

New England **FOOD** SHOW

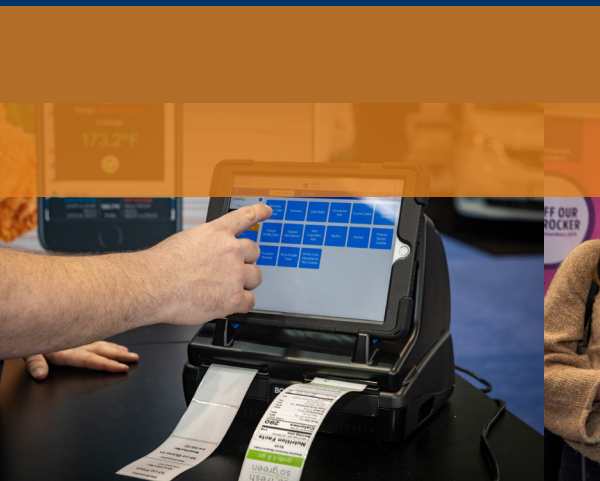
April 2-4, 2023

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:

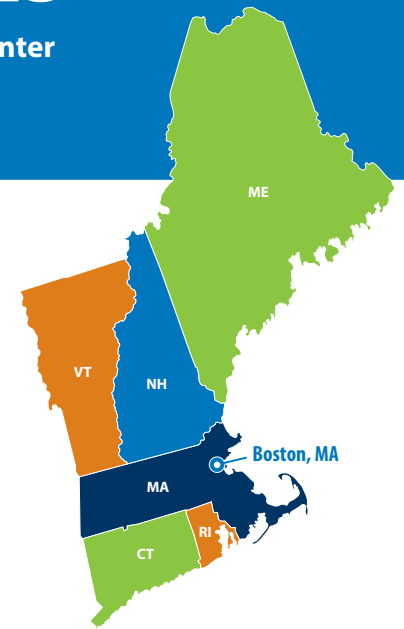
The MRA
Massachusetts Restaurant Association
Access • Influence • Protection

www.NewEnglandFoodShow.com



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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

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%

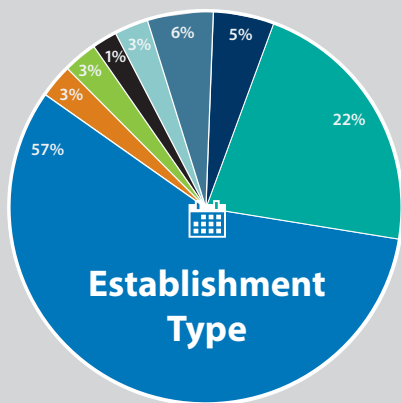
of foodservice professionals rate trade shows and conferences as the most valuable information sources

Source: CEIR/Center for Exhibition Industry Research

65%

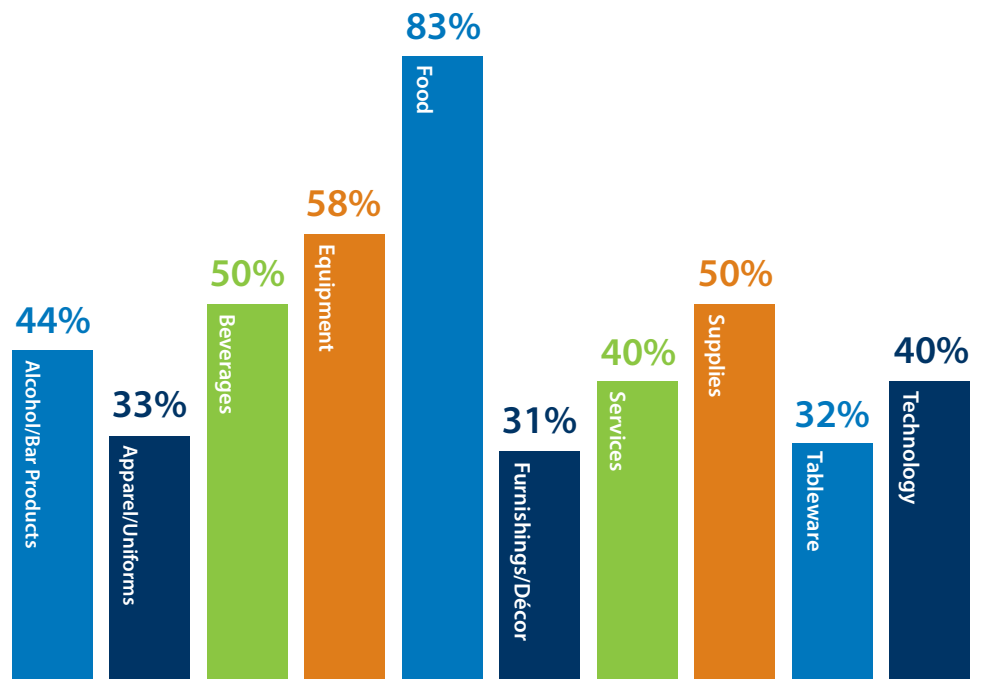
of attendees serve alcohol in their establishments

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:

Standard Rate
\$36.00 per square foot

Open Corners
Additional \$300 each

Owned & Organized By:



Contact:

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www.NewEnglandFoodShow.com