

# FRESH IDEAS FOR OMNI-CHANNEL MARKETING

NATIONAL  
RESTAURANT  
ASSOCIATION  
*SHOW*



A Freeman Company

Let's Meet Up at  
**THE SHOW FOR  
FOODSERVICE**

NATIONAL  
RESTAURANT  
ASSOCIATION  
*SHOW 2023*

**MAY 20-23, 2023**  
McCormick Place | Chicago, IL

**LEARN MORE**



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**INCREASE FOCUS ON NEXT GEN  
EVENT GOERS (NGEGs)**



**57% of Gen Zers** have discovered new products through **social media** in the past few months

**How Each Generation Shops in 2023 [New Data from Our State of Consumer Trends Report]**

Source: HubSpot and Brandwatch

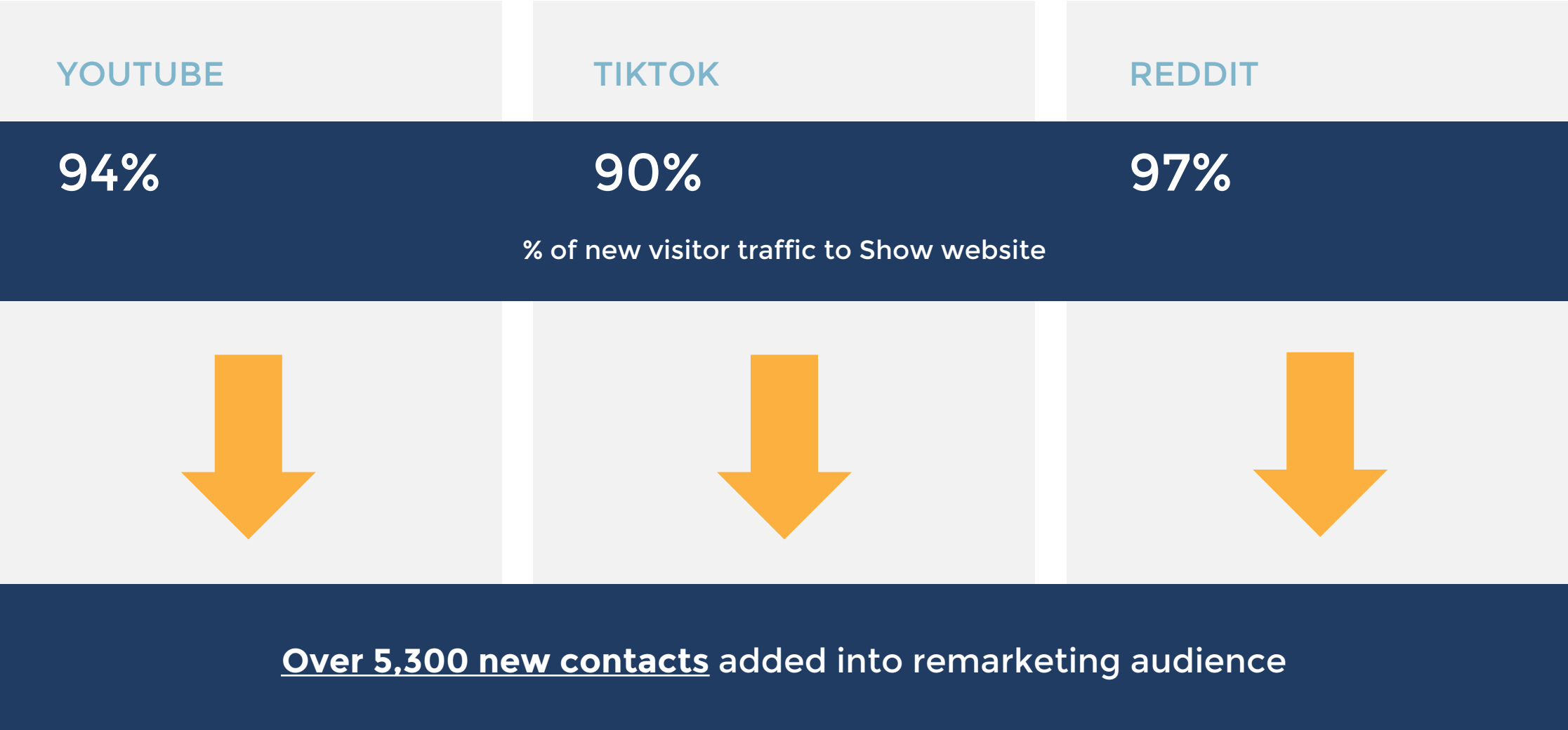


**83% of American Gen Zers** have a newfound appreciation for **in-person interactions** as a result of the pandemic

**Intelligence's Generation Z: Building a Better Normal**

Source: Wunderman Thompson

# TOP FUNNEL CHANNELS





REGISTER NOW

# THE SHOW FOR FOODSERVICE. THE SHOW FOR YOU.



**Be where the future of foodservice happens:  
Chicago, May 20-23, 2023**

The National Restaurant Association Show is the must-attend event for every member of the restaurant and foodservice industry. As the world's most influential showcase of foodservice innovation and inspiration — it's where every trend, solution, and category are represented — connecting you with the people and products you need to thrive in today's business environment.

