

# Best Practices

## FOR EXHIBITOR MARKETING

Maximize your reach and ROI at the National Restaurant Association Show with these best practices and marketing tips. The following recommendations are designed to help you generate leads, connect with your current customers, drive traffic to your booth and boost your sales pipeline.

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

### **Add the Show to your website**

Add the Show dates to your event calendar and consider developing a landing page to highlight product offerings, announcements and how your customers and prospects can connect with you before, during and after the Show.

### **Request customer-facing employees add the Show banner into their email signatures.**

### **Announce your organization's involvement at the Show on social media and encourage employees to share with their networks.**

### **Add a Show banner to your website and use in relevant email communications and e-newsletters.**

### **Send an email invitation to key customers and target prospects.**

Did you know you can access an allotment of FREE Customer Invites through the Registration Services tile in your **Exhibitor Dashboard**? First, identify customers then invite them to register as your guest with a complimentary sign-up link.

### **Create a custom video on the Vocal Voices platform to supplement your outreach and boost engagement.**

Marketing resources, materials and templates are available on the Show's promotional tool kit at [nationalrestaurantshow.com/nras-exhibitors/marketing-resource-center/](https://nationalrestaurantshow.com/nras-exhibitors/marketing-resource-center/). Be sure to upload your logo to customize graphics.

### **Generate excitement for new products or features you are planning to highlight at the Show through a press release.**

Be sure to submit your press release to the Show team and include it in your on-site press kit to get in front of registered press attendees.

### **Provide a physical press kit to be placed in the Show's on-site press room.**

Press kits include materials showcasing your company, products, services and any newsworthy announcements you would like to communicate to media.

### **After the Show, promptly follow up with prospects and leads to encourage engagement and conversion.**

