

# New England **FOOD** SHOW

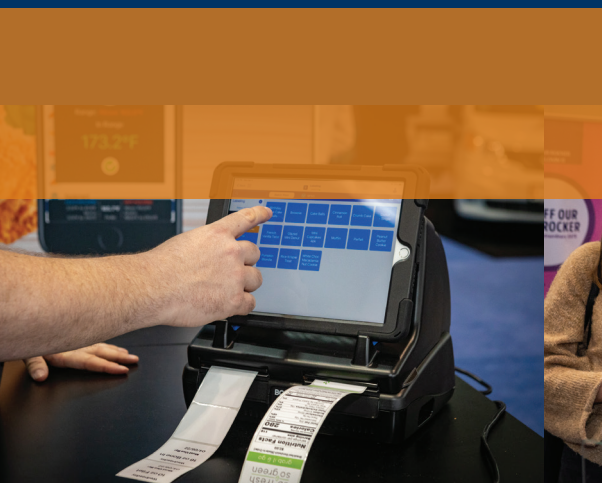
## April 2-4, 2023

Boston Convention & Exhibition Center  
Boston, MA



### Exhibitor Brochure

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



In partnership with:

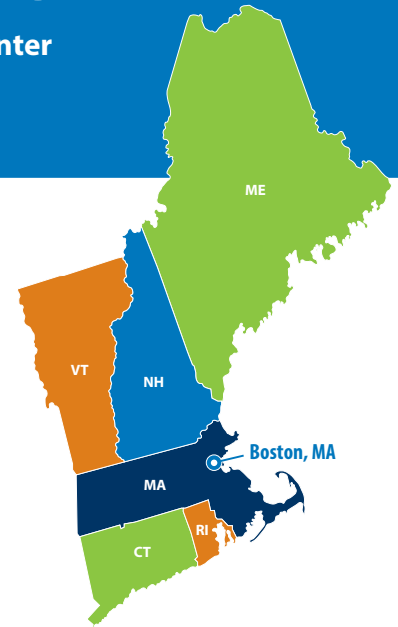
**The MRA**  
Massachusetts Restaurant Association  
Access • Influence • Protection

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



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**New England Food Show** 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.

## Why Exhibit?

- Reach thousands of restaurant and foodservice establishment decision makers from New England
- Ensure your company/brand is represented along with 300+ other exhibiting companies targeting New England
- Showcase new products, technologies, and supplies
- Cost effective networking and advertising
- Reconnect face to face and expand customer base
- Reaffirm confidence among existing customers

**6,000+**  
*attendees*

## 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

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

Source: 2022 Attendee Registration



## Contact Us to Reserve Your Booth!

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



# Who Attends New England Food Show?

Anyone involved in the running of restaurants, retail, hospitality, 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
- Dietitian/Nutritionists
- Bar Managers
- Purchasing Managers
- Caterers/Event Planners
- Bartenders/Sommeliers
- F&B Directors
- Corporate Management
- Non-Commercial Management
- Pastry Chefs

## 91%

*of attendees come to the show to meet exhibitors and find new products*

Source: 2022 Attendee Survey

## 66%

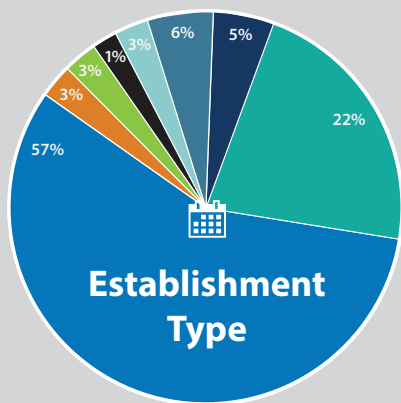
*of foodservice professionals rate trade shows and conferences as the most valuable information sources*

Source: CEIR/Center for Exhibition Industry Research

## 65%

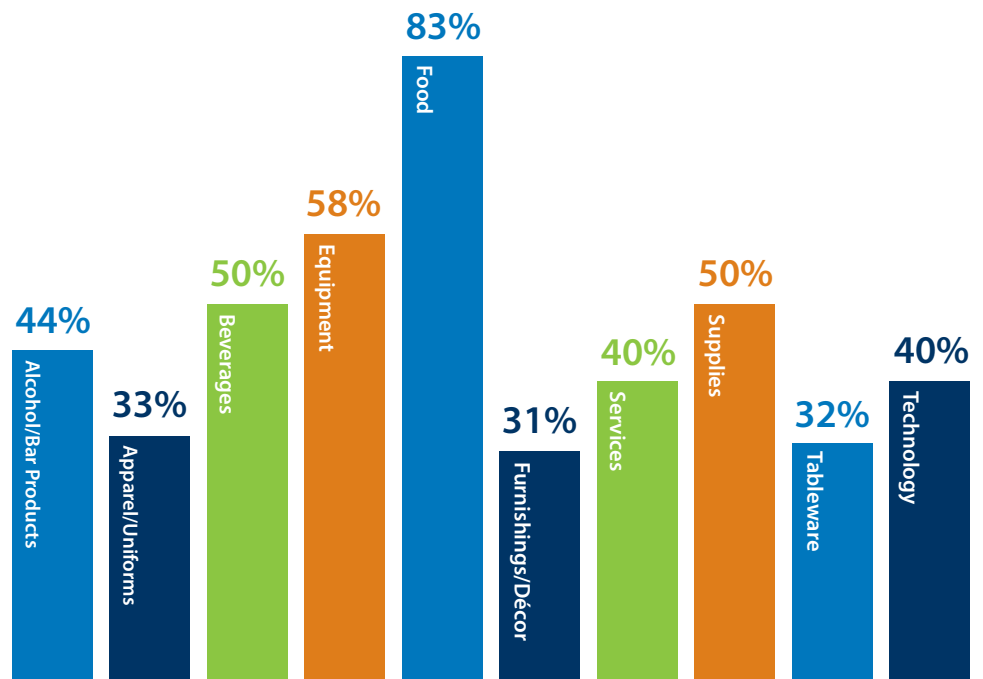
*of attendees serve alcohol in their establishments*

Source: 2022 Attendee Registration



Chain-Owned	6%
Franchise	5%
Independent - Multi Unit	22%
Independent - Single Unit	57%
Multi-Unit Headquarters	3%
Non-Commercial	3%
Online/E-commerce	1%
Other	3%

## Areas of Interest



Source: 2022 Attendee Registration



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# 2023 Quick Facts



## Show Dates & Times:

Sunday, April 2	10am to 5pm
Monday, April 3	10am to 5pm
Tuesday, April 4	10am to 3pm

## Location:

Boston Convention & Exhibition Center, Boston, MA

## Exhibit Space Rates:

Advance Rate (*ends November 30, 2022*)  
\$33.00 per square foot

Standard Rate  
\$36.00 per square foot

Open Corners  
Additional \$300 each

## Owned & Organized By:



## Contact:

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