



WHAT FEEDS YOU?

The foodservice industry knows no borders—and neither does the **National Restaurant Association Show**

NATIONAL
RESTAURANT
ASSOCIATION
SHOW 2020

16-19 MAY, 2020 | McCORMICK PLACE | CHICAGO, IL

JOIN US—REGISTER EARLY AND SAVE \$40
www.nationalrestaurantshow.com



IT'S ALL HERE

The Show evolves every year to deliver the most innovative products, programming, and experiences for your business.

This year, we'll be bringing back floor features and programs that add new energy, excitement, and education, including:

AMERICAN FOOD FAIR

exploring the best of U.S. food products available for export

FOOD AND BEVERAGE AWARDS (FABI) TASTINGS

showcasing the best new food products on the market

KITCHEN INNOVATIONS® SHOWROOM

offering insights into how the newest award-winning equipment breakthroughs can benefit your business

BEVERAGE ALCOHOL FOR RESTAURANTS (BAR) AT THE SHOW

demonstrating international mixology master techniques, new flavors from emerging brands, and the latest in bar accessories to keep you on trend

GLOBAL FOOD EXPO

highlighting products and services that cross borders to enhance your business, wherever it is

WORLD CULINARY SHOWCASE

presenting your favorite celebrity chefs demonstrating their techniques, sharing their stories, and discussing how they're rethinking cuisine

Plus, don't miss time-honored favorites like the Innovation Hub, Organic and Natural Pavilion, TECH Pavilion, and so much more.



SO DON'T MISS IT

67,000 m² exhibition area

Over 2,350 exhibitors

5th consecutive year of exhibitor growth

More than 67,000 foodservice professionals

Top Exhibiting Countries*

United States
China
Canada
United Kingdom
Italy
Taiwan
Spain
Brazil
Argentina
Germany

**Based on registered personnel*

Top Attending Countries

United States
Canada
Mexico
Brazil
Colombia
China
United Kingdom
Japan
Australia
Dominican Republic

In 2019, the future was everywhere, from SuperSession: The Future of Restaurants to sessions on the future of convenience, food trends, guest experience, and equipment innovations. We'll continue to develop programs that help you embrace what tomorrow will bring for your business.

THE FUTURE IS HERE

YOU ASK FOR THE FUTURE, AND WE'RE DELIVERING.

The National Restaurant Association Show keeps you informed about international culinary trends, the latest equipment, and the newest technology. Together we're discovering what's on the horizon for our industry.

THIS IS THE ONE PLACE TO:

CELEBRATE international cuisine with demonstrations by famous chefs and mixologists.

DISCOVER the most exciting new offerings by the world's biggest brands.

EXPERIENCE tomorrow's approaches to operational challenges.

MEET with exhibitors from around the world.

HEAR globally renowned leaders discuss critical issues.

NETWORK AND CELEBRATE with industry peers and colleagues.

MAKE CONNECTIONS that transcend boundaries and build your business.



WE BRING THE FOODSERVICE INDUSTRY TOGETHER.

The Show is your annual destination for TRENDS, INSPIRATION, SOURCING, NETWORKING, and COMMUNITY, all within four exhibit halls spanning more than 67,400 m².

SAMPLE ALL THAT'S TRENDING

GLOBAL FOOD EXPO

Taste enticing international ingredients, curated in this dedicated area.



WORLD CULINARY SHOWCASE

Watch internationally renowned chefs bring culinary trends to life.

BELLAVITA ITALIAN PAVILION

Discover artisan products and see demonstrations by Italian chefs.

PEEK AT WHAT'S COMING

If it's new in the industry, you'll find it here.



AMERICAN FOOD FAIR

Explore the best of U.S. food products available for export.



KITCHEN INNOVATIONS® SHOWROOM

Take a deep dive into award-winning, innovative equipment and get expert back-of-house insights during KI Fireside Chats.



FOOD AND BEVERAGE AWARDS (FABI) TASTINGS

Explore FABI award recipient products and find the trendiest, tastiest, and most marketable ingredients.



FROM 2,350+ EXHIBITORS SHOWCASING 900+ PRODUCT CATEGORIES

PREVIEW THE FUTURE



STARTUP ALLEY presented by **American Express**

Explore innovative digital foodservice solutions for improving operations, and catch a view of the foodservice industry of the future.

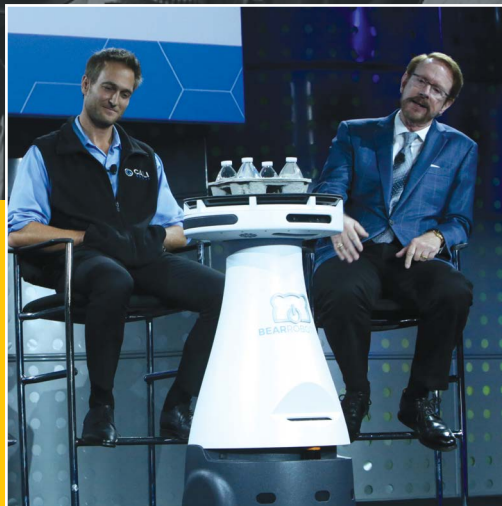
TECH PAVILION

Discover futuristic back-of-house technologies like robotics and foodservice pick-up lockers.



FEATURED PRESENTATIONS

Get industry insights and a glimpse of tomorrow in this year's SuperSession.



EXPERT-LED LEARNING

Hear expert insights on trends shaping the future of the industry, what's next in convenience, and best practices in guest experiences.

REGISTER BY APR. 3, 23:59 CENTRAL US TIME,
AND SAVE \$40

www.nationalrestaurantshow.com

SUPPORT FOR INTERNATIONAL ATTENDEES

During the Show, our **International Trade Center** provides a dedicated location for U.S. exporters and international buyers to connect. Take advantage of services designed to enhance your Show experience:

- **INTERPRETER SERVICES**
- **INTERNATIONAL RECEPTION**
- **PRIVATE MEETING ROOMS**
- **DEDICATED LOUNGE AREA**

Learn more at www.nationalrestaurantshow.com/attendees/international-attendees



HOW TO ATTEND

We welcome all industry professionals who would like to attend either as part of an official delegation or individually.

Whether you're looking for more information on delegations or travel, or you need to secure visa letters, visit www.nationalrestaurantshow.com/attendees/international-attendees for all of the resources you'll need to book your trip to Chicago.

FIND A DELEGATION: U.S. Embassies and Consulates

By attending as part of a delegation, you may receive support with registration, visa processing, travel, as well as a series of benefits for international delegates.

For more information, contact a US Agricultural Trade Office or Department of Commerce in your country, or contact Federico Bianco (below) for more information.

DEPARTMENT OF COMMERCE

Please contact a Department of Commerce at the nearest U.S. Embassy or Consulate. For more information, visit www.trade.gov.

DEPARTMENT OF AGRICULTURE

Please contact the Office of Agricultural Affairs or the Agricultural Trade Office at the nearest U.S. Embassy or Consulate for more information. A complete list can be found at www.fas.usda.gov.



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INTERNATIONAL DELEGATION PROGRAM: Exclusive Benefits

Bring a team or delegation of five or more and qualify for exclusive benefits, from hotel room discounts to free registration. The National Restaurant Association Show is happy to support you in bringing a delegation, by providing you with promotional materials to support you.



FOR INFORMATION, PLEASE CONTACT:

Federico Bianco at federico@mdg.agency