

Traffic Driving

Draw more visitors to your booth and watch your ROI soar.



The Show To Go Upgrades

Stand out from your competitors with an upgraded The Show To Go listing. This sponsorship includes a four-color logo on your company's profile, press release uploads and product profiles. Your enhanced listing will be featured in the online Show planner and mobile app.

Scan QR code for [more information](#) about each package.

Opportunities:

- Silver — \$1,000
- Gold — \$2,000



**Investment:
\$1,000 - \$2,000**

Botrista, Inc.

Description Product Categories Collateral Contact Us Additional Information



+ Matcha Boba Tea

Our world class matcha boba tea is locally sourced in Jap to get their fix.

Please stop by Botrista's Booth (#2782) and we'll happily

Exhibitor Showcase Email


Make sure you're viewed as a must-see exhibitor with an ad in the bi-monthly Exhibitor Showcase emails.

Sent to registrants, these emails earn an impressive 41% open rate and an average of 57 clicks per ad. Exhibitor ads link directly to The Show To Go profiles, making it easier for attendees to learn about your company. Ramp up interest in April, catch attendees finalizing their plans in May or keep your brand top of mind after the Show in June.

Opportunities:



- **April-May — \$4,000**
- **June — \$2,500**

**Investment:
\$2,500 - \$4,000**



These suppliers are ready to partner!

Check out a few of our 2024 exhibitors and head to [The Show To Go](#) for our full lineup.

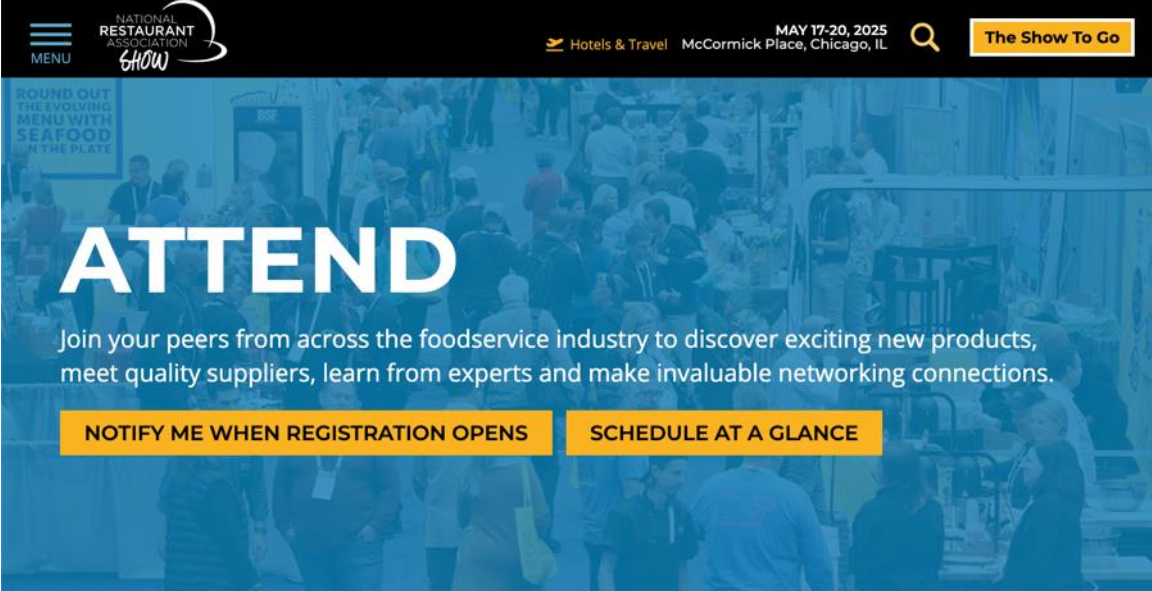
Digital Restaurant Association - Booth 5877	Mowi Atlantic Salmon® - Booth 10056
Join DRA+Google in the Discovery Theater for insights on how to "Maximize the Power of Your Digital Business" on Monday (5/20) and Tuesday (5/21) at 12:30pm.	Experience the freshness of Mowi Atlantic Salmon, straight from pristine waters to your plate. Delight in the wonderful color, texture and marbling that is so typical of MOWI.
	
