



Exhibit

AT THE SHOW IN THE BEVERAGE ROOM

Connect with decision-makers in search of new products to revitalize their bar and beverage programs. From alcoholic and non-alcoholic products to CBD-infused beverages to glassware, mixers, and more — The Beverage Room at the Show highlights the latest innovation available to help you target buyers, enhance customer experience and keep profits flowing.

With 36,000+ foodservice professionals in attendance, you'll tap into valuable feedback from decision makers across the industry including bar and restaurant owners, C-store and retail leaders, beverage distributors, and more. There's no better place to launch new products, grow your brand awareness, generate new leads, and build stronger relationships with current customers and prospects.

RESERVE YOUR SPACE!

Email restaurantshowsales@informa.com
or call **312-853-2542** to discuss opportunities.

NATIONAL RESTAURANT
ASSOCIATION
SHOW

May 17-20, 2025 McCormick Place | Chicago, IL

Connect WITH BUYERS

Showcase your bold flavors and innovative products to an array of professionals from bar and restaurant owners to international sommeliers.



64% of attendees represent operations with alcoholic beverage programs



82% of attendees with alcoholic beverage programs make or influence purchasing decisions



200+ average number of leads per exhibitor*

*Lead analysis provided by the Show's registration partner Maritz and based on 2024 exhibiting companies with an on-site lead scanner.

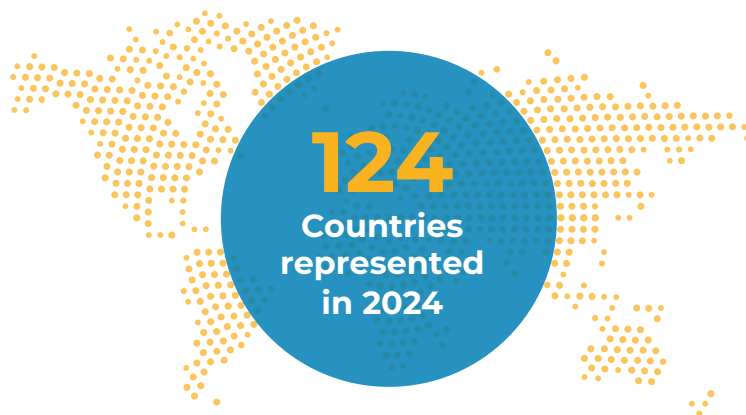
ATTENDEE RATINGS

4.58 out of 5 for overall satisfaction

4.16 out of 5 for importance to attend

4.06 out of 5 for likelihood to return

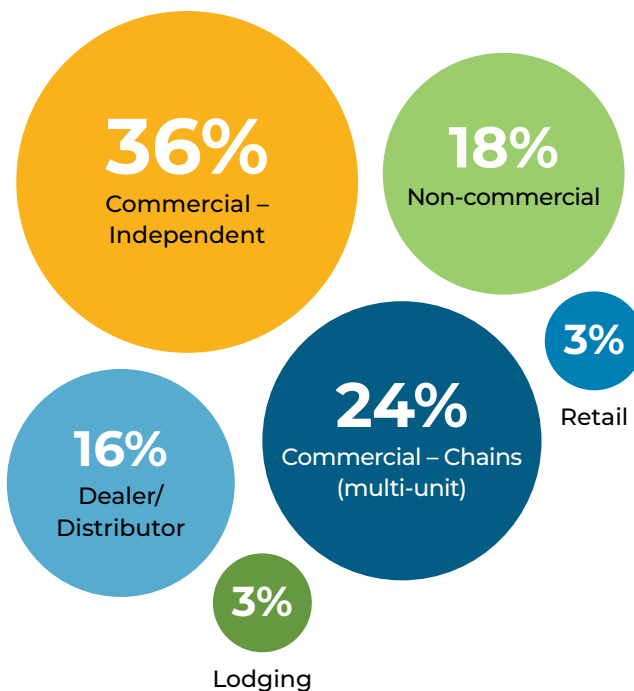
*Ratings based on the 2024 Show attendee survey.



with the following driving the most attendee registration outside of the United States:

- Brazil
- Canada
- China
- Colombia
- Dominican Republic
- Guatemala
- Honduras
- Japan
- Mexico
- United Kingdom

AUDIENCE SEGMENTS



Top Reasons **TO EXHIBIT**

Gain a competitive advantage unmatched by other industry trade shows.



Reach Key Decision-Makers:

Connect with high-level restaurant and foodservice professionals who are looking to discover new products, services, and innovations.



