

# Branding

Make sure your brand stands out online and onsite.



# Show Floor Landing Page Web Banners

**Grab your share of over 50,000 impressions!** Advertise on the Show floor landing page, the first destination for attendees browsing the exhibit floor, to bring attention to your brand before getting onsite.

Sponsors benefit from a gold enhanced listing (\$2,000 value) and gain invaluable insight into users clicking through with Informa Lead Insights. Web banners appear in the official online planner AND mobile app.

This opportunity is limited to three sponsors.

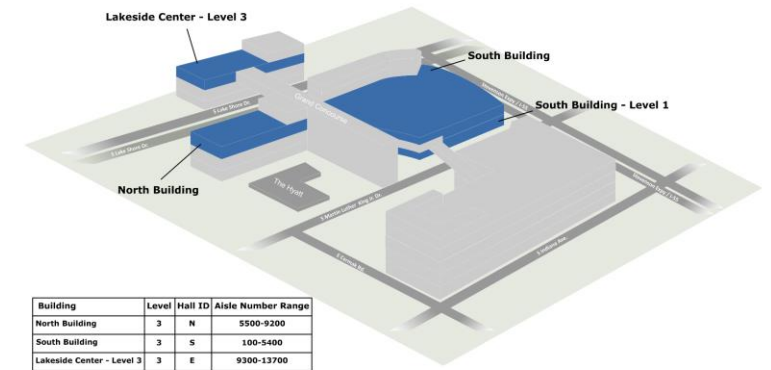
**Investment: \$10,000**

**Gain an average of 25,000 impressions** and help attendees find you faster by advertising on the North Hall, South Hall or Lakeside Center Show floor landing pages.

Sponsors benefit from a gold enhanced listing (\$2,000 value) and gain invaluable insight into users clicking through with Informa Lead Insights. Web banners appear in the official online planner AND mobile app.

This opportunity is limited to three sponsors.

**Investment: \$5,000**

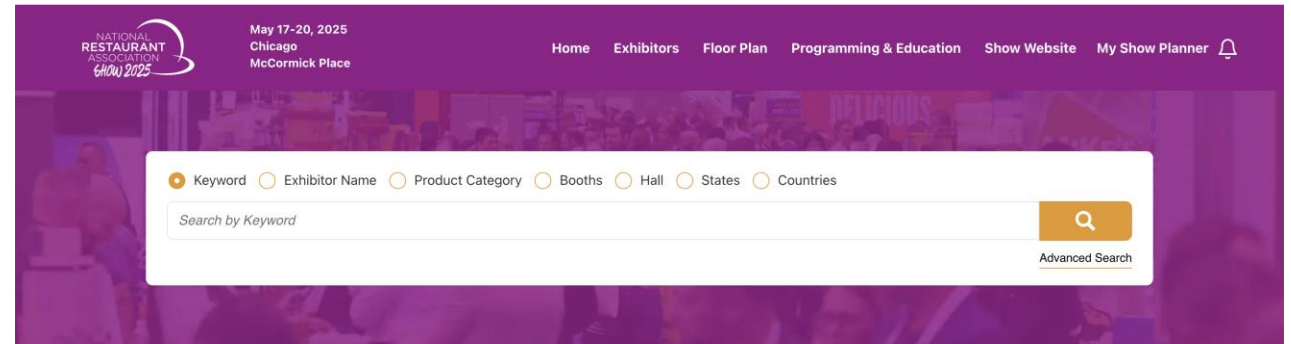


# Show To Go Directory Banner

**Capitalize on over 40,000 impressions** as foodservice professionals explore the Show To Go directory. The best resource for attendees planning their Show experience, the directory provides exhibitor listings, education sessions, expert speakers, and more in a centralized website.

Sponsors benefit from a gold enhanced listing (\$2,000 value) and gain invaluable insight into users clicking through with Informa Lead Insights.

This opportunity is limited to three sponsors.



Investment:  
**\$12,500**

# Product Category Web Banner

## Position your brand as a category leader.

Aligning your Show advertising with a specific product category helps you reach your target buyers.

Consider taking advantage of popular keywords such as coffee, beer and ale, point of sale systems, beverage dispensing equipment, alternative proteins, and many more.

Sponsors benefit from a gold enhanced listing (\$2,000 value) and gain invaluable insight into users clicking through with Informa Lead Insights. Ads appear in the official Show online planner AND mobile app.

