



Boston Convention & Exhibition Center

Boston, MA



The MRA 
Massachusetts Restaurant Association
Access • Influence • Protection



NATIONAL
RESTAURANT
ASSOCIATION

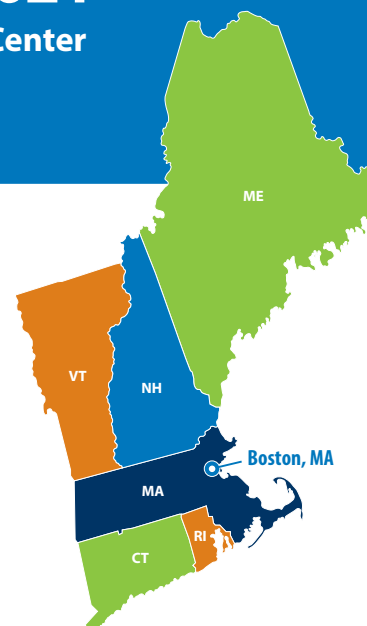
www.NewEnglandFoodShow.com





February 21-23, 2021

Boston Convention & Exhibition Center
Boston, MA



New England Food Show (NEFS) 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.

Help Rebuild and Recover – COVID-19 Update

For over 50 years the New England Food Show has been a resource for the region's foodservice and hospitality community. As things continue to change and progress as society moves into a new normal, show management is striving to ensure that NEFS will be a beacon in helping this beloved industry rebuild.

With the 2020 event being forced to cancel due to the pandemic, 2021 will be more important than ever for the community to come together to strategize, connect, and recover. When your company is ready, you will be welcomed back with open arms to stand strong together to help provide the products, technology, and guidance that restaurants, industry professionals and operators need during these times.

The health and safety of all participants will be of the utmost importance and show management will be implementing new procedures, following updated industry guidelines, and communicating with all participants on a regular basis. We cannot wait to reconnect the industry in February 2021 and hope you will join us.

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



70%

*of attendees are
looking for
new suppliers*



Contact Us to Reserve Your Booth!

Exhibit@NewEnglandFoodShow.com

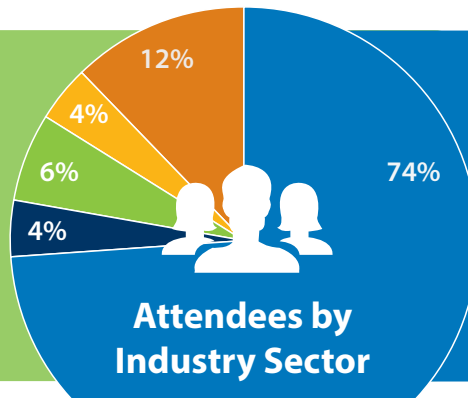
Who Attends NEFS?



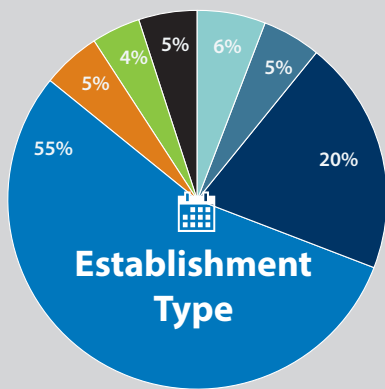
Decision makers involved in the running of restaurants and foodservice establishments from New England looking for the latest products, services, and technologies such as but not limited to:

- Restaurant Owners
- General Managers
- Executive Chefs
- Bar Managers
- Purchasing Managers
- Caterers/Event Planners
- F&B Directors
- Corporate Management
- Non-Commercial Management

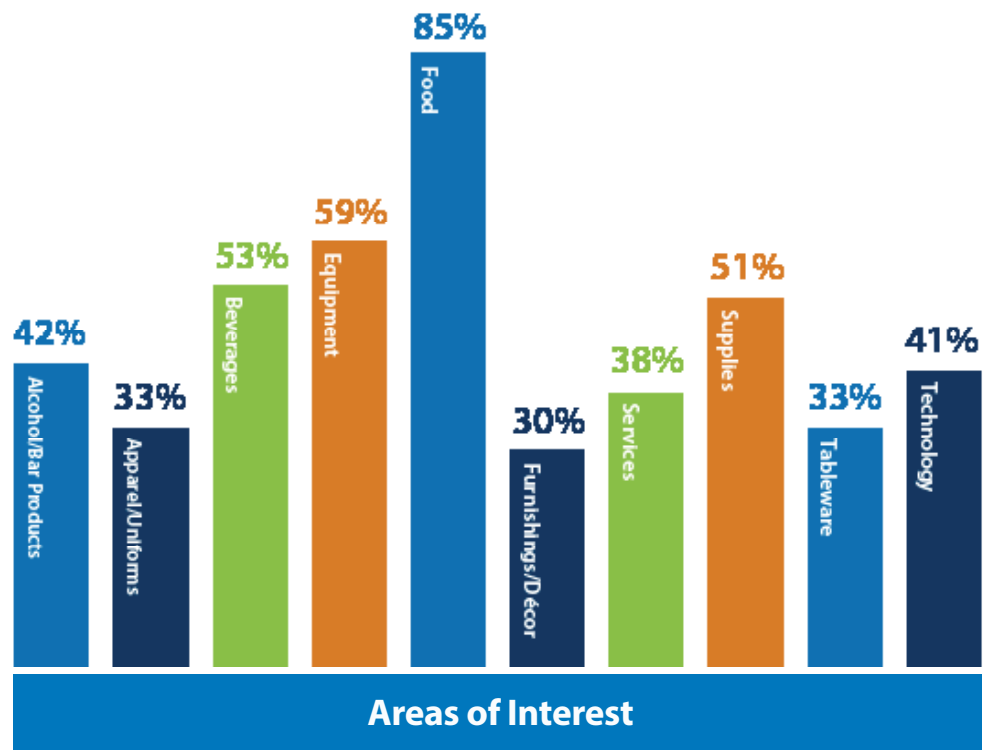
85%
of attendees
make or influence
purchasing decisions



Restaurant / Foodservice	74%
Lodging	4%
Retail	6%
Dealer/Distributor	4%
Affiliated	12%



Chain-Owned	6%
Franchise	5%
Independent - Multi Unit	20%
Independent - Single Unit	55%
Multi-Unit Headquarters	5%
Non-Commercial	4%
Other	5%



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2021 Quick Facts



Show Dates & Times:

Sunday, February 21	10am to 5pm
Monday, February 22	10am to 5pm
Tuesday, February 23	10am to 3pm

Location:

Boston Convention & Exhibition Center, Boston, MA

Exhibit Space Rates:

Advance Rate (*ends October 31, 2020*)
\$31.50 per square foot

Standard Rate
\$33.00 per square foot

Open Corners
Additional \$300 each

Owned & Organized By:



exposition
development

Contact:



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