Showcase New Products:

Launch new products or services and gain valuable feedback directly from industry operators.



Brand Visibility:

Increase brand awareness and make a lasting impression on a diverse audience, from restaurateurs and caterers to hospitality executives.



Face-to-Face Engagement:

Build personal connections with potential clients and partners that are difficult to achieve through digital marketing.



Lead Generation:

Generate qualified leads from Show attendees actively seeking solutions and partnerships, which can result in long-term business relationships.



Enhanced Digital Exposure:

Benefit from the Show's digital and social media reach, which can further amplify your brand to a global audience beyond the show floor.



Media Exposure:

Attract media attention for your brand and products, as the Show draws significant press coverage from both national and industry outlets.



Market Insights:

Gain valuable insights into the latest trends and challenges in foodservice, helping your company stay competitive and innovative.



Competitive Advantage:

See firsthand what your competitors are offering and get inspiration for differentiating your products and services.



2024 SHOW NUMBERS

The largest annual gathering of foodservice professionals in the western hemisphere.

REGISTRATION



36,138
Attendees

21,882
Exhibitor Personnel

58,020 TOTAL

INTERNATIONAL



5,360
Attendees

3,173
Exhibitor Personnel

8,560 TOTAL

EXHIBITORS



723,453 Sq. Ft.
of Exhibit Space

900+
Categories

2,269 TOTAL EXHIBITING COMPANIES

PRESS



219
Press Attendees

167
Publications

8,916 PRESS MENTIONS



"This Show is a goldmine for discovering unique trends and technologies. I found some incredible equipment and ideas here that are brand-new to market, like a smoking machine for beverages or ice imprinting options, which could completely elevate my offerings."

~ Briana Mercado, Owner & Co-founder, **The Sipping Booth**

"I think we're overturning the beverage industry with our product, and the Show has been the perfect platform to showcase that. This is where innovation meets opportunity, and we're thrilled to be a part of it."

~ Dallys Ricon, Brand Ambassador, **Wynk**

Pour Up **MORE SUCCESS**

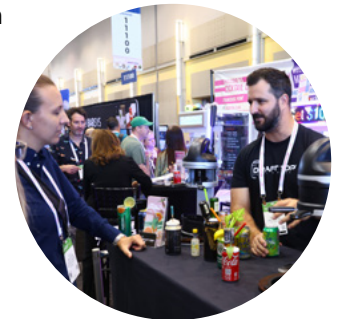
The Beverage Room is the Show's exclusive destination for top suppliers, ingredients, and products to enhance bar and beverage programs.



Extend your reach by sponsoring an education session or a live demo on The Beverage Room Stage. This dedicated stage features demos by master mixologists and expert sessions on industry trends such as the rise in non-alcoholic beverages. With an average attendance of 100 people per session, The Beverage Room Stage is an ideal platform to showcase your thought leadership and attract new customers.

SPONSOR A DEMO – \$3,500

Feature your product in a live mixologist demonstration and distribute samples to attendees. Sponsors receive branding, reserved seating, and an attendee lead list from the sponsored demo.



SPONSOR THE STAGE – \$42,500

Align your brand with today's trending topics and share your expertise on current challenges and new opportunities. The presenting sponsor gains prominent exposure, branding, and the attendee lead list from all Beverage Room Stage sessions.



The Show **OF CHOICE**

Don't miss your chance to debut your latest products and connect with industry stakeholders in The Beverage Room.

For information on exhibitor pricing and 2025 packages, please refer to the Exhibitor Prospectus: nationalrestaurantshow.com/exhibitor-prospectus

FABI
FOOD & BEVERAGE
2025 AWARD
NATIONAL RESTAURANT ASSOCIATION
RESTAURANT, HOTEL-MOTEL SHOW

FOOD AND BEVERAGE (FABI) AWARDS

Show exhibitors can take advantage of the FABI Award program to build industry recognition for new to market beverage innovations. Through an independent panel of expert judges, cutting-edge and trend-setting products are selected and featured each year. Award recipients enjoy unbeatable benefits including industry-wide recognition, increased media attention, and extra attendee awareness at the Show.

Learn more about the FABI Award program at nationalrestaurantshow.com/fabi-awards





Reserve YOUR SPACE TODAY!

Before beverages land at restaurants – they start here.

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CONTACT SALES

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The National Restaurant Association Restaurant, Hotel-Motel Show is owned and operated by Informa Connect in partnership with the National Restaurant Association.