

# NEW ENGLAND RESTAURANT & BAR SHOW

February 4 - 5, 2024 | Boston Convention & Exhibition Center | Boston, MA



New 2-Day  
Format!



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

**Exhibitor  
Brochure**

In partnership with:

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

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

# NEW ENGLAND RESTAURANT & BAR SHOW

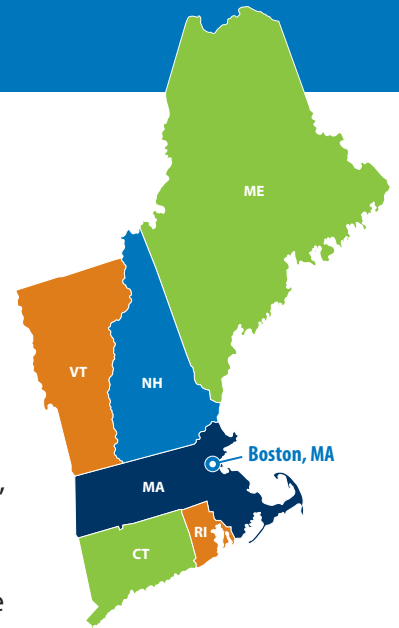
February 4-5, 2024

Boston Convention & Exhibition Center  
Boston, MA

After more than fifty years as the New England Food Show, the event will evolve and rebrand to **New England Restaurant & Bar Show**. The name shift will allow for better focus on the event being a business-to-business show for the foodservice/restaurant industry along with highlighting the important bar element.

This will also drive a new format for the show which historically was a three-day show but in 2024 will reemerge as a two-day show. The emphasis will be on consolidating time for exhibitors who are busier than ever in the post pandemic environment as well as allowing show management to revamp the education and culinary stages, introduce new pavilions, focus on more food and bar products, and amp up the networking opportunities.

New England Restaurant & Bar Show is the region's largest restaurant, bar, 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, bar 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

## Who Should Exhibit?

Companies representing the following product groups servicing the restaurant, bar, 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



*Being a small, independent restaurant, this show provides us with networking connections, product ideas and inspirations we wouldn't easily have access to otherwise. It's a must-see event for anybody in the foodservice industry.*

*Ozzy Martin, Owner, California Underground*



**Contact Us to Reserve Your Booth!**  
[Exhibit@NewEnglandRestaurantBarShow.com](mailto:Exhibit@NewEnglandRestaurantBarShow.com)

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## Who Attends?

Anyone involved in the running of restaurant, bar, 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
- Nutritionists

# 91%

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

*Source: 2023 Attendee Survey*

# 66%

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

*Source: CEIR/Center for Exhibition Industry Research*

# 87%

**of attendees make or influence buying decisions**

*Source: 2023 Attendee Registration*

# “

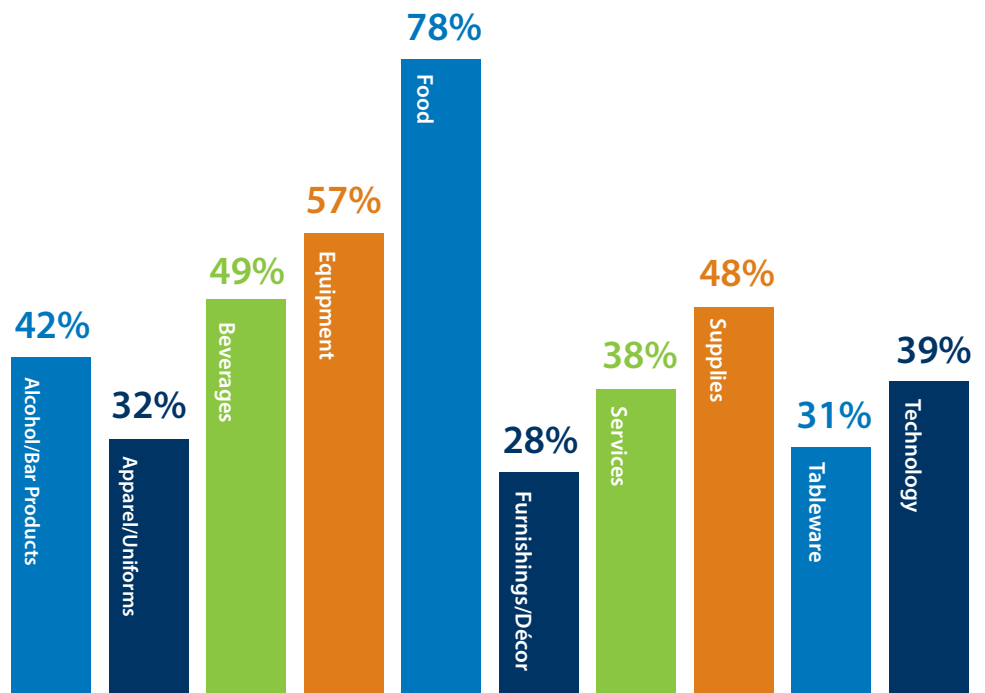
*As a new restaurant opening this year, this show was a valuable resource for meeting new suppliers and discovering new products.*

*Holly Mulone, Owner, Painted Plover Provisions Co.*

*This show opened opportunities to connect in person with new and upcoming members of the community that are bringing new life to Boston restaurants!*

*Andrew Lombardozzi, Social Media Manager, Broadway Hospitality Group*

## Areas of Interest



*Source: 2023 Attendee Registration*



## Contact Us to Reserve Your Booth!

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# 2024 Quick Facts

## NEW ENGLAND RESTAURANT & BAR SHOW

**Show Dates & Times:** Sunday, February 4 10am to 5pm  
Monday, February 5 10am to 5pm

**Location:** Boston Convention & Exhibition Center, Boston, MA

**Exhibit Space Rates:**

<b>Standard Rates</b>	
MRA Member Rate	\$4,200 per 100 NSF Booth Unit
Non-Member Rate	\$4,500 per 100 NSF Booth Unit
<b>Open Corners</b>	Additional \$500 each

**Owned & Organized By:**



**Contact:**



New England Restaurant & Bar Show  
404-994-2918  
[Exhibit@NewEnglandRestaurantBarShow.com](mailto:Exhibit@NewEnglandRestaurantBarShow.com)



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