

Here's what some of the sponsors are saying...



"Infinite Energy and the FRLA have been partners for 8 years. In an effort to give our 10,000 Florida customers the best possible rates and service on natural gas, we don't spend millions of dollars on advertising. We spend our hard-earned dollars supporting trade associations. Of the dozens of associations we support, the FRLA is at the top. Carol Dover and Dan Murphy offer **relentless support of the vendors and members**, they fight for the rights of hoteliers and restaurateurs in Tallahassee, and constantly battle for the greater good of the industry. It's a pleasure working with such an upstanding group of people. Oh, we also get a ton of new business due to the FRLA relationship!"

Brad Gamble
Infinite Energy, Inc.

"As a mature company entering a new market we were unsure of where to turn. We turned to the FRLA and have been thrilled with every aspect of our affiliation. Our investment in the FRLA not only helps a great organization but it gives us the exposure that we need to be successful in the competitive Restaurant and Hospitality industry. **Through our affiliation, we have met VIPs that would normally be inaccessible. Our sales are up.** We plan to continue our sponsorships with the FRLA for many years to come."

Jason Fialkoff
Customtakeoutbags.com

"Since joining the Florida Restaurant and Lodging Association, AmeriGas has seen not only an increase in the number of restaurants and hotels we service, but also better retention of current customers. **Being a part of an organization such as the FRLA has proven to be a key growth strategy for our company.** The members of the FRLA truly view AmeriGas as a business partner, not just a sponsor. We enjoy the relationship we have with them, and look forward to it continuing for years to come."

Tom Hayes
AmeriGas

"Sponsoring the FRLA Corporate Events is the best way to get Sam Adams in the **hands of restaurant VIP's** and decision makers, while at the same time increasing brand awareness."

Chester Kwasniewski
Boston Beer Company

"It is not 'Businesses to Business' trade as many people say. PEOPLE deal with PEOPLE. As a sponsor of the FRLA Gala at the Florida Restaurant Show, we were ecstatic with the **access that we gained** with the members. More importantly, our contribution was sincerely appreciated and we were received as part of the FRLA family, not just a vendor participating in the show. The Gala afforded us the opportunity to establish new clients and relationships. We feel that it was **our best investment of our marketing dollars** this year. We look forward to participating next year."

James Clark
Pinnacle Hospitality Systems