

# Thought Leadership

Showcase your expertise to an engaged and qualified audience



# Meetups

**Be the brand that brings attendees together** by sponsoring the annual meetups taking place at the Show.

As a sponsor, your branding will be included on the attendee email invitation, onsite signage and in the mobile app. Plus, you will get access to the list of onsite participants.

## **Previous Meetups Included:**

- Chefs and Culinary Professionals
- Young Professionals
- Franchisors
- Entrepreneurs and First Time Business Owners
- Women in Convenience
- Marketing Professionals
- Equipment Professionals
- Training and HR
- ... and more!

**Investment:**  
**\$3,000**



# Featured Session With Technomic

**Strengthen your thought leadership and tap into an engaged audience of 600+ participants.**

The Featured Session takes place on the keynote stage and leverages the latest data and insights based on Technomic's research.

As the exclusive presenting sponsor, your company will receive:

- Welcome remarks and session introduction from a company representative (up to three minutes).
- Reserved seating for your company's designated customers/guests.
- Logo and sponsorship recognition on promotional messages, onsite signage, walk in slides, the Show website, online planner and mobile app.
- Featured Session registration list with first and last name, job title, company and email address for each attendee.

**Investment:  
\$50,000**



# Keynote Session

**Capture attention from 1,500+ participants hungry for inspiration.**

This year's highly anticipated Keynote Session will feature acclaimed chef, author and television host, Carla Hall.

As the exclusive presenting sponsor, your company will receive:

- Welcome remarks from a company representative (up to three minutes).
- Reserved seating for your company's designated customers/guests.
- Logo and sponsorship recognition on promotional messages, onsite signage, walk in slides, the Show website, online planner and mobile app.
- Keynote Session registration list with first and last name, job title, company and email address for each attendee.



**Investment:  
\$65,000**

# Keynote Bundle

**Align your brand with the Show's must-attend thought leadership and maximize your investment** by sponsoring both the Featured Session and Keynote Session.

As the exclusive presenting sponsor, your company will receive:

- Welcome remarks and session introduction from a company representative (up to three minutes).
- Reserved seating for your company's designated customers/guests.
- Logo and sponsorship recognition on promotional messages, onsite signage, walk in slides, the Show website, online planner and mobile app.
- Photo opportunity with Carla Hall for your customers/guests.
- Session registration lists with first and last name, job title, company and email address for each attendee.

**Investment:**  
**\$85,000**



# The Beverage Room Stage

**Be part of the Show's exclusive destination for top suppliers, ingredients and products to enhance bar and beverage programs.** The Beverage Room Stage features demos by master mixologists and expert sessions on trends such as the rise in non-alcoholic beverages, off-premise strategies and new revenue opportunities.



88

average # of attendees  
per session

Past presenters include award-winning beverage and mixology experts from establishments such as **Starbucks Reserve**, **Gibson's Restaurant Group**, and **alaMar**.

Scan the QR code to view the 2024 Sessions →



# The Beverage Room Stage Presenting Sponsor

**Elevate your expertise on current beverage trends, challenges and new opportunities.**

As the exclusive presenting sponsor, your company will receive:

- 30-minute demo with dedicated reserved seating, logo recognition on onsite digital signage and the opportunity to provide giveaways.
- Logo recognition on The Beverage Room Stage.
- Opportunity to provide video content to run in between theater sessions.
- Logo and sponsorship recognition on promotional messages, onsite signage, walk in slides, the Show website, online planner, mobile app and printed Pocket Guide.
- Post-Show attendance lists with first and last name, job title, company and email address from all The Beverage Room Stage sessions.

Investment:  
\$42,500



# The Beverage Room Stage Demo

**Share your latest insights into bar and beverage programs and join the exciting lineup** of industry leaders on The Beverage Room Stage.

A beverage demo is your opportunity to feature your innovative products and distribute samples to participants.

As a sponsor, your company will receive:

- 30-minute demo with dedicated reserved seating and the opportunity to provide giveaways.
- Logo and sponsorship recognition on onsite digital signage and in the Show online planner and mobile app.
- Session registration list with first and last name, job title, company and email address.

**Investment:**  
**\$3,500**





# Expo + Education

**Position your company as the education sponsor and provide additional value to your key customers.**

This enhanced attendee offering provides Expo + Education badge holders with operator-led sessions, a dedicated general session, can't-miss networking opportunities and more.



