



NRA SHOW 2023

May 20-23

McCormick Place ~ Chicago, IL



Participate in the Western Hemisphere's largest foodservice show without leaving Chicago!

The Illinois Department of Agriculture will sponsor an Illinois Pavilion at the 2023 National Restaurant Show (NRA)/American Food Fair to provide Illinois companies top exposure to the lucrative restaurant and lodging business.

NRA 2019 (2020 & 2021 shows were canceled) had the largest annual gathering of foodservice professionals in the U.S. including:

◆2,350 exhibitors

◆65,500+ attendees (including 42,557+ buyers from 40 industry segments) from 50 states and 110+ countries

◆92 of the top 100 restaurant brands in the world

◆Big operators attended; total operator attendance increased 3% over 2018

After 100 years, the NRA is stronger than ever: For the 5th year in a row, NRA posted record exhibit space & strong attendance (including exhibitors) growth.

- The participation fee to exhibit in the Illinois Pavilion at the show is \$3,385 per 10X10 booth.
- Booths will not be considered reserved until the original signed participation agreement and a non-refundable check for \$3,385 per booth made payable to the: "AGRICULTURAL PRODUCTS PROMOTIONAL FUND" are received in our office.
- Your company may be able to qualify for up to 50% reimbursement of exhibiting expenses such as booth cost, shipment of samples, and rental fees for NRA via the USDA's Branded Program (MAP). Contact Bobby for further details.



Booth Package Includes:

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| <ul style="list-style-type: none"> • Illinois identification • IDOA support at the show • Customized booth design • Company signage • Carpeted 10X10 exhibit space (includes padding) | <ul style="list-style-type: none"> • Three stem lights • One demonstration counter with storage • One wastebasket • Daily cleaning of booth • Five shelves • Five exhibitor badges (10X10) |
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TO RESERVE YOUR BOOTH PLEASE CONTACT:

Bobby Dowson

(217) 782-4755

bobby.dowson@illinois.gov

