



# New England FOOD SHOW

## April 3-5, 2022

Boston Convention & Exhibition Center  
Boston, MA

*Connecting you to  
restaurant, foodservice, retail,  
and hospitality establishments  
in the New England market*

## Exhibitor Brochure

Sponsored by:

**The MRA**  
Massachusetts Restaurant Association  
Access • Influence • Protection

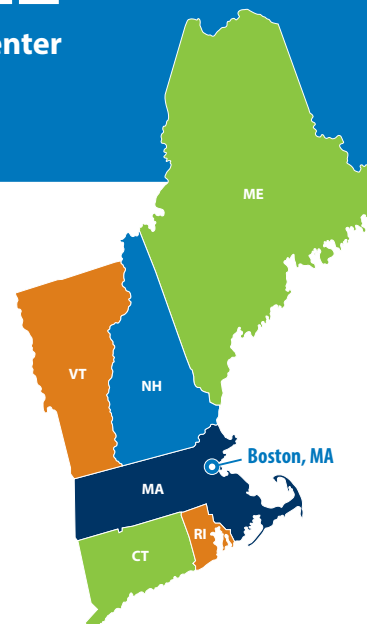
NATIONAL  
RESTAURANT  
ASSOCIATION

[www.NewEnglandFoodShow.com](http://www.NewEnglandFoodShow.com)



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**New England Food Show (NEFS)** is the region's largest restaurant and foodservice event serving both the foodservice and retail sectors. The latest products, services, and technologies will be showcased along with a comprehensive and leading-edge program of education and demonstrations that provides restaurants, retail, and foodservice establishments from New England with the best tools to grow and improve their business.

## Rebuild and Reconnect

For over 50 years the New England Food Show has been a resource for the region's foodservice and hospitality community. As things continue to change and progress as society moves into a new normal, show management is striving to ensure that NEFS will be a beacon in helping this beloved industry rebuild.

With the 2020 and 2021 events being forced to cancel due to the pandemic, 2022 will be critical for the community to come together to reconnect. After this exceptionally challenging time, there will be more demand than ever for suppliers to help provide the products, technology, and guidance that restaurants, industry professionals, and operators need.

The health and safety of all participants will be of the utmost importance and show management will be implementing new procedures, following updated industry guidelines, and communicating with all participants on a regular basis. We cannot wait to reconnect the industry in April 2022 and hope you will join us.

## Who Should Exhibit?

Companies representing the following product groups servicing the restaurant and foodservice industry seeking to connect with these establishments in New England.

- Alcohol/Bar Products
- Apparel/Uniforms
- Beverages
- Equipment
- Food
- Furnishings/Décor
- Services
- Supplies
- Tableware
- Technology



# 70%

*of attendees are  
looking for  
new suppliers*



## Contact Us to Reserve Your Booth!

[Exhibit@NewEnglandFoodShow.com](mailto:Exhibit@NewEnglandFoodShow.com)



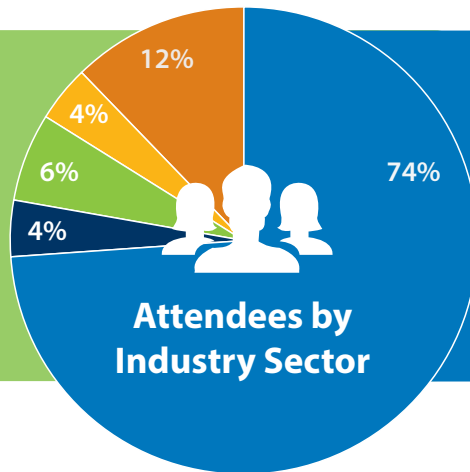
# Who Attends NEFS?