LEARN MORE	LEARN MORE

Retargeted Advertising

Reach a qualified audience of foodservice professionals and benefit from an average of 144 clicks.

Your ad will be served to returning visitors to the Show website — which means they're already aware of the Show and are the most likely to attend.

Significant inventory is available, all with high click through rates!



The screenshot shows the top navigation bar of the National Restaurant Association Show website. It includes a 'MENU' button, the show logo, and event details: 'Hotels & Travel', 'MAY 17-20, 2025', and 'McCormick Place, Chicago, IL'. A search icon and a 'The Show To Go' button are also present. The main content area features a blue-tinted background image of a busy trade show floor. The word 'ATTEND' is prominently displayed in large white letters. Below it, a paragraph describes the event: 'Join your peers from across the foodservice industry to discover exciting new products, meet quality suppliers, learn from experts and make invaluable networking connections.' Two yellow buttons are positioned below the text: 'NOTIFY ME WHEN REGISTRATION OPENS' and 'SCHEDULE AT A GLANCE'.

Quick Links



**Investment:
\$100 CPM**

Media Bundles

Take advantage of a variety of high-value, customized digital opportunities designed to help you promote your company, highlight your presence at the Show and engage potential customers. Media bundles get your brand in front of attendees before, during and after the event.

\$6,000	\$8,000	\$10,000
Product Showcase Webpage Ad	Product Showcase Website Ad	Two Product Showcase Webpage Ads
Product Category Banner Ad on Show Directory	Leaderboard Ad on Restaurant Show Website	Leaderboard Ad on Restaurant Show Website
Retargeting Ads (40,000 Average Impressions)	Retargeting Ads (40,000 Average Impressions)	Retargeting Ads (50,000 Average Impressions)

Media Bundle – \$6,000

Tactic	Goal	Rates
Product Showcase Webpage Ad	Promoted Via 100,000+ Social Media Impressions	\$1,250
Product Category Banner Ad on Show Website	68,000 Average Impressions	\$4,000
Retargeting Ads (Follow the Show Audience)	40,000 Average Impressions	\$4,000
Gold Package Upgrade*		\$1,575

Bundled Cost:

\$6,000 (a value of \$10,825)

*Discounts are available, based on your current branding package. If you're upgrading from a silver package, you'll save \$1,000. If you already have a gold package, this fee is removed.

Media Bundle – \$8,000

Tactic	Goal	Rates
Product Showcase Webpage Ad	Promoted via 100,000+ Social Media Impressions	\$1,250
Leaderboard Ad on The Show To Go	150,000 Average Impressions	\$6,000
Retargeting Ads (Follow the Show Audience)	40,000 Average Impressions	\$4,000
Gold Package Upgrade*		\$1,575

Bundled Cost:

\$8,000 (a value of \$12,850)

*Discounts are available, based on your current branding package. If you're upgrading from a silver package, you'll save \$1,000. If you already have a gold package, this fee is removed.

Media Bundle – \$10,000

Tactic	Goal	Rates
Two Product Showcase Webpage Ads	Promoted Via 100,000+ Social Media Impressions	\$2,500
Leaderboard Ad on Show Website	68,000 Average Impressions	\$6,000
Retargeting Ads (Follow the Show Audience)	50,000 Average Impressions	\$5,000
Gold Package Upgrade*		\$1,575

Bundled Cost: \$10,000 (a value of \$15,075)

*Discounts are available, based on your current branding package. If you're upgrading from a silver package, you'll save \$1,000. If you already have a gold package, this fee is removed.

Product Showcase Webpage Ad

South Hall

Highlight your latest, must-see product or service on the Show website to stay top of mind as attendees plan their experiences.

The product showcase webpage is available from March through the event and is promoted on official Show social media platforms in April.

Ads rotate at random to ensure equal exposure for all sponsors.



Sprinkle On
In Chicago almost two decades ago, Sprinkle On mixes are now a popular choice for restaurants and individuals nationwide, offering a delicious blend for enhancing every dish.

BOOTH 2193



Espresso Parts
Baristas love the Barista T Plus because it's ergonomically designed to handle heavy volume. It's made from the finest materials for long-lasting efficiency and consistency.

