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**National Restaurant Association Show
Opens Submissions for Startup Alley Exhibitors**

Companies launching emerging, ground-breaking, high-tech ideas and offerings shaping the future of foodservice are encouraged to participate

Chicago, IL (December 4, 2019) – The [National Restaurant Association Restaurant, Hotel-Motel Show®](#) is excited to announce the opening of the [Startup Alley](#) submission process. Startup Alley, presented by American Express, will showcase the latest digital innovations, emerging technologies and high-tech ideas for improving restaurant operations or revenue growth during the event, set to take place in Chicago's McCormick Place, May 16-19, 2020.

"Innovation in the foodservice industry is what keeps our industry growing, competitive and exciting," said Tom Cindric, president of Winsight Expositions. "Year after year, the pioneering products that provide delightful and thoughtful solutions to the industry's challenges and productivity demands are astounding. This unique show floor destination gives buyers, media and restaurant staff a sneak peek at the future of foodservice. I can't wait to see what this year's Startup Alley exhibitors are bringing to market."

Technology that improves the dining experience remains at the forefront of the foodservice industry. Since 2015, the National Restaurant Association Show has showcased the best restaurant technology startups in Startup Alley, recognizing the critical role played by new, innovative players in the arena. The 2020 submission criteria requires companies to be in operation for no more than 3 years with at least one paying customer. Product must focus on the use of technology to solve a problem within the restaurant industry, including:

- Supply chain

- Sustainability
- Marketing
- Payments
- Workforce or Operations
- Must offer value to the industry, scalable and future-proof, and a new exhibitor.

"Startup Alley at the National Restaurant Association Show has proven to be a defining moment in our young company's history. We immersed ourselves into everything the program offers, and this participation is definitely a key driver of our current growth trajectory in the US and abroad. We are so grateful for the opportunity to be a part of this impactful program," said Juan Higueros, Co-Founder & Chief Operating Officer, Bear Robotics.

Visit www.nationalrestaurantshow.com for Startup Ally submission details, application questions and to see a list of previous exhibitor participants. The submission deadline is close of business, February 5, 2020.

During The Show, plan to visit the selected companies featured in Startup Alley, located at the TECH Pavilion, to discover new ways to unlock potential and get a sneak peek at the future of the foodservice industry.

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The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in equity partnership with the National Restaurant Association.

About the National Restaurant Association

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises more than one million restaurant and foodservice outlets and a workforce of more than 15.3 million employees. It represents the industry in Washington, D.C., and in partnership with 52 state associations, advocates on the industry's behalf in states and locations across the nation. The Association manages the leading food safety training and certification program (ServSafe); a unique career-building high school program (the NRAEF's ProStart); and sponsor the industry's largest annual trade show (National Restaurant Association Show May 16-19, 2020, in Chicago). For more information, visit the Show on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

About Winsight LLC

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshows, including the National Restaurant Association Show. Winsight LLC is a portfolio company of Pamlico Capital.