Investment:  
\$5,000

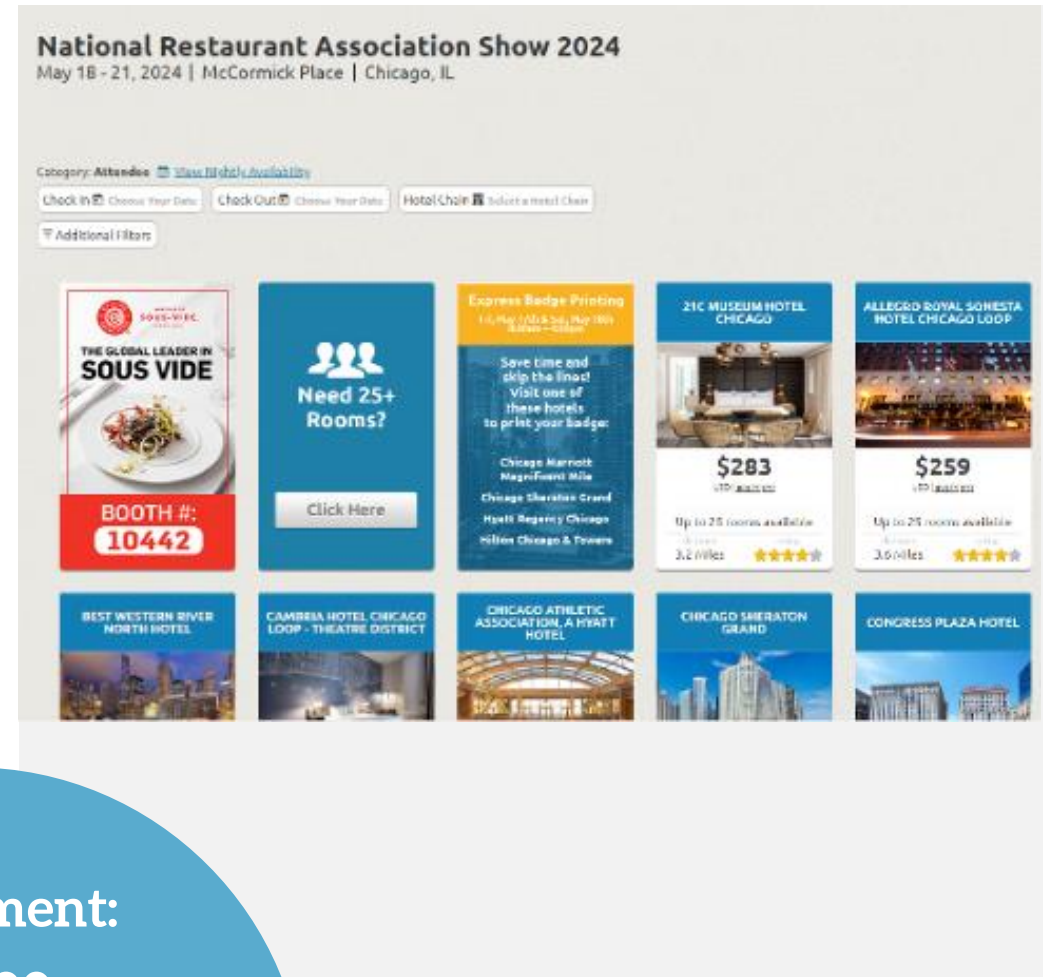
The screenshot displays the website interface for the National Restaurant Association Show. At the top, it shows the event dates: May 29 - 31, 2023, at McCormick Place - Chicago, IL. The main navigation includes Home, Exhibitors, Floor Plan, Education, Show Website, and My Show Planner. The search results are for 'PRODUCT CATEGORIES: Equipment > Bar Equipment'. Below the search results, there is a 'FEATURED EXHIBITORS' section with a list of companies and their booth numbers. A mobile app interface is overlaid on the right side, showing a search for 'BAR EQUIPMENT' and a list of featured exhibitors including Vesta Precision, Atosa USA, Inc., Continental Refrigerator, Pure Pour, RATIONAL USA, and 1515 Design & Manufacturing. The app also shows a total of 71 exhibitors in the category.

Company Name	Booth Number
Vesta Precision	1159
Atosa USA, Inc.	4194, 4840
Continental Refrigerator	6202
Pure Pour	11230
RATIONAL USA	4454
1515 Design & Manufacturing	4476
All Group	5008
Atosa USA, Inc.	

# Housing Website

Keep your brand top of mind and benefit from 26,000+ impressions by advertising on the official Show housing website.

This sponsorship gives you exclusive access to showcase your company as attendees browse hotel options and plan their travel. Plus, your brand will be included in confirmation emails for individual and group reservations and on the Show's housing webpage.



Investment:  
\$8,000

# Show Website Banners

**Capitalize on the Show's web traffic and gain an average of 150,000 impressions.** Choose a pop up or leaderboard ad\* to capture attention from foodservice operators, qualified buyers, distributors, manufacturers, and other qualified users seeking more information about the event.