**45+**

**Expo + Education  
operator-led sessions**

Session tracks include **Culinary Insights, Marketing Matters, Operations Solutions, Technology Strategies, Trends in Adult Beverage** and **Workforce Management**.

Scan the QR code to learn more →



# Expo + Education Supporting Sponsor

**Supporting Sponsor** receives the following exclusive benefits:

- 10 Expo + Education badges for customer invitations or sponsor use.
- Sponsor designed escalator runners off the Grand Concourse, Level 4-5.
- Logo recognition on pre-Show digital promotions including email and website.
- Logo recognition on onsite signage (digital or print) and walk in slides.
- Opportunity to provide a giveaway at Expo + Education sessions.

Investment:  
\$30,000



# Restaurant Catering Workshop

**Position your company as a leader in catering as a sponsor of the Restaurant Show's Catering Workshop.** This new attendee offering provides a deep dive into unlocking the potential of catered events, and how best to scale -or start- a catering operation. *Risk, Reward & Revenue: Restaurant Catering Workshop*, is presented in partnership with Catersource.

Sessions will take place between 1-5pm on Monday, May 19th at McCormick Place. Outside of sponsorship, attendance is open to foodservice operators only. Sessions will be recorded and available to view post-Show on Informa Connect's Streamly platform, marketed to the entire Show network.



# Restaurant Catering Workshop Sponsorship

Each sponsor will receive the following benefits:

- 5 catering workshop badges for customer invitations or sponsor use.
- Logo recognition on pre-Show digital promotions including email and website.
- Logo recognition on onsite signage (digital or print) and on walk in slides.
- Opportunity to provide brief comments at one of the catering workshop session breaks and engage in ice breaker activities.
- Opportunity to provide a giveaway or refreshment at one of the catering workshop session breaks.
- Opportunity to draft custom thank you email sent to all catering workshop attendees.
- Opportunity to provide panelist in post-Show catering webinar, promoted to Restaurant Show network.
- Post-Show attendance list with first and last name, job title, company and email address from all catering workshop sessions and webinar.

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



# Discovery Theater

**Capture attendees seeking practical strategies to strengthen their operations and build efficiency.** The Discovery Theater, located in South Hall, is the Show's leading resource for best practices including marketing tools, off-premise, labor retention, and more.



106

average # of attendees  
per session

Session tracks include **Operations Solutions, Marketing Matters, Workforce Recruitment and Retention, Technology Strategies, Culinary Insights, Off-Premise** and **Wellness**.

Scan the QR code to learn more →



# Discovery Theater Presenting Sponsor

As the exclusive sponsor, your company will receive:

- 30-minute session with dedicated reserved seating.
- Logo recognition on the Discovery Theater Stage.
- Opportunity to provide video content to run in between theater sessions.
- Logo and sponsorship recognition in promotional messages, onsite signage, walk in slides, the Show website, online planner, mobile app and printed Pocket Guide.
- Post Show attendance lists with first and last name, job title, company, and email address from all Discovery Theater sessions.

**Investment:**  
**\$47,500**



# Sponsor-Led Sessions

**Elevate your brand as a subject matter expert and maximize your investment** by co-sponsoring a session in the Innovation or Discovery Theaters. Programming on the Show floor is open to all attendees and covers a wide range of topic areas that apply to professionals across the industry. Sessions are categorized by track and searchable by job function and industry segment to help attendees find the information they are most interested in.



# 113

**average # of attendees  
per session**

## 2024 Attendance Stats:

- Decision makers in mid-senior level management at C-Level/Owner levels had significant representation.
- The age group most represented was 50 and over, followed closely by the 41-50 age group.

# Sponsor-Led Sessions

As a sponsor-led session partner, your company will receive:

- 30-minute session with dedicated reserved seating and the opportunity to provide giveaways.
- Logo recognition on the Innovation or Discovery Theater stages.
- Opportunity to provide video content to run in between theater sessions.
- Logo and sponsorship recognition on onsite digital signage and in the Show online planner and mobile app.
- Session registration list with first and last name, job title, company and email address.
- Session recording promoted post-Show on Informa's Streamly platform. Sponsor will receive a copy of their recording.