BOOTH 4179



Victorinox
Introducing the full HACCP collections from Victorinox and Epicurean.

BOOTH 3831



CFS
New sa stream food-pr from th from th smooth cleaning

BOO



CFS Brands
-leading
-grade food
-handling
-available in eight
-sized
-table,



OilChef
Cook food faster, 30 seconds to 3 minutes **quicker** with **OilChef device** in your **fryer. Faster service, Uses Less Energy, Preserves oil, South Hall #5268.**

BOOTH 5268



Avocados From Mexico
Guac Heaven is a place on earth at this year's NRAS! Discover the countless possibilities that guacamole made with fresh Avocados From Mexico provides

BOOTH 424



TriMark
From c opening to proje TriMark partner operati someth to

Investment:
\$1,250

Exhibitor Spotlight

Get in front of an audience of **30,000+ foodservice professionals** by sponsoring an exhibitor spotlight in the Show's monthly newsletter.

This valuable tool highlights event updates and upcoming online education and garners an average open rate of 41%.

As the exclusive sponsor, your company will receive:

- An Exhibitor Spotlight ad in one monthly newsletter with placements available January-June.

Investment:
\$4,000



May 18-21, 2024
McCormick Place • Chicago, IL

Plan your event! Access your [Show To Go Profile](#)
Not a user yet? [Create Profile](#)

May magic

Celebrate with peers, meet women leaders, visit a special Show feature in Lakeside, access operator-led education and more!



EXHIBITOR SPOTLIGHT

Guac Heaven is Coming...

Treat your taste buds to a truly heavenly experience by visiting Guac Heaven at the NRAS (Booth 424)! Stop by our epic build-your-own guac bar to create your restaurant's next best menu item. Belly up at our VIP bar for live guac demonstrations from surprise guest chefs. Or simply swing through our LTO window to try the day's latest innovations. Whatever your Guac Heaven experience may hold, one thing is certain—it'll be divine.

[LEARN MORE](#)

Wi-Fi Sponsorship

Drive traffic to your booth and keep attendees connected by sponsoring the onsite Wi-Fi at McCormick Place.

Wi-Fi is available in all public spaces throughout the Show venue and hot spots are placed at the Innovation Theater, Discovery Theater and Culinary Experience.

As the exclusive sponsor, your company will receive:

- A dedicated, customizable landing page that attendees are directed to when they connect to Wi-Fi.
- Logo and sponsor recognition on onsite signage throughout McCormick Place and on walk in slides at Show floor programming destinations.

Investment:
\$22,500



Branded Blog Post

Boost brand awareness and your thought leadership before the Show by sponsoring a blog post.

The Show Stories blog, featured on the Show website and in the monthly newsletter, highlights event features, industry trends and expert interviews.

As the exclusive sponsor, your company will receive:

- One editorial monthly blog post with availability March-May.
- One sponsor ad hosted on the blog homepage during your featured month.

Investment:
\$7,500

BLOGS

Interview: Meet the judges behind FABI and KI

Step into the world of foodservice innovation with judges Dan Bendall (KI Awards) and Farley Kaiser (FABI Awards). Hear their perspectives on the selection process, this year's awardees and the unique benefits of each program.

March 14, 2024



Interview: Meet the judges behind FABI and KI

Every year, two expert panels of judges conv... products of the day. The result? New classes and Beverage) awardees, showcased at the I... you're likely familiar with these awards prog... still be a mystery. Who are the judges? How... Farley Kaiser (FABI Awards) and Dan Bendal... scenes of the awards, their review process ar...
VIEW