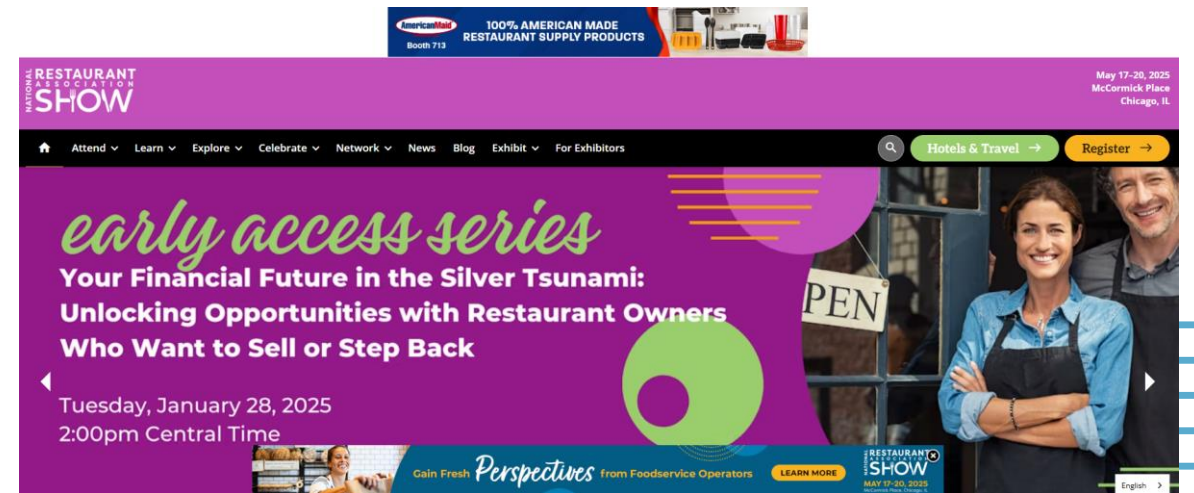
**Floor Ad:** Appears at the bottom of the page throughout the Show website and remains on the page until closed out.

- **\$8,000**

**Leaderboard Ad:** Appears at the top of the page throughout the Show website.

- **\$6,000**

\*All website advertising links to sponsor's profile in The Show To Go. Ads will be live through June 2025.



**Investment:  
\$6,000 or \$8,000**

# Email Banners

Tap into the Show's email audience of 40,000+ foodservice pros and benefit from an average open rate of 36%.

Enhance brand awareness before attendees hit the Show floor and after the Show closes by advertising in essential follow up communications.

Select your ideal timing and your ad will be included in a minimum of four attendee emails in March, April and May, or two (2) in June.

## Opportunities:

- March: **\$7,000**
- April: **\$8,000**
- May: **\$8,000**
- June: **\$7,000**

Investment:  
**\$7,000 - \$8,000**



## Explore tomorrow today!

Step into the future of the restaurant industry with the 2024 Show's highly anticipated featured session, "[Journey to 2030 - Forecasting the Future of Foodservice](#)," join renowned food futurist, Liz Moskow, and Joe Pawlak, Managing Principal at Technomic, as they explore projected opportunities, obstacles and unknowns, offering insights to shape your long-term strategies for success over the next six years.

For access to this featured session and much more, register for your 2024 Show Expo badge, available now for only \$170. Click below to get started.

[ATTEND THE SHOW](#)

# Digital Branding Overview

## SHOW FLOOR LANDING PAGE WEB BANNERS

- \$10,000 [Exhibit hall floor plan]
- \$5,000 [North Hall, South Hall or Lakeside Center floorplans]

## SHOW TO GO DIRECTORY BANNER

- \$12,500

## PRODUCT CATEGORY WEB BANNER

- \$5,000

## REGISTRATION WEBSITE

- \$12,000

## HOUSING WEBSITE

- \$8,000

## SHOW WEBSITE BANNERS

- \$8,000 [Floor Ad]
- \$6,000 [Leaderboard]

## EMAIL BANNERS

- \$8,000 [April, May]
- \$7,000 [March, June]



NATIONAL RESTAURANT  
ASSOCIATION  
SHOW  
May 17-20, 2025 McCormick Place | Chicago, IL



# Grand Concourse Lobby Banner

Level 2.5

**Welcome Show attendees and highlight your brand** at the entrance to the North and South Halls.

Your branding will be featured on level 2.5 in the Grand Concourse\*.

## Opportunities:

- Three available
- Single-sided vinyl banner
  - 20'w X 7'h

\*Exact location TBD by Show Management.