**Premium Bundles:** Includes a 30-minute session at a prime time on Saturday, Sunday or Monday and a 30-minute session on Tuesday.

\$22,500 [per session]

\$27,500 [2 session bundle]





# The Culinary Experience

**Join forces with celebrated chefs and prominent industry leaders** as they share their experiences, techniques and tips on some of today's hottest food and beverage trends. The Culinary Experience, located in Lakeside Center, features cooking demos and book signings that advance ingenuity.



170

average # of attendees  
per session

2024 Celebrated Chefs:

- **Karen Akunowicz**, award-winning chef, author and restaurateur
  - **Nyasha Arrington**, chef, television personality and restaurateur
  - **Rick Bayless**, award-winning chef, restaurateur, author and TV Personality
  - **Nina Curtis**, award-winning chef/director & executive chef, Plant'ish & Co. Culinary Arts
- Scan the QR code to learn more →



# The Culinary Experience Title Sponsor

As the exclusive title sponsor, your company will receive:

- 30-minute demo and tasting session with logo recognition on onsite digital signage and the opportunity to provide giveaways.
- Logo recognition on Culinary Experience Stage.
- Opportunity to provide video content to run in between sessions.
- Reserved seating for sponsor VIP customers and clients.
- Opportunity to provide a giveaway or custom signage in back-of-house green room.
- Logo and sponsorship recognition in promotional messages, onsite signage, walk in slides, the Show website, online planner, mobile app and printed Pocket Guide.
- Post Show attendee lists with first and last name, job title, company and email address from all the Culinary Experience Stage sessions.

**Investment:**  
**\$47,500**



# The Culinary Experience Supporting Sponsor

As the supporting sponsor, your company will receive:

- Tasting session with logo recognition on onsite digital signage and the opportunity to provide giveaways.
- Logo recognition on Culinary Experience Stage.
- Reserved seating for sponsor VIP customers and clients.
- Opportunity to provide a giveaway or custom signage in back-of-house green room.
- Logo and sponsorship recognition in promotional messages, onsite signage, walk in slides, the Show website, online planner, mobile app and printed Pocket Guide.

**Investment:**  
**\$32,500**



# Culinary Demo at The Culinary Experience

**Leverage your partnerships with top culinary talent and highlight your brand** by sponsoring a demo on the Culinary Experience Stage.

As a sponsor, your company will receive:

- Ability to incorporate your product into the demo.
- Logo and sponsorship recognition on onsite signage, the Show website, online planner, mobile app and printed Pocket Guide.
- Session attendee list with first and last name, job title, company and email address.

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



# Webinar

**Keep your brand top of mind and benefit from an average of 250+ registrants** by leading a pre- or post-Show webinar.

As a sponsor, your company will receive:

- Opportunities to provide content and speakers, showcase a brief video, host a live poll, share an exclusive offer and provide resources to attendees during webinar.
- Logo and sponsor recognition on webinar promotional materials and slides.
- Webinar registration list with first and last name, job title, company, and email address.
- After live webinar, your session will remain available to watch on-demand in the Show's online archive.

## National Restaurant Association Show

Webinars

ON-DEMAND



### Unlocking the Power of Food for Work Insights

Wednesday, August 21, 2024 · 11:00 AM CDT

Join the ezCater team as we provide industry and customer insights drawn from millions of B2B catering transactions as well as external research. We'll dig into the details of industry growth, customer ordering behaviors, and more, learning how hi...



### Revolutionize Labor Management for Profitability

Thursday, August 8, 2024 · 2:00 PM CDT

Unlock industry-leading strategies to navigate today's complex world of restaurant labor costs. Whether you run a fine dining establishment or are navigating the fast-paced world of quick service, one challenge unites us all: optimizing labor cost...

