[INSERT HEADER OR LOGO]

**FOR IMMEDIATE RELEASE:**

Month Date, Year

**COMPANY CONTACT:**

First and Last Name

Title, Company

Phone Number

Email Address

HEADLINE OPTIONS:

**Company Name to Exhibit at the**

**2021 National Restaurant Association Show®**

*OR*

**Company Name to Feature Name of Product(s) at the**

**2021 National Restaurant Association Show®**

OPTIONAL SUBHEADING:

*Insert subheading that provides more information about your product(s) or what your company will be doing at the 2021 National Restaurant Association Show; if possible, consider focusing on how Company/products can make a positive impact as the industry faces challenges during the pandemic.*

**CITY, STATE ABBREVIATION (Month Date, Year)**—Company Name, insert brief description of Company, is proud to be participate in the [2021 National Restaurant Association Show](https://www.nationalrestaurantshow.com/). Taking place May 22-25 at McCormick Place in Chicago, the Show is the industry’s premiere event that will bring the foodservice community together to reimagine the future through the latest technology innovations, unique ingredients, and emerging trends. [Insert one or two sentences with additional information about what your company will be doing at the Show and include Booth Number and a direct link to your Exhibitor Directory listing.]

INSERT COMPANY QUOTE:

*(Suggested information to include in quote: why you are excited to be exhibiting, what is interesting about your products/company, what the Show means to your company, how your product/services can help move the industry forward post-pandemic, etc.)*

“Quote,” said First and Last Name, Title at Company. “Quote.”

INSERT PARAGRAPH(S) WITH ADDITIONAL COMPANY/PRODUCT INFORMATION AND INVOLVEMENT AT THE SHOW

“We are excited to welcome Company Name to the National Restaurant Association Show in May,” said Tom Cindric, president of Winsight Exhibitions. “This year, it is more important than ever to bring the restaurant community together as we begin to reimagine our path forward and overcome current challenges brought on by the pandemic. We look forward to providing all of our attendees, exhibitors, and sponsors with safe, in-person experiences to discover the latest trends and innovations, create long-lasting business connections, access content-filled education tracks, and collaborate with like-minded professionals through various networking opportunities.”

The National Restaurant Association Show connects industry professionals to products, education, networking, and more. The Show is the place to explore everything that’s happening in the hospitality industry, from the latest food and beverage trends to emerging technology. For more information and to register, visit [nationalrestaurantshow.com/registration](https://www.nationalrestaurantshow.com/registration) and connect with the Show online on [Twitter](https://twitter.com/NatlRestShow), [Facebook](https://www.facebook.com/NationalRestaurantShow), [Instagram](https://www.instagram.com/nationalrestaurantshow/), and [LinkedIn](https://www.linkedin.com/showcase/nationalrestaurantassocationshow).

INSERT COMPANY CALL TO ACTION:

For more information, visit insert company link and connect with Company Name at booth #XX during the Show.

**###**

**About Company Name**

Company boiler plate paragraph

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

**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.