**Investment:**  
**\$22,500**

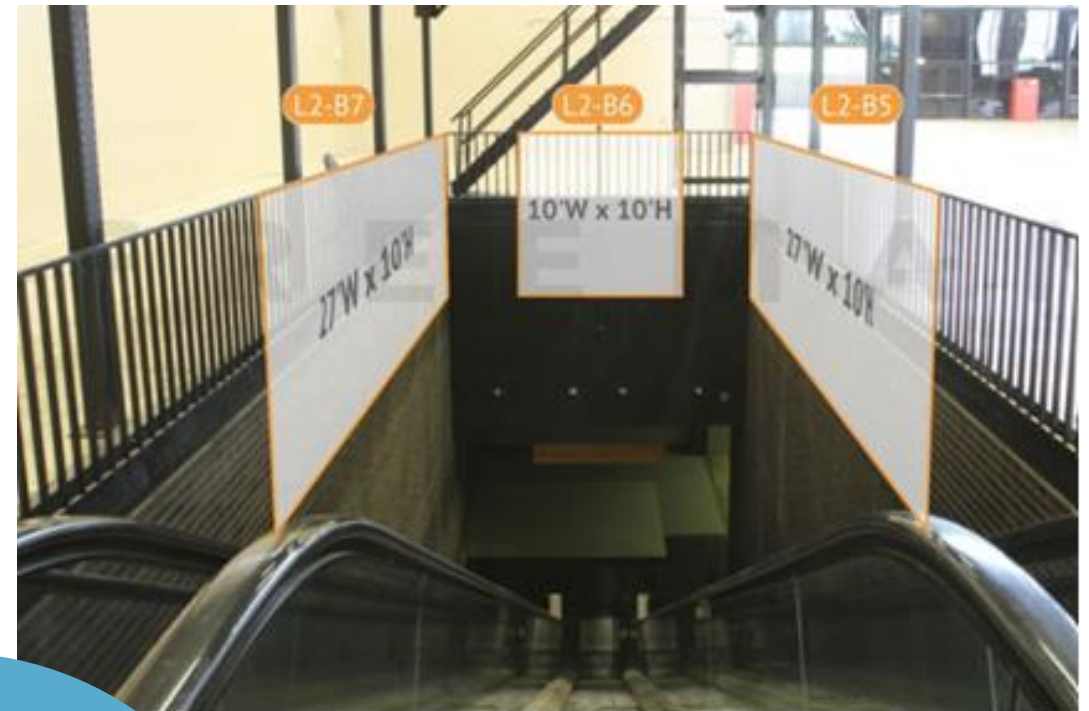


# Lakeside Lobby Escalator Banners

Advertise to attendees on the escalators from the Lakeside Registration/shuttle bus drop-off leading up to Lakeside Hall exhibits.

Sponsor designed graphics are included on three banners at the top of the escalator

This opportunity is exclusive to one sponsor.



