



RULES & REGULATIONS

Companies exhibiting in the Kitchen Innovations (KI) Showroom must abide by the rules and regulations as listed below, and as listed in the Terms & Conditions in the Show Application & Contract and in the Exhibitor Service Kit. **IMPORTANT! If chosen to participate in the Kitchen Innovations Showroom, participants are allowed to demonstrate only the product that was chosen by the KI Expert Panel of Judges in the KI Booth, and must be a Show 2023 exhibitor. Both booths must be fully staffed during Show hours.**

PARTICIPATION PACKAGE

The Kitchen Innovations Award participation fee is \$15,000 and includes the following:

- Marketing to National Restaurant Association attendees, including recognition on Show website and official mobile app and planner
- 10x10 all-inclusive turnkey exhibit space in the KI Showroom (exhibit space value of \$4,100), including installation and dismantle, hard walls, and carpeting
- Portable standing banner promoting the specific innovation for use throughout the year
- 5 additional complimentary exhibitor badges
- Material handling from Show booth to KI Showroom booth
- Electricity/Plumbing required to demonstrate the innovative product in KI Showroom
- Limited storage (including freezer and refrigerated storage), cleaning services, and access to nearby dishwashing facilities
- Lead Retrieval device to collect attendee information (option to upgrade for additional cost)
- Use of year specific KI Award logo in promotions for the life of the product
- Crystal Award to be presented on-site
- Media advertising value from the National Restaurant Association Show publicity campaign: Press Releases, News Clips, Social Media Activity, etc.

Note: All KI Award recipients selected must have a separate exhibit space at the National Restaurant Association Show in addition to the KI Showroom booth and agree to staff both booths.

DEMONSTRATION SPACE

Each KI participant will be allotted space to accommodate and demonstrate the innovation within the KI Showroom. **Each KI participant is required to have a live demonstration of the innovation in the KI exhibit space. If it is determined this is not possible with the equipment, the KI participant will be required to show a video on a large screen monitor demonstrating the innovation in action, while having a company representative in the booth. KI participant responsible for ordering and covering cost of AV for video demonstration.**

The National Restaurant Association Show will make the determination of participant's location within the demonstration area. No hanging signs or booth display properties over 8' in height will be permitted.

BADGES/REGISTRATION

Each KI participant will receive 5 complimentary exhibitor badges, in addition to the allotted Show 2023 badges. Show badges must be worn in order to gain access to the exhibit hall and KI Showroom.



BOOTH PERSONNEL

The participant's KI space must always have an authorized company representative in attendance in the KI Showroom throughout the entire Show
Saturday, May 20 – Monday, May 22, 9:30am – 5:00pm and
Tuesday, May 23, 9:30am – 3:00pm

LEAD RETRIEVAL

Each KI participant will be provided with a lead retrieval device onsite as part of the KI package to scan the badges of those attendees who visit the KI booth. The contact information collected will then be emailed to each KI participant after the Show. KI participants will also receive the option to upgrade the device for an additional fee.

FREIGHT / DELIVERIES

Material handling charges for the KI innovation are included in the KI participation fee. Charges included are defined as moving the innovation from the exhibit booth to the KI Showroom. Any material handling charges incurred outside of these defined areas will be the responsibility of the exhibitor.

TURNKEY EXHIBIT SPACE

The following items are included with the KI participation fee: Material handling from the exhibit booth to KI Showroom, a lead retrieval device, electricity/plumbing to demonstrate the innovation, limited storage (including freezer/refrigeration storage), counter, carpet, and installation/dismantling of these items. KI participants will receive a crystal award and customized portable standing banner for the KI booth space that can be taken with after the Show for future use. Any charges for additional furnishings needed by the exhibitor will be the exhibitor's responsibility.

SIGNAGE/PROMOTIONAL MATERIALS

Each KI participant will be provided with a pop-up banner with their company logo, product photo and product information. Show management will also use the logo, innovation name and a 50 word description of the innovation on the official Show website and any other pre-Show promotional materials. Company logo and product picture (both in .eps format, 300 dpi or higher AND .jpg files) must be supplied with application.

LIABILITY AND INSURANCE

All property of the exhibitor is understood to remain under its custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, the Official Show contractor, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the exhibitor.

Show Management does not maintain insurance covering exhibitor's property. It is required that exhibitor obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.



PAYMENTS, REFUNDS AND CANCELLATIONS

Participation fee is \$15,000, which includes the application deposit of \$1,500. Full payment for Kitchen Innovations participation is due and payable upon confirmation of the award. Once approved, there will be no refunds made for cancellation of participation; the deposit becomes non-refundable and will be applied to the total participation fee.

The \$1,500 deposit will be refunded only if the proposed innovation is not approved by the panel of experts for KI participation.

SECURITY

Although perimeter security personnel will be provided by Show Management, Show Management shall have no liability whatsoever for theft, loss or damage to property belonging to any exhibitor, the exhibitor's agent, employees, business invitees, visitors or guests.

TELEPHONE / INTERNET

All telecommunication and internet connection requests including Wi-Fi are subject to additional charges and are the responsibility of the exhibitor.

UTILITIES

Electrical and plumbing utilities for the product are included in the participation fee. Product specification sheets representing all utility requirements need to be submitted by March 1, 2023. Any additional utilities are the responsibility of the exhibitor.

QUESTIONS

Questions or concerns on the information above can be directed to National Restaurant Association Show at nraexhibitorservices@winsightmedia.com.