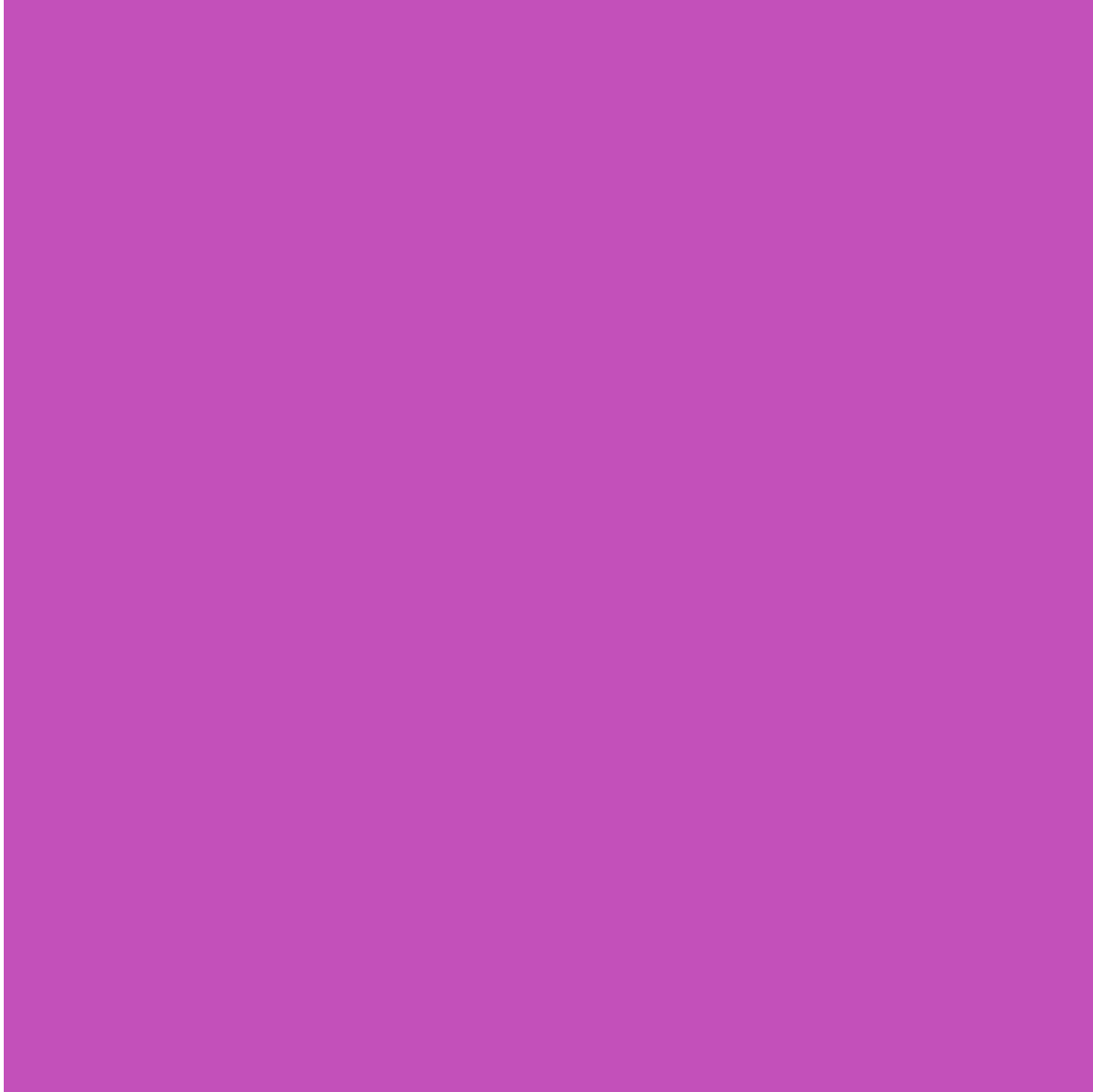
## Sign Up

Stay up to date with the latest information on the National Restaurant Association Show.

