SHOW NAME:

The official name of our Show is the National Restaurant Association Restaurant, Hotel-Motel Show®. In formal communications, the first mention of the Show should be the official name. It is appropriate, in subsequent mentions, to refer to it as "National Restaurant Association Show," "Restaurant Show," or "the Show."

As of 2018, the National Restaurant Association and the National Restaurant Association Show no longer use the acronym "NRA".

Incorrect Usage of the Show Name:

• NRA

• NRA Show

• the show ('show' not capitalized)

SHOW LOGO:

ll Show brand logos are available in a series of different color versions to ensure maximum impact and reproduction quality in application. The logos must only appear in their approved color combinations.

NO Year

WITH Year

Exclusion Zone

Keep the Show logo clear of any graphics, imagery, or text. The logo should at minimum have as much "white space" surrounding it on all sides equal to the height of the letter "R" in Restaurant. The exact measurement will vary as the logo is enlarged or made smaller.

SOCIAL MEDIA:

In less formal communications (i.e. social media, e-mail subject lines and other space-constrained communications), it is permissible to use Restaurant Show for the first mention and "the Show" for subsequent mentions.

Hashtag: #2024RestaurantShow

Instagram: @nationalrestaurantshow

Twitter: @NatlRestShow

LinkedIn: National Restaurant Association Show

Facebook: @NationalRestaurantShow

TikTok: @NationalRestaurantShow

DO'S:
· Use the #2024RestaurantShow on all Show promotions going forward

DON'TS:
· Do not use any other hashtags re: the Show, especially with "NRA" in the phrase· NRA

· NRA Show

· the show ('show' not capitalized)

Please note: this applies to both internal and external communications, written and verbal

What is the difference between hashtag and mention?

#Hashtags are used when talking about something – a topic or keyword. Using a hashtag creates a link that leads to a page displaying an aggregated list of posts about that thing. On the other hand, @Mentions **are used when talking to or about someone** (the user account of a person, brand, group, etc.).