Investment:  
**\$12,500**

# Thought Leadership Overview

## MEETUPS

- \$3,000

## FEATURED SESSION WITH TECHNOMIC

- \$50,000

## KEYNOTE SESSION

- \$65,000

## KEYNOTE BUNDLE

- \$85,000

## BEVERAGE ROOM STAGE

- \$42,500 [Presenting]
- \$3,500 [Demo]

## EXPO + EDUCATION

- \$30,000 [Supporting]

## RESTAURANT CATERING WORKSHOP

- \$8,000

## DISCOVERY THEATER

- \$47,500

## SPONSOR-LED SESSIONS

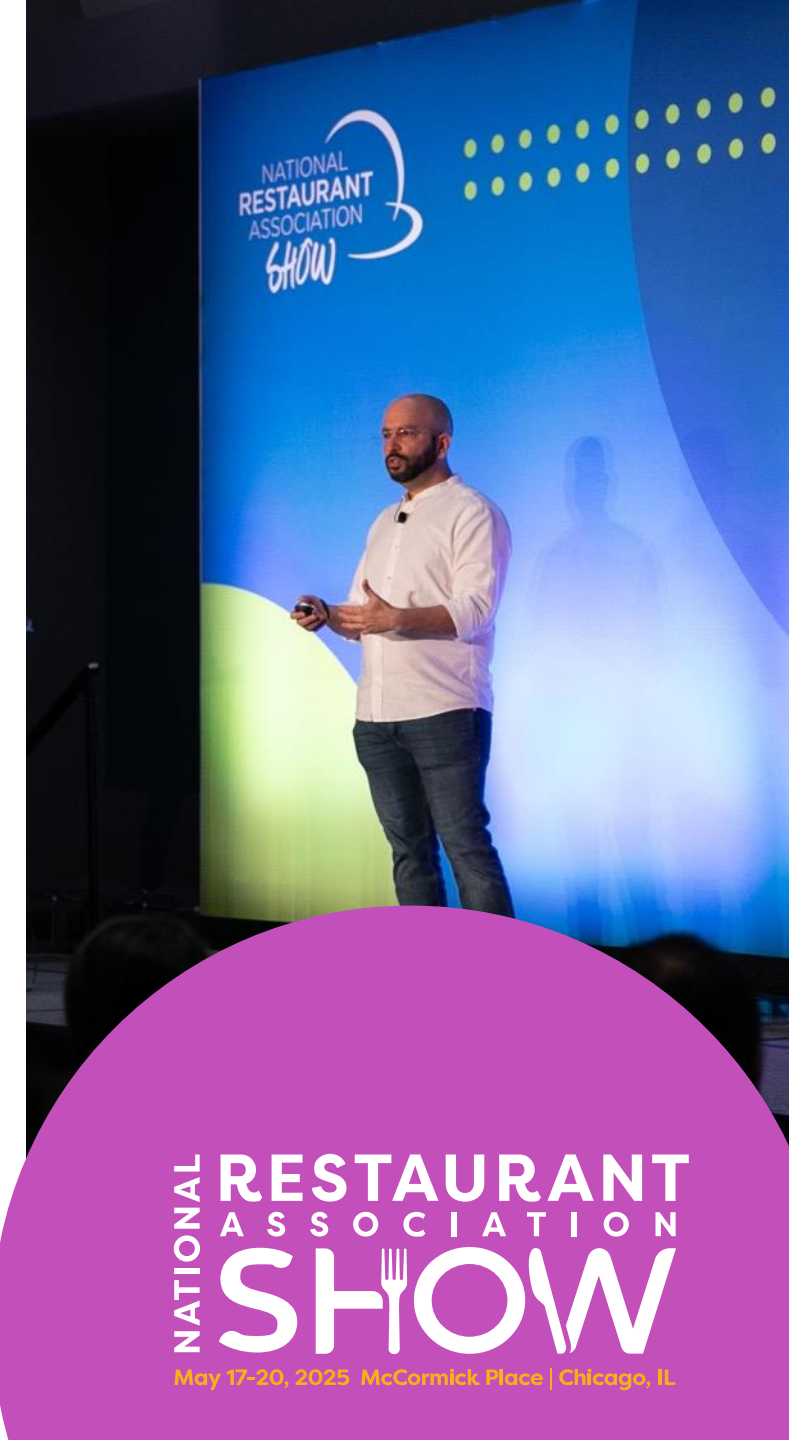
- \$27,500 [2 Session bundle]
- \$22,500 [Per session]

## THE CULINARY EXPERIENCE

- \$47,500 [Title]
- \$32,500 [Supporting]
- \$17,500 [Demo]

## WEBINAR

- \$12,500



NATIONAL RESTAURANT  
ASSOCIATION  
SHOW

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