



MAY 21-24, 2022 | McCORMICK PLACE | CHICAGO, IL

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National Restaurant Association Show Now Accepting Exhibitors for 2022 Startup Alley Pavilion

*Pavilion to feature hot new companies and products poised to make a big impact in the
foodservice industry*

CHICAGO (September 22, 2021) – The [National Restaurant Association Restaurant, Hotel-Motel Show®](#), the premier event to learn about foodservice technology innovations, unique ingredients, and emerging trends in the restaurant industry, is now welcoming exhibitors to apply for the [2022 Startup Alley Pavilion](#). The Startup Alley Pavilion will showcase the freshest ideas in foodservice, giving buyers a look into the future of food and beverage items, equipment and supplies, technology, and more. The National Restaurant Association Show brings together more restaurant and hospitality buyers and equipment manufacturers than any other industry event in the Western Hemisphere and will be held May 21-24, 2022, at McCormick Place in Chicago.

“Innovation has always played a crucial role in the evolution, operation, and success of our industry,” said Tom Cindric, President of Winsight Exhibitions. “Today more than ever, we look forward to highlighting companies and products—from the latest technology to what’s hot in food and beverage—of all kinds in the Startup Alley Pavilion that are breaking the mold to transform the foodservice industry and move it forward. By offering a dedicated space, our goal is to help boost visibility of these startups and connect them with restaurant professionals and investors who can help to further launch their businesses.”

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. This year, the National Restaurant Association Show has expanded the pavilion to not only showcase the latest technology, but innovations of all types that are fresh and moving the industry forward.

All Startup Alley exhibitors will receive industry-wide exposure before, during, and after the Show. This endorsement can open doors with operators, media, and top restaurant professionals and investors. Additional benefits as a return on the investment include:

- Recognition as a new, up-and-coming company
- Dedicated area and signage on the Show floor in the Startup Alley Pavilion
- Access to attendees and profiled as a producer of forward-thinking, cutting-edge, high-tech products

Exposure through Show attendee marketing, including listings on the National Restaurant Association Show's website, The Show To Go and emails

The 2022 Startup Alley exhibitor criteria requires companies to be in operation for no more than three years from May 2019 with at least one paying customer. Products can now focus on the latest innovations and solutions covering the full spectrum of the restaurant, foodservice and hospitality industries. For questions or to learn more, call 312-853-2542 or email at nraexhibitinfo@winsightmedia.com.

As the global restaurant and hospitality industry's premier trade show, the National Restaurant Association Show is the place to explore everything that's happening in the foodservice industry, from the latest food and beverage trends to emerging technology. For more information and to register, visit nationalrestaurantshow.com/registration and connect with the Show online on [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

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The National Restaurant Association Restaurant, 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 tradeshow, including the National Restaurant Association Show.

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