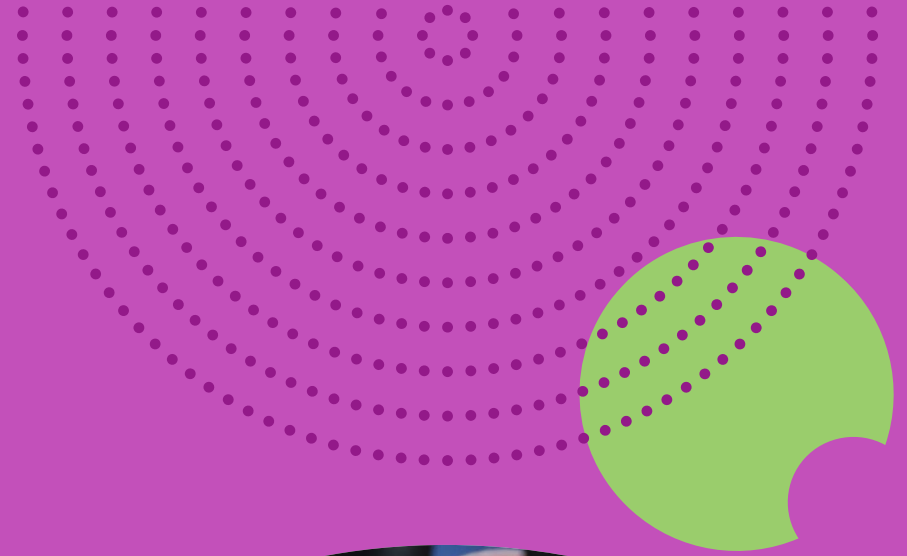
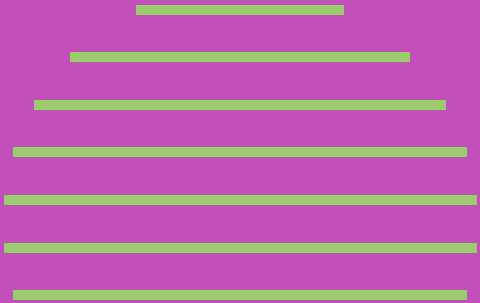


NATIONAL RESTAURANT ASSOCIATION SHOW 2025

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





SHOW OVERVIEW



ALL OF FOODSERVICE MEETS HERE

The **National Restaurant Association Show** is the largest annual gathering of foodservice professionals in the Western Hemisphere. The Show brings together the people, ideas, products, solutions and information that make up the entire domestic and international industry spectrum. It is the must-attend, pinnacle event of the industry.

2024 Highlights:

REGISTRATION

36,138 Attendees

21,882 Exhibitors

58,020 TOTAL

6% Increase YoY

INTERNATIONAL

124 Countries Represented

5,360 Attendees

3,173 Exhibitor Personnel

8,560 TOTAL INTERNATIONAL

22% Increase YoY

EXHIBITORS

723,453 Sq. Ft. of Exhibit Space

9% Expansion In Exhibit Space YoY

900+ Exhibiting Categories

2,269 TOTAL EXHIBITORS

With **742 exhibiting** for the first time

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SEE IT FOR YOURSELF



https://youtu.be/ebqN68_GSq0

WHAT YOU'LL FIND AT THE SHOW

Product Categories

- Beverage
- Equipment
- Food
- Furniture, Furnishings & Decorations
- Paper, Plastic, Supplies, and Small wares
- Services
- Tableware & Linens
- Technology & Entertainment
- Uniforms & Apparel

Attendee Categories

- Commercial (independents, chains)
- Non-commercial
- Dealers & Distributors
- Lodging
- Retail