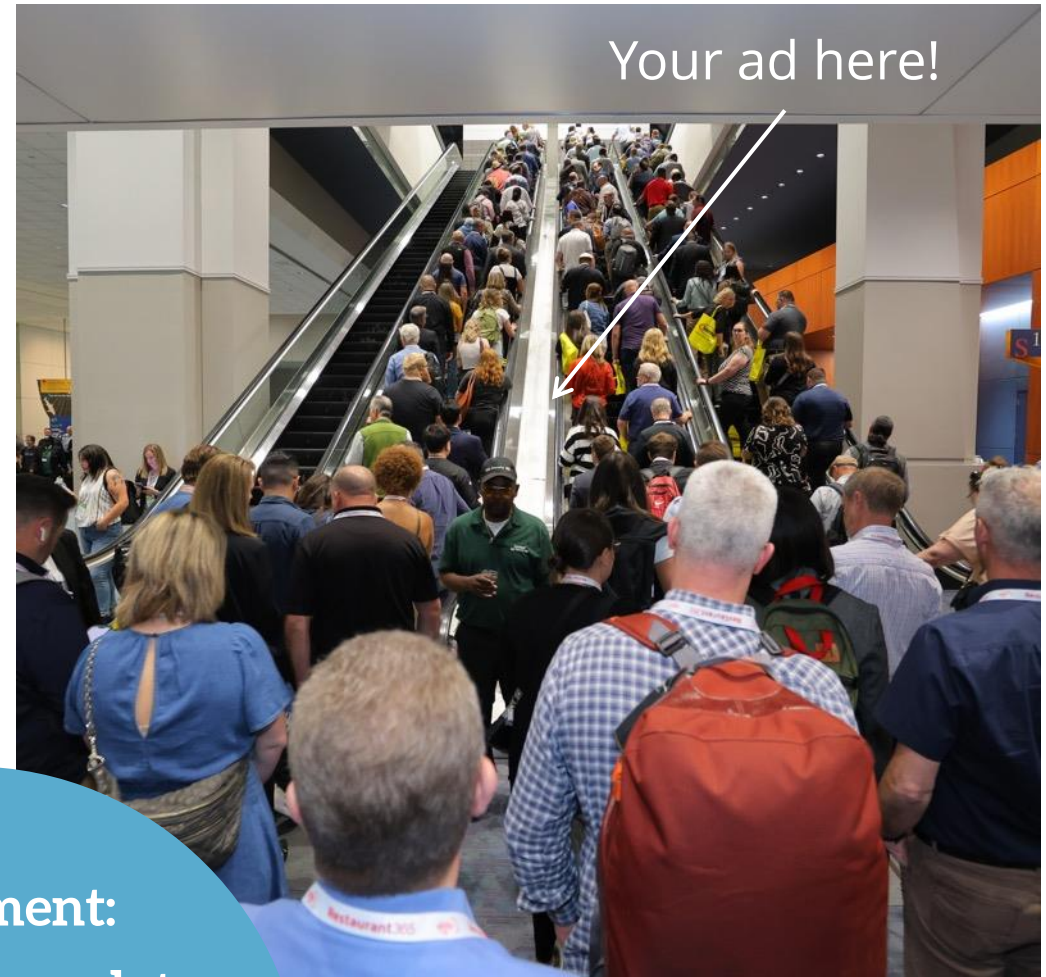
**Investment:**  
**\$40,000**

# Escalator Runners

Advertise to attendees on escalators from the South Registration/shuttle bus drop-off leading up to South Hall exhibits.

Sponsor designed graphics are included on runners and end caps.

This opportunity is exclusive to two sponsors.



**Investment:**  
**\$50,000 per escalator**

# Escalator Runners

**Grab attention and drive more attendees to your booth** by sponsoring an eye-catching escalator runner.

Greet attendees as they make their way to the Show floor from registration and shuttle bus drop-offs or grab attendees on the main escalators up to the Grand Concourse.

## Opportunities:

- ~~Grand Concourse – Level 1 to Level 2.5~~
  - ~~**\$52,500 SOLD**~~
- ~~Grand Concourse – Level 2.5 to Level 3~~
  - ~~**\$27,500 SOLD**~~
- South Building
  - **\$50,000 [per escalator]**

Investment:  
**\$27,500 – \$52,500**



# Registration Lobby Signs

**Reinforce your brand and educate the Show audience your latest offerings** by sponsoring a series of five meter boards placed in high traffic areas.

Meter boards are fully customizable and double-signed with an option to create unique graphics for each sign.

## Opportunities:

- South Building — within registration lobby
  - **\$17,500**
- South Building — from registration to Grand Concourse
  - **\$16,500**
- Lakeside Lobby — from parking lot
  - **\$12,500**
- Lakeside Lobby — from Shuttle bus drop-off
  - **\$12,500**

**Investment:**  
**\$12,500 - \$17,500**



# Bathroom Mirror Clings

**Capitalize on an engaged audience** with exclusive advertising in the bathrooms off the Show floor.

Include your booth number and branding on bathroom mirrors within the North Hall, South Hall or Lakeside Center exhibit halls.

Stickers will be placed above each sink.

## Opportunities:

- ~~South Hall Buyout~~ – **SOLD**
- North Hall Buyout – 52 sinks
- Lakeside Hall Buyout – 44 sinks

Investment:  
\$40,000 per hall



# Floor Stickers

**Capture attention and build brand awareness** by sponsoring a series of three dedicated floor stickers positioned in high-traffic areas throughout the Show venue.

Catch attendees as they exit and enter and on their way to and from shuttle bus and taxi drop-offs.

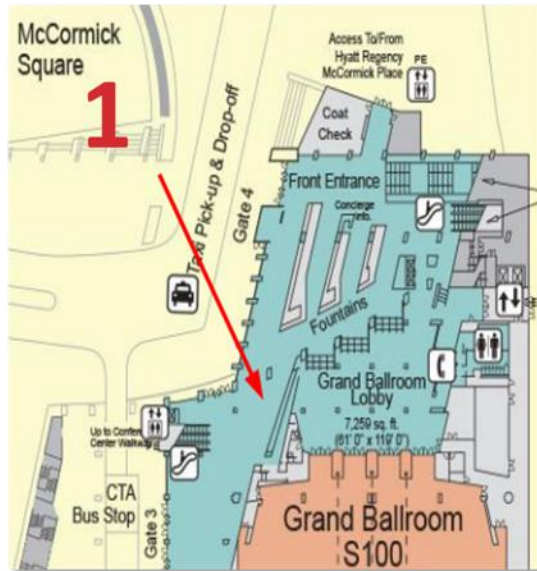
## Opportunities:

