

# Data Sales Promotions

## National Restaurant Association Show 2024

May 18-21, 2024 | McCormick Place | Chicago, IL



Create and send email marketing to a targeted list using the Maritz online Exhibitor Portal

- Email HTML is not Website HTML and will react differently when sent. Please read the following:

### Novice Users

The Exhibitor Portal allows for simple email setup using a fill-in-the-blank form. Easily enter text, images, and company info to send your email. Select the Basic template to begin.

### Advanced Users

Only recommended for people with advanced knowledge of Email HTML code using <BODY> tags only, no header tags allowed. All others should use the Basic, fill-in-the-blank form.

- All Email Marketing is sent on your behalf through the Exhibitor Portal from the email address [ExhibitorServices@maritz.com](mailto:ExhibitorServices@maritz.com).
- All orders must be paid in full prior to sending your email.

**Extremely Important Detail:** exhibitors will not have direct access to attendee email addresses nor phone numbers, fax numbers, and mailing addresses. As stated above, ALL EMAIL MARKETING is sent on your behalf through the Exhibitor Portal.

| Email Marketing to All 2023 Attendees   | Price   |
|---|---------|
| <b>2023 Current Attendee Data</b><br>Select for a complete attendee list from National Restaurant Association Show 2023.<br><i>This option is a complete list for email marketing-only.</i> | \$5,000 |

| Email Marketing to Select 2024 Attendees   | List Access   | Early Bird Pricing through 4/18/24 | Standard Pricing 4/19/24 - 5/21/24 | Post-Show Pricing 5/22/24 - 7/21/24 |
|--|---|------------------------------------|------------------------------------|-------------------------------------|
| <b>2024 Pre-Registered Attendees</b><br>Must use Maritz online portal to send email—no direct access to emails<br>Purchase through the Exhibitor Portal link below<br><b>\$750 Minimum Order</b> | Immediately upon payment.<br>National Restaurant Association Show 2024 approval not required. | <b>\$.40 per name</b>              | <b>\$.50 per name</b>              | <b>\$.40 per name</b>               |

**ORDER ONLINE NOW**

Exhibiting Company: \_\_\_\_\_ Booth #: \_\_\_\_\_  
Check if information is for: ☐ Exhibiting Company ☐ Third Party  
3rd Party Company (if applicable): \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Do not email credit card information

Upon registration for this event, all guests (foreign and domestic) agreed to Terms of Use which include voluntarily sharing their personal information with exhibiting companies via lead retrieval. Maritz recommends all customers seek their own expert advice for GDPR Compliance concerns.

<https://exhibitor.swap.mge360.com>

### For Assistance Contact:

[ExhibitorServices@maritz.com](mailto:ExhibitorServices@maritz.com)  
877-623-3487

*It is against Maritz security policy to accept credit card information via email.*



NRA241 Pre

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## LIST RENTAL TERMS & CONDITIONS

### General Terms and Conditions for Use of National Restaurant Association Show Data

These general terms and conditions ("Agreement") made and entered on \_\_\_\_\_ by and between National Restaurant Association Show ("NRAS") and \_\_\_\_\_ regarding Company's use of the NRAS marketing or email data or services provided by NRAS and/or its affiliates.

- All orders must be prepaid in full prior to processing the order. Checks and major credit cards are accepted.
- NRAS and Maritz cannot be held liable for any offers made to individuals in your email marketing.

### DELIVERABILITY

- The Data is provided on a strictly "as is" basis. NRAS does not assure or warrant the correctness, comprehensiveness or completeness of the Data and, except as provided herein, NRAS disclaims any and all warranties of any nature, express or implied, including any warranties of merchantability or fitness for a particular purpose.
- NRAS and Maritz do not guarantee the deliverability of its lists due to the recipients email security practices.

### EXHIBITORS ONLY

- You must be a confirmed 2024 National Restaurant Association Show exhibitor to rent attendee lists.
- All email marketing is solely for the purpose of marketing the products or services of the exhibiting company.

### CANCELLATION OF ORDERS

- No orders may be cancelled after the processing date and time.
- Orders cancelled prior to processing will incur a \$100 cancellation fee.

# Attendee List Selections

## National Restaurant Association Show 2024

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Select from the following subsets:

### Restaurant/Foodservice

#### What BEST describes your area of responsibility?

|     |                                     |
|-----|-------------------------------------|
| R47 | Corporate/ Executive Management     |
| R48 | FOH Management                      |
| R49 | Operations/International Operations |
| R50 | Culinary/Chef                       |
| R51 | Supply Chain                        |
| R52 | Administrative Support              |
| R53 | IT - Information Technology         |
| R54 | Beverage Management                 |
| R55 | Sales/Marketing                     |
| R56 | Accounting/Finance                  |
| R57 | Training/HR                         |
| R58 | Nutrition/Dietetics                 |
| R59 | QA/R&D                              |
| R60 | Design/Construction                 |
| R61 | Development/ Real Estate            |
| R62 | Franchisor/Franchisee               |
| R71 | Mixologist                          |
| R72 | Bartender                           |
| R73 | Server                              |
| R63 | Other                               |

