

# NEW ENGLAND RESTAURANT & BAR SHOW

March 21-22, 2027

Thomas M. Menino Convention & Exhibition Center  
Boston, MA



Exhibitor  
Brochure

Connecting  
you to restaurant,  
bar, and foodservice  
establishments in  
New England.



In partnership with:

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

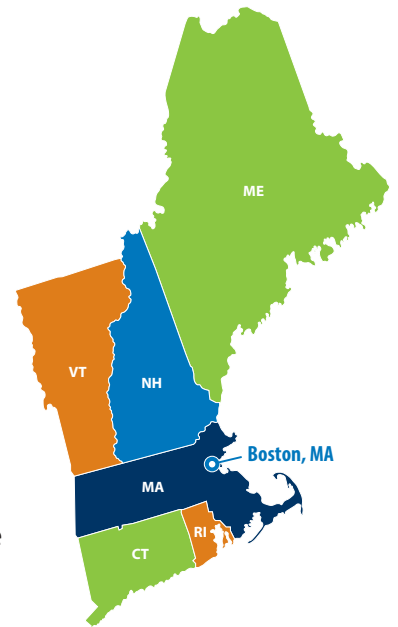
[www.NewEnglandRestaurantBarShow.com](http://www.NewEnglandRestaurantBarShow.com)

# NEW ENGLAND RESTAURANT & BAR SHOW

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.

The two-day show will feature 300+ exhibitors/brands, pavilions, networking opportunities, feature areas, and dozens of culinary demos and education sessions.



## 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
- Connect face to face and expand customer base
- Affirm confidence among existing customers

“

**Antonio D'Alelio,**  
**Owner, Lilly's Fresh Pasta**

*“Being a part of this fantastic show has opened up new opportunities for networking and collaboration. It's clear that we share a passion for the foodservice industry, and it's an honor to be a part of it.”*

“

**Melissa Butler,**  
**Founder and CEO, Menu-Order AI**

*New England Restaurant & Bar Show was incredibly valuable, and I really appreciated being part of it. I met so many operators that Menu-Order-AI really resonated with. The networking and conversations were truly incredible.”*

## 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

**Contact Us to Reserve Your Booth!**

**[Exhibit@NewEnglandRestaurantBarShow.com](mailto:Exhibit@NewEnglandRestaurantBarShow.com)**

# NEW ENGLAND RESTAURANT & BAR SHOW

**85%**

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

*Source: 2026 Attendee Survey*

## Who Attends?

Anyone involved in the running of restaurants, bars, 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

“

**Carolina Rothman,  
Sales Manager, Tea Forte**

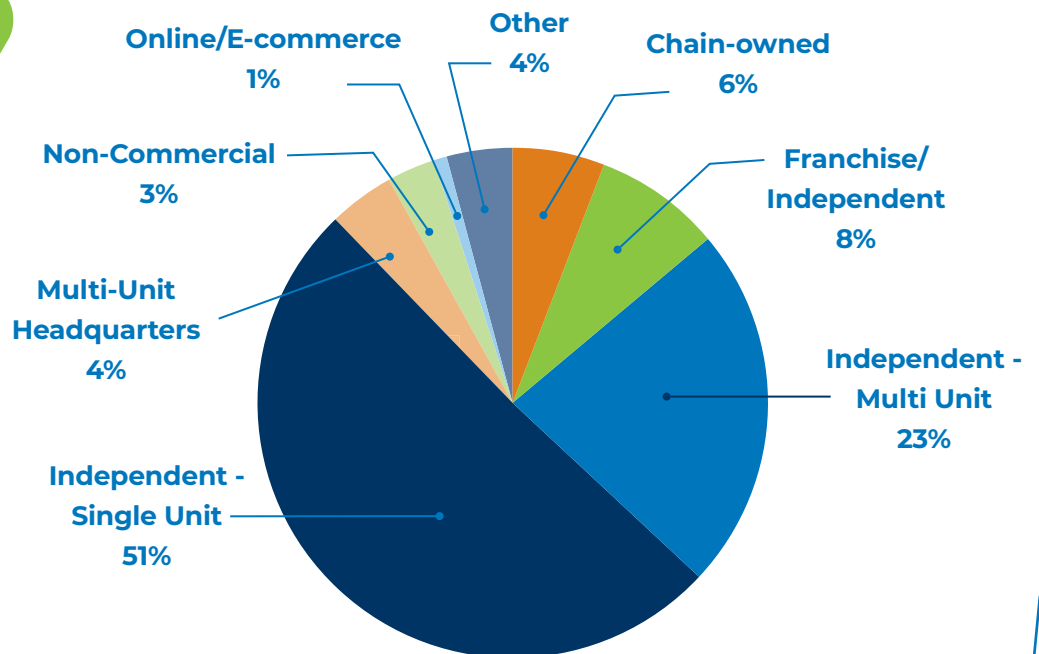
*“What a wonderful show!  
It generated a lot of  
potential opportunities  
for us.”*

**88%**

*of exhibitors say they are planning on exhibiting again in 2027*

*Source: 2026 Exhibitor Survey*

## Establishment Type



*Source: 2026 Attendee Registration Demographics*

**87%**

*of attendees make or influence buying decisions*

*Source: 2026 Attendee Registration Demographics*

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# NEW ENGLAND RESTAURANT & BAR SHOW

## 2027 Quick Facts



**Show Dates & Times:** Sunday, March 21 10am to 5pm  
Monday, March 22 10am to 4pm

**Location:** Thomas M. Menino Convention & Exhibition Center, Boston, MA

**Exhibit Space Rates:** **Early Bird Rates** (end July 15, 2026)  
MRA Member Rate \$3,700 per 10'x10' Booth Unit  
Non-Member Rate \$4,070 per 10'x10' Booth Unit

**Advance Rates** (end October 30, 2026)  
MRA Member Rate \$4,150 per 10'x10' Booth Unit  
Non-Member Rate \$4,490 per 10'x10' Booth Unit

**Standard Rates**  
MRA Member Rate \$4,550 per 10'x10' Booth Unit  
Non-Member Rate \$4,900 per 10'x10' Booth Unit

**Open Corners** Additional \$500 each

**Owned & Organized By:**



**Contact:**



New England Restaurant & Bar Show  
207-599-5199  
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