

NEW ENGLAND RESTAURANT & BAR SHOW

March

30 - 31, 2025

Boston Convention &
Exhibition Center

Boston, MA



Sponsorship Brochure

In partnership with:

The MRA 
Massachusetts Restaurant Association
Access • Influence • Protection

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



www.NewEnglandRestaurantBarShow.com

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**Showcase
Your
Brand**



In partnership with:

Show Bags (Exclusive Opportunity – Rights Only)

\$2,500

A great way to enhance your company's image and drive attendees to your booth. Every attendee will receive a show bag at registration with your company's branding on one side and the New England Restaurant & Bar Show logo on the other.

- Sponsor is responsible for production and delivery of a minimum of 5,000 bags
- Show management must approve bag style and graphics prior to production

Billboard Ad Panels

\$1,295

Billboard ad panels are placed on the show floor or in the registration area with your company's full-color ad and booth number. A great way to catch the eye of the buyer and guide them to your booth as they are walking the show floor.

- Production costs included
- Size: Approximately 3'W x 7'H single sided freestanding panel
- Sponsor provides artwork

Floor Stickers

\$1,095

Get added visibility for your company with a floor sticker on a cross-aisle of the exhibit hall floor driving buyers to your booth.

- Production costs included
- Size: 3'x 3'
- Sponsor provides artwork

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**Enhance
Your
Presence**



In partnership with:

Education Sessions and Demos (Multiple Opportunities) \$1,500

The 2025 education program will feature two stages (Culinary Stage and Ed-Quarters) hosting a combined 20 sessions, culinary demos and bar demos over the two show days. The full program is developed by Show Management along with the Massachusetts Restaurant Association and the Advisory Board. Contact us for more information.

Sponsorship includes:

- The opportunity to welcome session audience, say a few words about the sponsoring company, and introduce the presenter(s).
- Logo and sponsorship recognition to be included on all session promotional messaging, on-site signage at sessions, and website.
- Lead retrieval unit to be used throughout the show as well as during the session (sponsor staff will be allowed to scan all attendees during session if they wish).

Keynotes (Multiple Opportunities) \$3,000

Ty Law, 3 Time Superbowl Champion, and celebrity chefs Richard Blais, Anne Burrell, Geoffrey Zakarian, and Robert Irvine have all presented as keynotes over the last few years. For 2025, Show Management, the Massachusetts Restaurant Association, and the Advisory Board are currently working on the keynotes and who will take the stage. Contact us for more information.

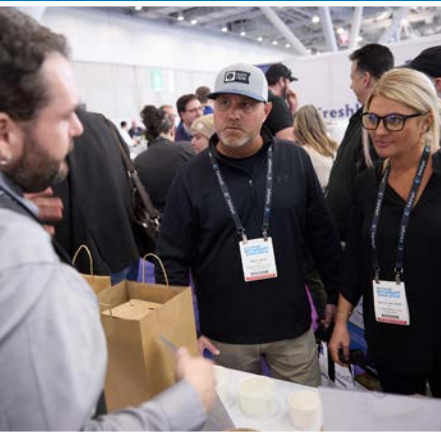
Sponsorship includes:

- The opportunity to welcome session audience, say a few words about the sponsoring company, and introduce the keynote.
- Logo and sponsorship recognition to be included on all keynote promotional messaging, on-site signage at sessions, and website.
- Lead retrieval unit to be used throughout the show as well as during the session (sponsor staff will be allowed to scan all attendees during session if they wish).

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*Connecting you to
restaurant, foodservice
and hospitality operators
in the vibrant
New England market*



In partnership with:

SOLD

Badge Lanyards – Option 1 (Exclusive Opp.– Rights Only) ~~\$6,000*~~

Lanyards are the #1 item requested by buyers attending the show. Distributed to all attendees at registration, this high impact sponsorship is a great way to show off your company's presence.

- Sponsor is responsible for production and delivery of dual-clip, double sided lanyards to the show, a minimum of 7,000
- Show management must approve proof and style prior to production

SOLD

Badge Lanyards – Option 2 (Exclusive Opportunity) ~~\$10,000*~~

- Sponsor to provide logo to show management for artwork
- Show management will share final proof with sponsor before production

*\$10,000 (show management produces lanyards and covers all associated production/shipping costs)

Questions or Have Something Else in Mind?

Contact Show Management to discuss your ideas and objectives, and we will work with you to create the ideal sponsorship or bundle opportunity that suits your needs and budget.

Email: Exhibit@NewEnglandRestaurantBarShow.com

Phone: 404-994-2918

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TO BE RETURNED TO

New England Restaurant & Bar Show
Exhibit@NewEnglandRestaurantBarShow.com

DEADLINE: January 31, 2025

Show Floor	Cost	Qty	Total \$
Floor Stickers	\$1,095		
Billboard Ad Panels	\$1,295		
Show Bags (rights only)	\$2,500		
Lanyards (rights only)	\$6,000 SOLD		
Lanyards (show management produces lanyards and covers all associated production costs)	\$10,000 SOLD		
Education			
Education Sessions & Demos	\$1,500		
Keynotes	\$3,000		
	TOTAL		

Company: _____ Booth #: _____

Contact Name: _____

Mailing Address: _____

City/State/Zip Code/Country: _____

Phone: _____

Fax: _____

Email: _____

We agree to abide by the conditions outlined*.

Signature	
Date	

***No refunds.** Please note that your sponsorship selections will not be promoted until your sponsorship fee is paid in full. It is understood that Exhibitors are responsible for providing New England Restaurant & Bar Show with all company logos and materials for use with any online or print sponsorship, and that all company logos and materials are subject to approval by New England Restaurant & Bar Show. Please note that cancellation of exhibit space automatically cancels any sponsorship agreement as well. 100% payment is due upon receipt of signed agreement.