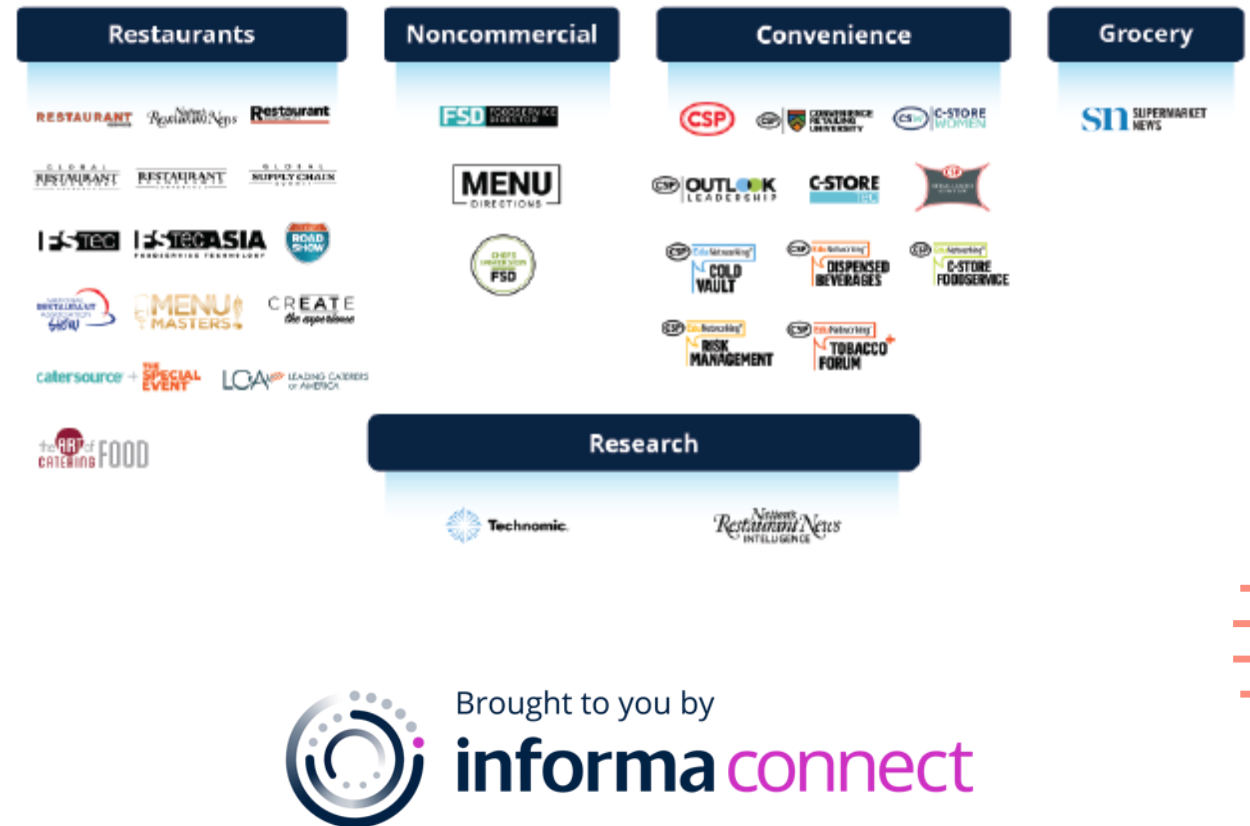
Just in time for the awards announcements, this month's "Show Stories" brings you an **exclusive interview** with KI judge **Dan Bendall** and FABI judge **Farley Kaiser**. Dive in to discover their insights into judging, their perspectives on the 2024 awardees and their personal picks for the most exciting innovation(s) of the year! **Click below to read more.**

[VIEW POST](#)

Power of Us

Tap into Informa Connect's portfolio of foodservice brands to maximize your reach within the industry.

The new Informa Connect Foodservice Vertical provides editorial content, dedicated events, trade shows and research to professionals seeking the latest industry news and insights. Covering all corners of foodservice, the Power of Us sponsorship provides an unmatched advantage for brands looking to get in front of niche audiences and targeted buyers.



Brought to you by
informa connect

Traffic Driving Overview

THE SHOW TO GO UPGRADES

- \$2,000 [gold]
- \$1,000 [silver]

EXHIBITOR SHOWCASE EMAIL

- \$4,000 [April, May]
- \$2,500 [June]

RETARGETED ADVERTISING

- \$100 CPM

MEDIA BUNDLES

- \$6,000
- \$8,000
- \$10,000

PRODUCT SHOWCASE WEBPAGE

- \$1,250

EXHIBITOR SPOTLIGHT

- \$4,000

WIFI SPONSORSHIP

- \$22,500

BRANDED BLOG POST

- \$7,500



NATIONAL RESTAURANT
ASSOCIATION
SHOW

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