- South Building
  - **\$15,000**
- Lakeside Center
  - **\$10,000**

**Investment:**  
**\$10,000 – \$15,000**



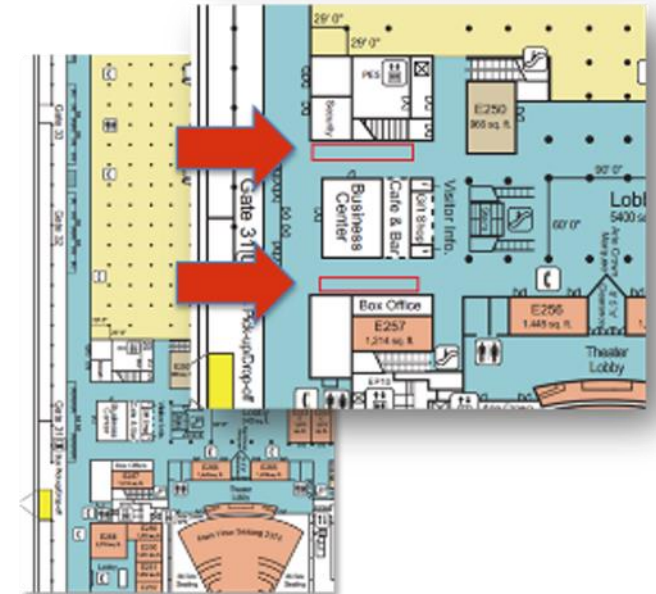
# Registration Lobby Signs and Floor Sticker Locations



Main entrance from the South Building, located in the registration lobby leading to the Grand Concourse.



In front of the entrance to the South Building, located by the shuttle bus drop-off in the West transportation lobby.



Inside the hallway from parking lot C to Lakeside Center and located by the shuttle bus drop-off leading to registration and escalators.



# Emerging Brands Pavilion

**Join the Show destination for emerging brands and innovative products.** Exhibitors include food and beverage items, new equipment, supplies, technology and much more.

Previous participating companies include Mush Foods U.S., Next Level Energy and No Meat Factory.

Sponsorship of this pavilion includes exclusive recognition in:

- Pre-event promotional messages
- Floor stickers and hanging signage above Emerging Brands Pavilion location
- Printed Pocket Guide

**Investment:**  
**\$20,000**



# Pocket Guide

**Maximize your brand visibility** by advertising in the only printed floorplan and event guide.

As the exclusive sponsor, your logo will be included on the Pocket Guide cover and on distribution bins throughout the Show venue at McCormick Place. You'll also benefit from a large ad in the guide and a callout for your booth on the floorplan page.

20,000 Pocket Guides will be printed and distributed onsite.



**Investment:**  
**\$20,000**

# Onsite Registration Sponsor

**Make a powerful first impression** as attendees enter the Show or their hotel and print their badges.

Take advantage of custom meter board signage and a splash screen ad on each registration portal touch screen homepage. Registration staff can also represent your company with branded uniforms and attire (sponsor provided).

As the exclusive sponsor, your brand will be recognized with signage in the following locations:

- McCormick Place — South Building
- McCormick Place — Lakeside Center
- Hyatt Regency Chicago
- Chicago Marriott Mag Mile
- Hilton Chicago
- Chicago Sheraton Grand

**Investment:**  
**\$20,000**



# Hotel Key Cards

**Keep your brand and your booth number at the fingertips of Show attendees** staying at official partner hotels.

Your custom artwork will be showcased on the front of hotel key cards. Opportunities are available at three of the largest hotels in the Show's room block.

## Opportunities:

- Hyatt Regency Chicago — 1,000 rooms
- Chicago Marriott Downtown — 800 rooms
- Sheraton Chicago — 650 rooms



**Investment:  
\$17,500 each**

# Show Floor Aisle Signage

**Stay top of mind** as attendees navigate a crowded Show floor.

Include your booth number and branding on aisle signage in the North Hall, South Hall or Lakeside Center exhibit halls.\*

## Opportunities:

- South Hall Buyout – 47 signs
  - **\$37,000**
- North Hall Buyout – 28 signs
  - Note: Does not include signage in B2
  - **\$27,500**
- Lakeside Hall Buyout – 28 signs
  - **\$27,500**
- Lakeside Ballroom Buyout – five (5) signs
  - **\$8,500**

\*Subject to change pending final floorplans.

**Investment:**  
**\$8,500 - \$37,000**



# Show Floor Lounge

**Provide a comfortable place for Show attendees to relax and recharge.**

This turnkey sponsorship package includes furniture, electricity, carpet, cleaning services and recognition on signage. The sponsored lounges will be promoted in the online/mobile app floorplan and in the printed Pocket Guide.

