

Product Activation

Put your product in the hands of operators and target buyers



Hotel Room Drops

Be the first to welcome Show attendees and make an impression by sponsoring a hotel room drop at official partner hotels.

Provide a product sample, gift card or custom offer to guests who will be invited to a private room to select their gift. 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:
\$10,000 [per hotel]



Photo Moment

Make a splash on the Show floor by sponsoring a custom activation that is sure to inspire social media buzz.

Take advantage of a dedicated space on the Show floor for your activation, along with basic utilities. Various locations are available to accommodate your activation.

As a sponsor, your brand will receive recognition in attendee promotions including:

- Email advertising
- Social media
- Banner advertising on the Show website
- Printed Pocket Guide

**Investment:
\$25,000**



Refreshment Breaks

Show Floor

Treat attendees by providing grab and go snacks or beverages, served near a Show floor programming destination. Your product will be set out before the first session or demo and distributed until supplies last.

As a sponsor, your company will receive:

- Logo and sponsorship recognition on onsite signage.
- Promotion of refreshment breaks in the online planner and mobile app.

Investment: \$15,000 [per day]

Expo + Education

Fuel Expo + Education badge holders with a grab and go beverage or snack before sessions begin. Sessions take place off the Show floor in meeting rooms each morning of the event.

As a sponsor, your company will receive:

- Logo and sponsorship recognition on onsite signage and walk in slides.
- Promotion of refreshment breaks in the online planner and mobile app.
- An allotment of Expo + Education badges.
- Opportunity to provide branded napkins.
- Opportunity to provide your own product or Show Management will make catering arrangements.

Investment: Based on Product



Show Floor Coffee Break

Build buzz about your brand while providing a dose of caffeine by sponsoring a coffee lounge on the Show floor.

Your product will be served near a Show floor programming destination, either all day or on the schedule of your choosing.

As a sponsor, your company will receive:

- Access to a fully customizable space with plumbing and basic electricity.
- Logo and sponsorship recognition on onsite signage.
- Promotion of refreshment breaks in the online planner and mobile app.

Investment:
\$15,000



Keynote Snack Break

Generate excitement and drive additional booth traffic by offering a grab and go snack or beverage to attendees following one of the featured sessions.

As a sponsor, your company will receive:

- Logo and sponsorship recognition on onsite signage.
- Promotion of snack break in the online planner and mobile app.
- Ability to choose from two featured sessions hosted in Ballroom S100 located in the South Building between registration and the Grand Concourse:
 - Keynote Speaker (Carla Hall) – 1,600+ attendees SOLD
 - Technomic Featured Session – 600+ attendees

Investment:
\$15,000



Product Activation Overview

HOTEL ROOM DROPS

- \$10,000 [per hotel]

PHOTO MOMENT

- \$25,000

REFRESHMENT BREAK

- \$15,000 [Show floor per day]
- Expo + Education [based on quantity]

SHOW FLOOR COFFEE BREAK

- \$15,000

KEYNOTE SNACK BREAK

- \$15,000



NATIONAL RESTAURANT
ASSOCIATION
SHOW

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