THE SHOW FLOOR

McCormick Place - Chicago

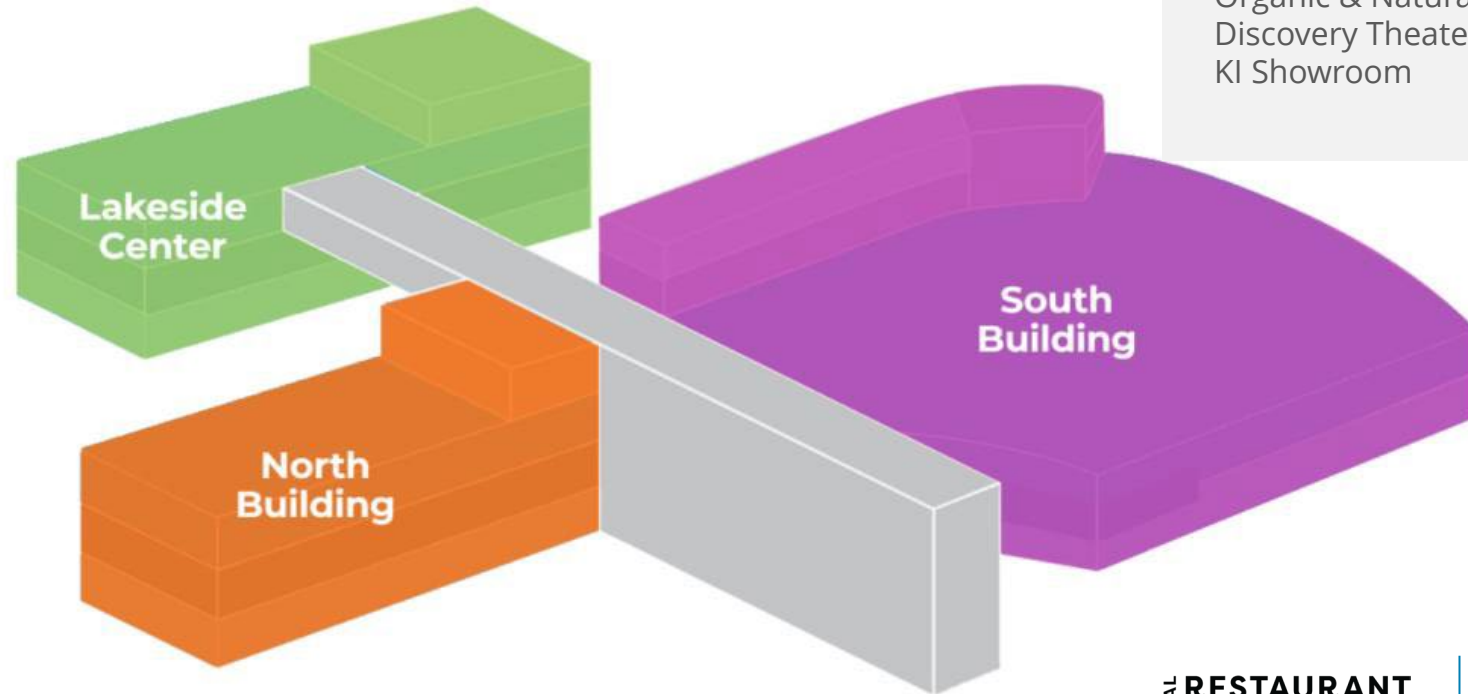


Lakeside Center

The Beverage Room
The Beverage Room Stage
Global Food Expo
The Culinary Experience

North Hall

A Taste of the States
TECH Pavilion
Emerging Brands Pavilion
Innovation Theater



South Hall

Organic & Natural
Discovery Theater
KI Showroom

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EXPO + EDUCATION BADGE

Discover innovative solutions, fresh perspectives, and future-forward ideas through operator-led education. Available exclusively for Expo + Education badge holders, the Show's education program provides a focused learning experience for growth-minded attendees.

What's included with your expo + education badge

(Valued at \$325)

- Exhibit Hall Access
- Show Floor Theaters (including live demos)
- Keynote & Featured Sessions

PLUS

- 45+ Operator-led Sessions
- Exclusive Expo + Education General Session
- Networking Coffee Breaks
- On-Demand Session Recordings & Presentation Materials

2025 Education Tracks and Topics

- Culinary Insights
- Marketing Matters
- Operations Solutions
- Technology Strategies
- Trends in Adult Beverage
- Workforce Management

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NETWORKING EXPERIENCES

The **National Restaurant Association Show** offers unique opportunities to connect! Keep the conversations going and spark new ones at our exciting networking events taking place throughout the Show



INTERNATIONAL RECEPTION

- Saturday, May 17 from 5 p.m. to 6 p.m.
- Room S406 at McCormick Place
- Open to all international attendees
No ticket required – only your Show badge!