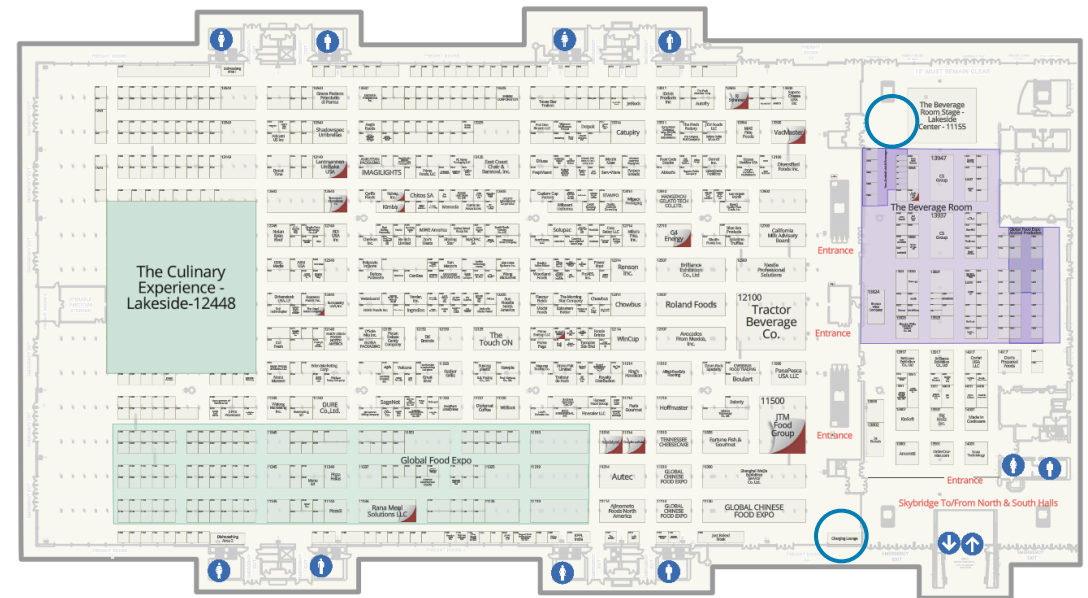
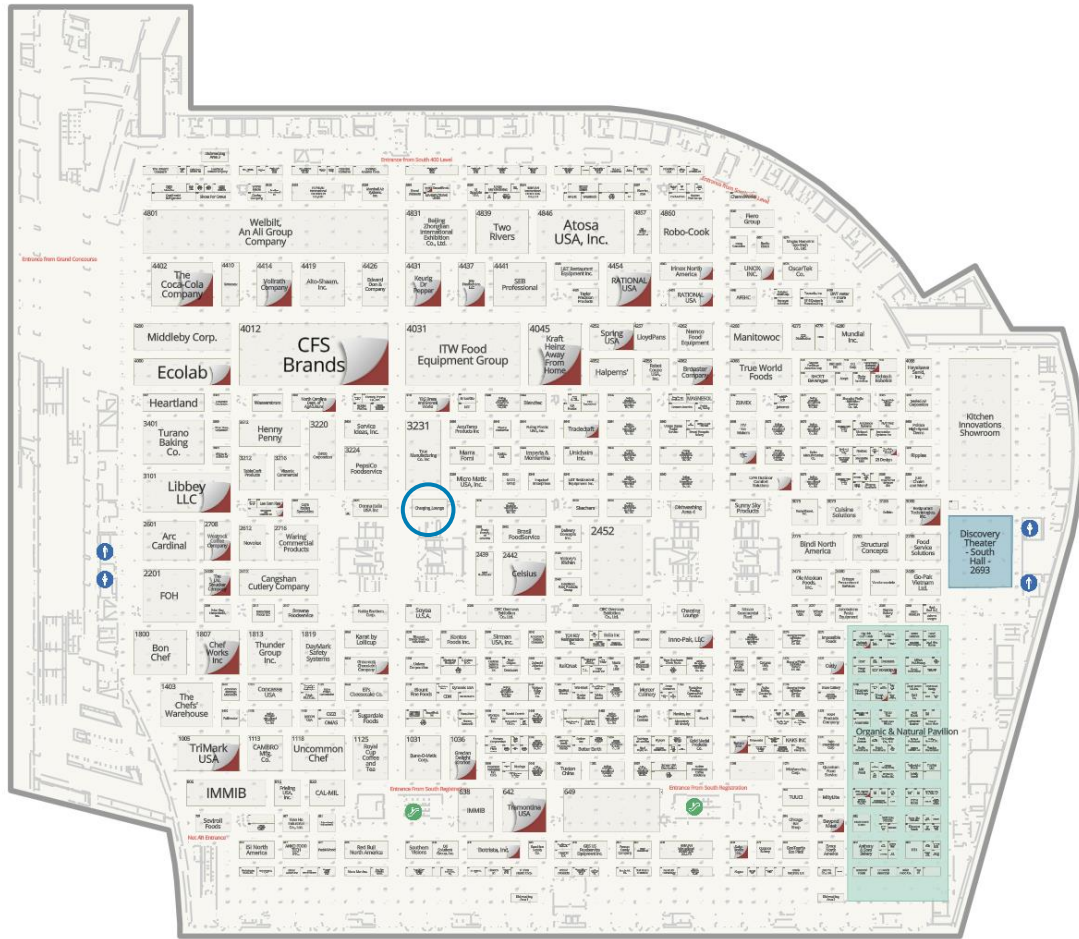
Locations are available in the North and South Halls, Lakeside Center and The Beverage Room.