#### What BEST describes your ownership?

|     |                         |
|-----|-------------------------|
| R29 | Chain-owned             |
| R31 | Independent             |
| R30 | Franchise               |
| R32 | Multi-unit Headquarters |
| R33 | Non-commercial          |
| R34 | Corporate-owned         |
| R35 | Licensed                |

#### What BEST describes your level within your organization?

|     |                 |
|-----|-----------------|
| R64 | C-level/Owner   |
| R65 | VP/SVP/EVP      |
| R67 | Director        |
| R68 | Manager         |
| R69 | Chef            |
| R70 | Associate/Other |

### Retail

#### What BEST describes your ownership?

|     |                         |
|-----|-------------------------|
| T29 | Chain-owned             |
| T31 | Independent             |
| T30 | Franchise               |
| T32 | Multi-unit Headquarters |
| T33 | Non-commercial          |
| T34 | Corporate-owned         |
| T35 | Licensed                |

#### What BEST describes your area of responsibility?

|     |                                       |
|-----|---------------------------------------|
| T47 | Corporate/ Executive Management       |
| T48 | FOH Management                        |
| T49 | Operations / International Operations |
| T50 | Culinary/Chef                         |
| T51 | Supply Chain                          |
| T52 | Administrative Support                |
| T53 | IT - Information Technology           |
| T54 | Beverage Management                   |
| T55 | Sales/Marketing                       |
| T56 | Accounting/Finance                    |
| T57 | Training/HR                           |
| T58 | Nutrition/Dietetics                   |
| T59 | QA/R&D                                |
| T60 | Design/Construction                   |
| T61 | Development/ Real Estate              |
| T62 | Franchisor/Franchisee                 |
| T71 | Mixologist                            |
| T72 | Bartender                             |
| T73 | Server                                |
| T63 | Other                                 |

#### What BEST describes your level within your organization?

|     |                 |
|-----|-----------------|
| T64 | C-level/Owner   |
| T65 | VP/SVP/EVP      |
| T67 | Director        |
| T68 | Manager         |
| T69 | Chef            |
| T70 | Associate/Other |

# Attendee List Selections

## National Restaurant Association Show 2024

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Select from the following subsets:



### Lodging

#### What BEST describes your area of responsibility?

|     |                             |
|-----|-----------------------------|
| L47 | Corporate                   |
| L71 | Corporate F&B               |
| L73 | General Manager             |
| L74 | Front Desk                  |
| L49 | Operations                  |
| L51 | Purchasing                  |
| L72 | F&B Purchasing              |
| L53 | IT - Information Technology |
| L55 | Sales/Catering              |
| L56 | Accounting/Finance          |
| L57 | Training/HR                 |
| L60 | Design/Construction         |

#### How many locations do you represent?

|     |            |
|-----|------------|
| L90 | 1          |
| L91 | 2 to 9     |
| L92 | 10 to 49   |
| L93 | 50 to 99   |
| L94 | 100 to 399 |
| L95 | Over 400   |

#### What BEST describes your level within your organization?

|     |               |
|-----|---------------|
| L64 | C-level/Owner |
| L75 | VP/SVP/EVP    |
| L67 | Director      |
| L68 | Manager       |
| L77 | Chef          |
| L70 | Associate     |

### Non-Exhibiting Supplier

#### Which BEST describes your operation?

|    |                              |
|----|------------------------------|
| S1 | Beverage Manufacturer        |
| S2 | Equipment Manufacturer       |
| S3 | Food/Ingredient Manufacturer |
| S4 | Supplies Manufacturer        |
| S5 | Technology                   |

### Dealer/Distributor

#### Which BEST describes your operation?

|     |                            |
|-----|----------------------------|
| D01 | Adult Beverage Distributor |
| D03 | Equipment Dealer           |
| D04 | Food/Beverage Broker       |
| D05 | Food Distributor           |
| D06 | Supplies Distributor       |
| D02 | Beverage Wholesaler        |

#### What is your purchasing role?

|     |                           |
|-----|---------------------------|
| D43 | Make Decisions            |
| D44 | Specify products/services |
| D45 | Influence decisions       |
| D46 | No Role                   |

#### What BEST describes your level within your organization?

|     |               |
|-----|---------------|
| D64 | C-level/Owner |
| D75 | VP/SVP/EVP    |
| D67 | Director      |
| D68 | Manager       |
| D70 | Associate     |

### Affiliated Segments

#### Which BEST describes your operation?

|     |                              |
|-----|------------------------------|
| A01 | Advertising/PR/Publications  |
| A04 | Consultant                   |
| A06 | Exporter                     |
| A08 | Financial Services           |
| A12 | Specifier                    |
| A03 | Student-Culinary/Hospitality |
| A02 | Architect/Designer           |
| A05 | Equipment Service            |
| A07 | Faculty/Admin/Training       |
| A09 | Government Agency/Utilities  |
| A11 | Manufacturers Agent/Rep      |
| A13 | Trade Association            |
| A15 | Other                        |
| A16 | Technology                   |
| A17 | Importer                     |

#### What is your purchasing role?

|     |                           |
|-----|---------------------------|
| A17 | No Role                   |
| A18 | Influence Decisions       |
| A19 | Specify Products/Services |
| A20 | Make Decisions            |