



NATIONAL RESTAURANT ASSOCIATION SHOW 2022 DIGITAL PRODUCTS

Build Excitement for Your Show Presence – Before, During and After the Show

Winsight, an Official Service Provider for the National Restaurant Association Show 2022, has created these simple, efficient product offerings to boost your brand, drive traffic and create content you can own before, during and after the Show.

WHAT'S INVOLVED?

@TheShow Daily eNewsletter

Showcase your brand in this daily eNewsletter deployed each morning with content highlighting the previous and current day's Show activities.

- **Frequency:** Daily (5 Issues; Friday, May 20–Tuesday, May 24)
- **Audience:** Show registered attendees, RB and FSD subscribers, CSP foodservice names, WGB retail foodservice names

AD UNITS	NET RATE
Leaderboard – 728x90 / 300x50 for mobile	\$2,500 (per day)
Upper Medium Rectangle – 300x250	\$2,500 (per day)
Featured Product/Featured Exhibitor (Text/Logo)	\$2,500 (per day)
Branded Article	\$2,500 (per day)
Category Host Button (100x43 Logo) w/ selected content topic (food, beverage, technology, new products)	\$2,500 (5 days)

List Rentals

Distribute your personalized message to a targeted segment of the Show's audience list.

- **Price:** \$500 CPM (\$2,000 minimum)

Video Spotlight

Demonstrate products at your booth and let Winsight shoot and edit a video that will run in the RB Daily eNewsletter and on RestaurantBusinessOnline.com.

- **Frequency:** Once
- **Production:** Editing and filming handled by Winsight
- **Distribution:** 25,000 ROS impressions on RestaurantBusinessOnline.com and 2x ad placements in the RB Daily eNewsletter
- **Price:** \$5,000

For more information, contact