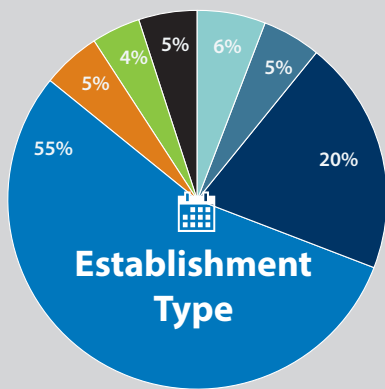
Decision makers involved in the running of restaurants and foodservice establishments from New England looking for the latest products, services, and technologies such as but not limited to:

- Restaurant Owners
- General Managers
- Executive Chefs
- Bar Managers
- Purchasing Managers
- Caterers/Event Planners
- F&B Directors
- Corporate Management
- Non-Commercial Management

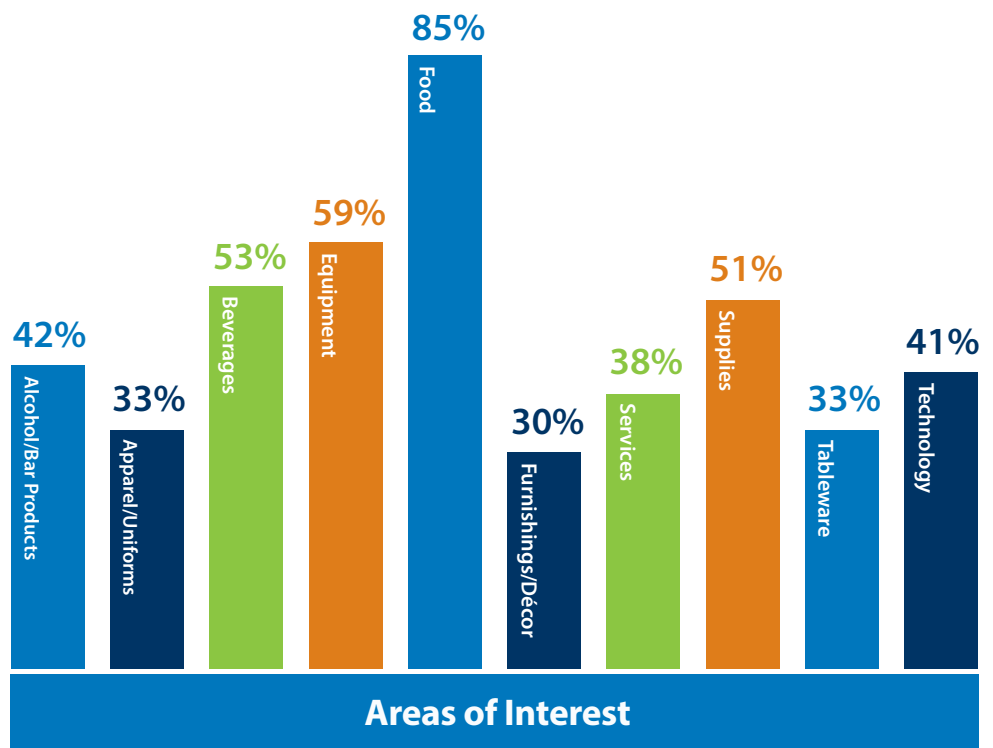
**85%**  
of attendees  
make or influence  
purchasing decisions



Restaurant / Foodservice	74%
Lodging	4%
Retail	6%
Dealer/Distributor	4%
Affiliated	12%



Chain-Owned	6%
Franchise	5%
Independent - Multi Unit	20%
Independent - Single Unit	55%
Multi-Unit Headquarters	5%
Non-Commercial	4%
Other	5%



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# 2022 Quick Facts



## Show Dates & Times:

Sunday, April 3	10am to 5pm
Monday, April 4	10am to 5pm
Tuesday, April 5	10am to 3pm

## Location:

Boston Convention & Exhibition Center, Boston, MA

## Exhibit Space Rates:

Advance Rate (*ends November 30, 2021*)  
\$31.50 per square foot

Standard Rate  
\$33.00 per square foot

Open Corners  
Additional \$300 each

## Owned & Organized By:



## Contact:



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