Enter your work email address\*

Select Your Industry

**5,300+ new contacts**  
added into remarketing audience





*3 Reasons  
To Attend*  
**THE  
NATIONAL  
RESTAURANT  
ASSOCIATION SHOW**



# LAST CHANCE CAMPAIGN



NATIONAL  
RESTAURANT  
ASSOCIATION  
SHOW 2023

**MAY 20-23, 2023**  
McCormick Place | Chicago, IL

● JOIN US



**44% of Millennials and 55% of Gen Zers consider influencer recommendations one of the most important factors in a purchase decision.**

**2022 State of U.S. Consumer Trends Report**

Source: HubSpot and Brandwatch



# SHOUTOUT LA

LOCAL STORIES



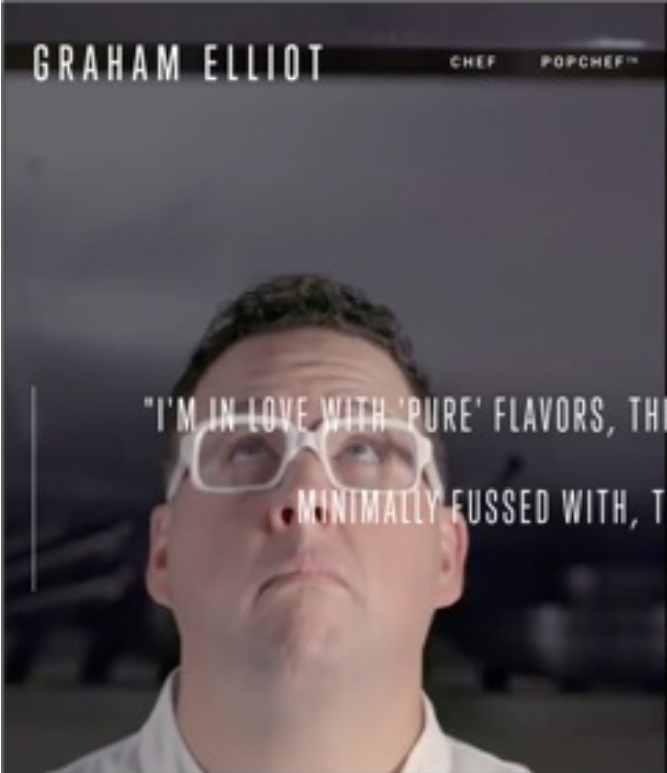
## Meet Alfredo Garcia | Home Cook Content Creator

July 14, 2022 · [Leave a comment](#)

We had the good fortune of connecting with Alfredo Garcia and we've shared our conversation below.

# GRAHAM ELLIOT

CHEF POPCHEF™ MEDIA



"I'M IN LOVE WITH 'PURE' FLAVORS, THINGS THAT ARE MINIMALLY FUSSED WITH, THAT SHOWS THE REALITY OF THE FOOD."



**CLOSED MONDAY**

**LISA MALIKOW**

WHY YOU NEED TO ATTEND THE NATIONAL RESTAURANT ASSOCIATION SHOW

**FOUR TURNS**

**closedmondaypodcast** · Follow ...  
Chicago, Illinois

**closedmondaypodcast** Lisa Malikow is the Senior Vice President Event Operations & Programming for Winsight Exhibitions and has over 21 years in exhibitions management experience. In this role, she is responsible for the strategic and operational management of The National Restaurant Association Restaurant, Hotel-Motel Show® is the largest annual gathering of restaurant, food service, and lodging professionals worldwide, from all 50 states and 100+ countries each May to Chicago, Illinois.

Click the link in bio to get your discounted tickets!

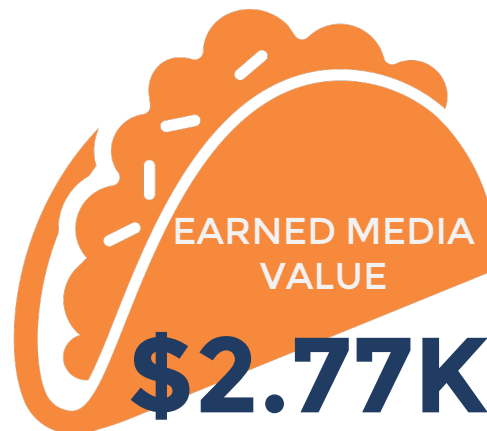
Available where ever you listen to

10 likes  
APRIL 5

Add a comment... Post



# RESULTS



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**EVOLVE INTERNATIONAL GROWTH  
STRATEGY**