Sponsors can add customizations including additional signage, catering, handouts, florals, etc.



**Investment:  
\$30,000**

# Show Floor Lounge Locations



# Sustainability at the Show

- As a major event organizer, The Restaurant Show and our parent company, Informa Connect, aim to lead sustainable development in the industry by running socially and environmentally responsible events.
- We are dedicated to creating sustainable solutions and experiences for attendees, aim to reduce the event's carbon footprint, and will provide engaging content to guide the restaurant industry.
- Our vision is realized through activities centered on Sustainable Development, Social Responsibility, and Environmental Responsibility.
- The Show is seeking sustainability partners to support ongoing efforts and welcomes collaborations for further initiatives.





# Sustainability Partnerships

## Gold Partnership

- Exclusive sponsor logo on shuttle bus signage & digital/printed flyer.
- 60- second video on all shuttle buses with video capability.
- Exclusive opportunity to provide moderator for sustainability meetup.
- Post Show attendee list with first and last name, job title, company and email address from sustainability meetup.
- Gold logo and partner recognition on sustainability webpage and emails.
- Gold logo and partner recognition on onsite signage.

Investment:  
\$35,000



# Sustainability Partnerships

## Silver Partnership

- A 30-second video featured on all shuttle buses equipped with video capability.
- Sustainability meetup attendee list, including first and last names, job titles, companies, and email addresses.
- Silver logo and partner recognition on the Sustainability webpage and in related emails.
- Silver logo and partner recognition on onsite signage.

Investment: \$15,000

## Bronze Partnership

- Bronze logo and partner recognition on the Sustainability webpage and in related emails.
- Bronze logo and partner recognition on onsite signage.

Investment: \$5,000



# Grand Concourse Activation

**Enhance the attendee experience with a show-stopping, social-media-worthy onsite activation** that puts your company in the spotlight at a high-traffic area.

Attendees are invited to participate in an interactive game for a chance to win prizes presented by the Show and sponsor partners. Offer an immersive and unique experience by sponsoring one day of this lively and fun activity, and engage with the crowd stopping by for fun and photos.

The activation will be staffed with an emcee to hype the crowd and bring in attendees to participate. Players climb stairs behind the “O” to drop a game piece down the board and into one of nine slots for a chance at a prize.



# Grand Concourse Activation

Daily presenting sponsors receive the following benefits:

- Opportunity to provide giveaways for prize winners or spectators.
- Opportunity for staff to network with attendees around the activation.
- Logo and sponsorship recognition on the back of the activation.
- Logo and sponsorship recognition on onsite signage, online planner, mobile app, printed Pocket Guide, and social media.
- Post-Show attendance list with first and last name, job title, company and email address from all activation participants.



**Investment:  
\$20,000 per day**

# Onsite Branding Overview

## GRAND CONCOURSE: LOBBY BANNERS

- \$22,500 [Level 2.5]

## ESCALATOR RUNNERS

- \$50,000 [South Building, per escalator]

## LAKESIDE REGISTRATION ESCALATOR BANNERS

- \$40,000

## REGISTRATION LOBBY SIGNS

- \$17,500 [South Building]
- \$16,500 [Grand Concourse]
- \$12,500 [Lakeside Center]

## BATHROOM MIRROR CLINGS

- \$40,000 [North Hall]
- \$40,000 [Lakeside Hall]

## FLOOR STICKERS

- \$15,000 [South Building]
- \$10,000 [Lakeside Center]

## EMERGING BRANDS PAVILION

- \$20,000

## POCKET GUIDE

- \$20,000

## ONSITE REGISTRATION SPONSOR

- \$20,000

## HOTEL KEY CARDS

- \$17,500 [Each]

## SHOW FLOOR AISLE SIGNAGE

- \$37,000 [South Hall]
- \$27,500 [Lakeside or North Hall]
- \$8,500 [Lakeside Ballroom]

## SHOW FLOOR LOUNGE

- \$30,000

## SUSTAINABILITY PARTNERSHIPS

- \$35,000 [Gold]
- \$15,000 [Silver]
- \$5,000 [Bronze]

## GRAND CONCOURSE ACTIVATION

- \$20,000 [Per Day]

