommercial foodservice operators across the segments and their consultants. Full “scholarships” were awarded through a special contest designed to attract operators planning major projects and to guarantee a segment-balanced attendance of operators. Once again, we limited supplier attendance to maintain our traditional MUFES one-to-one operator-to-supplier ratio and ensure maximum networking opportunities. **MUFES/NCO** will be held again in June, 2013.

In 2006, we added another event, the **E&S Market Forecast/President's Preview**, geared primarily for E&S suppliers planning their annual budgets. Now an annual event, **President's Preview** provides detailed analysis of economic and operator trends, materials and E&S pricing, **FER**'s exclusive ranking of Top

each successive **MUFES** has grown but retained its intimacy and balance. **MUFES '12** will return to the Barton Creek Resort in Austin,

We Invite You To Join **FER**
And The Most Powerful E&S Specifiers In The World
For The Next **Multiunit Foodservice Equipment Symposium**

Since **MUFES** first appeared on the scene in 2002, it has become a premier biennial event, with an advanced technology curriculum and a networking friendly environment unlike any other meeting anywhere.

- It's created specifically for the most experienced foodservice equipment and supplies professionals in the world. People just like you.
- Attendance is limited to multiunit operators and is targeted to those with facilities, engineering and purchasing responsibilities.
- Supplier attendance, too, is limited* so we create an intimate one-to-one environment that allows maximum interaction among operators and suppliers.

SAVE THE DATES

MUFES 2012
Jan. 28-30, 2012
Barton Creek Resort,
Austin, Texas

Can you name these
past **MUFES** attendees?



For further information, past programs and registration materials, go to fermag.com/event-calendar/mufes.html, e-mail mufes@fermag.com or call Robin Ashton at 800/986-9616.

*Attendance at MUFES is limited to multiunit operators and to suppliers who are significant customers of the magazine. For supplier requirements, call Robin Ashton.

Manufacturers and Top Dealers, as well as hard-number forecasts of the E&S market. This year the meeting will be held Aug. 1, 2012, at a site near Chicago.

Supplier Sponsorship & Attendance Opportunities

All **FER** events offer suppliers opportunities for increased visibility and benefits through sponsorships and attendance. Sponsorships at **MUFES** meetings are traditionally limited by the number of meal and foodservice periods. In addition to gaining increased visibility at the meeting, in promotion for the meeting and in coverage in the magazine, sponsors are the only suppliers allowed to have multiple attendees and also receive other merchandising benefits.

To be invited to **MUFES** meetings, suppliers must be customers of Gill Ashton Foodservice Media Group. To find out more about sponsorship opportunities and attendance requirements, please contact your **FER** sales representative.

**FOODSERVICE
EQUIPMENT**
reports

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