- Canada
- Mexico
- Brazil
- Colombia
- Australia ★
- Dominican Republic
- Panama ★
- United Kingdom
- Japan ★
- China ★
- Jamaica ★
- Honduras
- Costa Rica ★
- Guatemala
- Peru
- El Salvador
- Taiwan ★
- India ★
- Argentina
- Trinidad and Tobago
- Other

**5 Countries account for 53% of total attendance**

*+1% vs 2022*

2019 → 2022 → 2023

<b>14</b> Americas	<b>16</b> Americas	<b>14</b> Americas
<b>4</b> Asia	<b>2</b> Asia	<b>5</b> Asia
<b>1</b> Africa	<b>2</b> Europe	<b>1</b> Europe
<b>1</b> Europe		

★ Higher on the list than in 2019  
★ New additions to the top 20 (vs 2022)

# YOUR NEXT BIG IDEA AWAITS

Where the Future of Foodservice Happens



**MAY 20-23, 2023**  
McCormick Place | Chicago, IL

**REGISTER NOW**



VISTA LOS EXHIBIDORES Y PROVEEDORES CORRECTOS PARA TU NEGOCIO



CREA CONEXIONES GLOBALES EN LA RECEPCIÓN INTERNACIONAL



**SUSCRÍBETE PARA MÁS INFORMACION**



**MAYO 20-23, 2023**  
McCormick Place | Chicago, IL



**May 20-23, 2023**  
McCormick Place • Chicago, IL

Plan your event! Access your [Show To Go Profile](#)  
Not a user yet? [Create Profile](#)

**JOIN THE FOODSERVICE DELEGATION IN YOUR COUNTRY**

**FIND MY DELEGATION**



### Did you know?

As an international attendee you can access unique benefits including:

- Entry to dedicated networking events.
- Access to the International Trade Center designed to help you boost your connections and assist with all your needs – in multiple languages!
- Personalized assistance with registration and Visa support as needed.

Attend as part of an international buyer's delegation and enjoy additional benefits such as a **FREE** registration, access to the B2B Matching Program, special events, exhibits, and more.

**LEARN MORE**



# International Attendees

## Exclusive Benefits for International Delegations

To help you make the most of your trip to Chicago, the National Restaurant Association Show offers assistance to international guests before and during the Show. International groups receive benefits, discounts, and other incentives when they attend the 2024 National Restaurant Association Show through the International Delegation Program. There are three types of delegations—you can attend as part of a U.S. Commercial Service delegation, with NASDA or the U.S. Department of Agriculture, or by creating your own delegation. Benefits range from free hotel rooms to complimentary passes and exclusive VIP seating at select events at the Show.

Join a Current Delegation from your Country <

Bring your own Delegation <

NASDA & USDA/USDA Delegations <

Español

Português Brasileiro

Español

Português

English ^

# RESULTS



% TO DELEGATION  
REGISTRATION GOAL

**114%**



THE INTL. WEBPAGE  
WAS THE

**10<sup>TH</sup>**  
**MOST VISITED**



**29**

**COUNTRIES**  
ATTENDED  
THROUGH A  
DELEGATION



PERCENTAGE  
INCREASE IN CTR

**397%**



**71%**  
MORE  
REGISTRATIONS  
compared to 2022  
at a lower CPA

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**ENGAGE THE LOCAL MARKET**

# CAMPAIGN GOALS

1. Increase **brand loyalty**
2. **Celebrate** local target audience with a “feel-good” campaign
3. Strengthen the relationships and **build trust**
4. Drive additional **registration**





## IN CHICAGO, SPRING HITS DIFFERENTLY.

Diners return to patios and rooftops, refreshing beverages and seasonal fares return to menus, and the Western hemisphere's largest gathering of foodservice professionals returns to the McCormick Place, **May 20-23**.

The National Restaurant Association Show is the premier event for all things foodservice and your attendance gives you access to the best products, world-class education, food sampling and more to help your restaurant business bloom.

As a thank you for all that you do in this industry and in your community, enjoy these sweet treats, plus **four complimentary passes** to the Show for you and your team. Register at [nationalrestaurantshow.com](https://nationalrestaurantshow.com) with promo code **MYSHOW** to claim your spot.

See you there!

National Restaurant Association Show





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**HUNGRY TO INCREASE ATTENDANCE?**



# TAKEAWAYS

1. Meet them where they are
2. Build trust with influencer marketing
3. Internationalize your outreach
4. Generate loyalty and excitement within local markets



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# QUESTIONS?



A Freeman Company

# CONNECT WITH US

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# THANK YOU!



A Freeman Company