YOUNG PROFESSIONALS NETWORKING PARTY

- Sunday, May 18 from 5 p.m. - 7 p.m.
- TAP @ McCormick Place
- Open to foodservice professionals 35 and under.
Tickets go on sale in January 2025



INDUSTRY NIGHT OUT

- Monday, May 19 from 7 p.m. - 10 p.m
- Time Out Market (916 W Fulton Market)
- Open to all foodservice operators
Tickets go on sale in January 2025



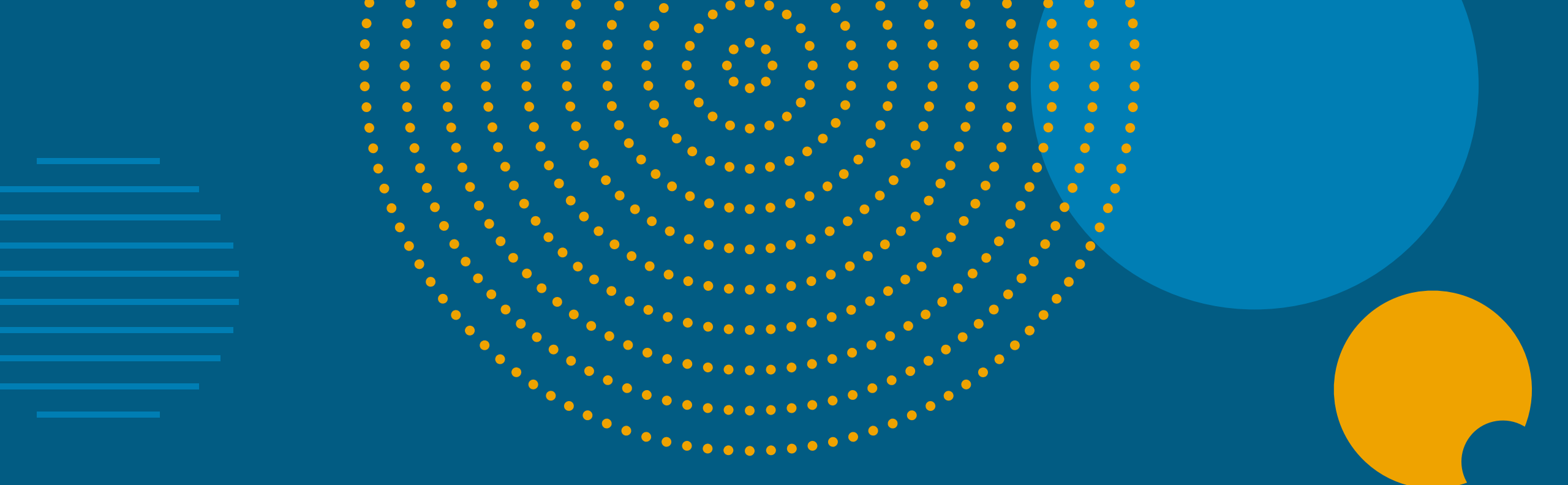
MEETUPS

- Join peers and industry leaders at the Show to share ideas and discuss challenges and opportunities unique to your profession.



DINNER EXPERIENCES

- Take advantage of curated dinner experiences at Chicago restaurants and get valuable face time with foodservice industry peers.



THE DELEGATION PROGRAM

BENEFITS FOR DELEGATIONS



Free Expo Badge



Access to the International Trade Center



Dedicated assistance with Show registration



On-site support with scheduling supplier meetings



Personalized support with U.S. visa applications and other travel planning considerations



Exclusive networking opportunities

CHICAGO



- Chicago is a foodie haven with over **8,000 restaurants** that showcase its ever-changing culinary scene. Experience first-hand fresh ideas and innovative options!
- The city is known for its jaw-dropping architecture, vibrant music scene, amazing food and iconic neighborhoods.
- You can discover all the fascinating things there are to see and do, whether it's visiting Wrigley Field, one of the oldest ballparks in the nation; enjoying the city's many waterfront; visiting internationally renowned collections at the city's many museums; sipping wine along a skyscraper river canyon; you will have an excellent trip!

INTERESTED IN JOINING A DELEGATION?

Confirm your participation so the team can get you registered

Check if you **need to request a visa appointment or passport renewal** and start your application soonest

- **The Show provides an invitation letter** if needed after registration is complete

Book your hotel and flight early to ensure you access the best rates and options

- **Check the discounts and rates** offered on the website
- **Room block reservations** are available upon request



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QUESTIONS?

See you in Chicago!

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