

MUF50 YEARS

Multi-Unit Foodservice Operators Conference

MUF50 2009

October 4-6, 2009
Hilton Anatole Hotel
Dallas, Texas

Visit WWW.MUF50.COM Today

MUF50 2009 – The 50th Anniversary Where Foodservice Leaders Meet

In today's volatile and changing marketplace, MUF50 is designed for two purposes – to better equip operators to meet the challenges facing the industry, and provide you with a direct connection to your target audience – top level operator decision-makers.

With the majority of attendees being senior level executives from the nation's leading and emerging restaurant companies, MUF50 offers an unmatched opportunity to increase your reach and network with these senior leaders, and show them how you can provide the solutions to their growing needs.

MUF50 Registrants by Title

80% Senior Executives

- Chairmen
- Vice Chairmen
- Chief Executive Officers
- Owners/Principals/Partners
- Presidents
- Managing Directors
- COOs/CFOs
- Executive VPs/SVPs/VPs

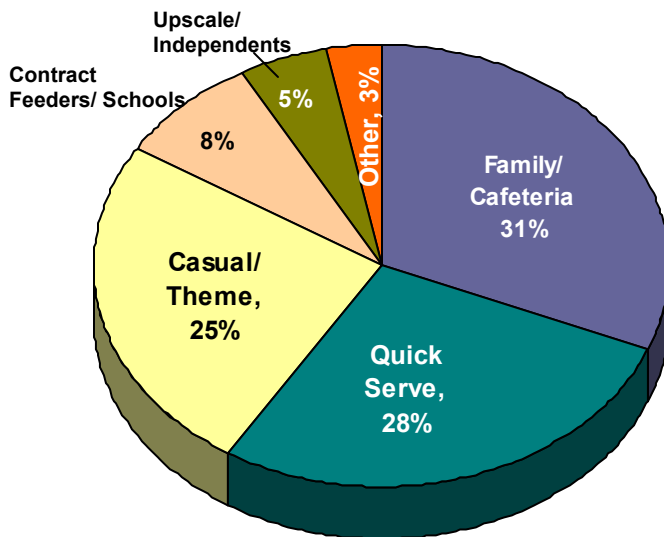
15% Middle Managers

5% Foodservice Industry Consultants/Other

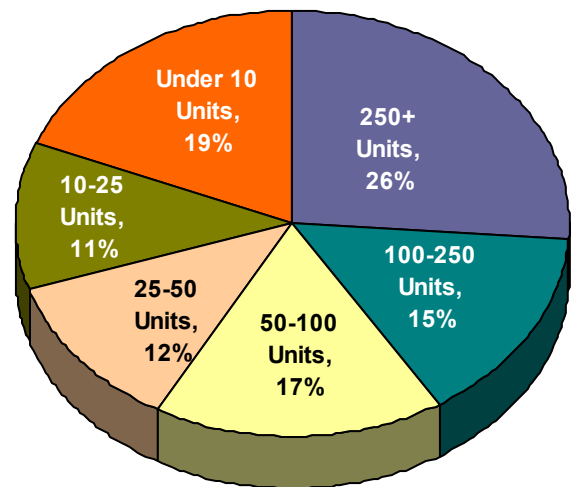
Over 80% of registrants are leaders and decision-makers at the largest multi-unit foodservice organizations in the country.

More than 40% of the foodservice industry's purchasing power is represented each year at MUF50.

Operator Attendees by Industry Segment



Operator Attendees by Company Size in Units



To build your MUF50 marketing plan or for more information, contact your local NRN sales representative, or Chris Keating, National Sales Director at 212-756-5202, or ckeating@nrn.com

**Develop Relationships with Emerging Chains.
Connect with the Largest Operators in the Country.
Power-Up Your Marketing Program.**

CONNECT ♦ NETWORK ♦ SELL... All in one place!