

# influencer MEDIA KIT

NATIONAL  
RESTAURANT  
ASSOCIATION  
SHOW 2024

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

When referring to the National Restaurant Show, please use either the full event name or shortened to the Show. The acronym NRA should not be used.

## POSTING REQUIREMENTS

**Pre-Show:** Influencers agree to post a minimum of three (3) times on their submitted, relevant social media channels before the event.

**POST 1** DATE: \_\_\_\_\_

CONTENT IDEA:  
\_\_\_\_\_  
\_\_\_\_\_

**POST 2** DATE: \_\_\_\_\_

CONTENT IDEA:  
\_\_\_\_\_  
\_\_\_\_\_

**POST 3** DATE: \_\_\_\_\_

CONTENT IDEA:  
\_\_\_\_\_  
\_\_\_\_\_

**During Show:** Influencers agree to post a minimum of three (3) times during the event.

**POST 1** DATE: \_\_\_\_\_

CONTENT IDEA:  
\_\_\_\_\_  
\_\_\_\_\_

**POST 2** DATE: \_\_\_\_\_

CONTENT IDEA:  
\_\_\_\_\_  
\_\_\_\_\_

**POST 3** DATE: \_\_\_\_\_

CONTENT IDEA:  
\_\_\_\_\_  
\_\_\_\_\_

## TALKING POINTS

- The National Restaurant Show is known as the largest gathering of foodservice professionals in the Western hemisphere and brings together over 55,000 professionals.
- Acclaimed chef, restaurateur and humanitarian José Andrés will headline the 2024 Show and share his insights on the transformative power of food.
- The Show features industry-leading keynotes, expert-led sessions, deep-dive workshops and live culinary demos with celebrity chefs. View the Show programming and speaker list here.
- With a trade show floor larger than 10 football fields, highlighting 900+ product categories from food, beverage, equipment, technology and everything in between, the Show is the ultimate destination to source inspiration and innovations. Explore the exhibitor directory to see who will be featured.
- The Show is a launching pad for the industry and provides a first look at must-have, award-winning products for restaurateurs and foodservice professionals.

## CONTENT IDEAS

Here are some content ideas to get your creative juices flowing:

- The award-winning products I'm most excited to experience at the #2024RestaurantShow in Chicago. (View 2024 awardees here.)
- 3 reasons to join me at the #2024RestaurantShow in Chicago.
- The celebrity chef I'm most looking forward to learning from at the #2024RestaurantShow in Chicago May 18-21. (View featured chefs here.)
- 3 exhibitors I'm looking forward to visiting at the #2024RestaurantShow in Chicago. (For a full exhibitor list, please click here.)

## REQUIRED TAGS AND HASHTAGS

All posts should tag the official Show account and must include the hashtag #2024RestaurantShow

**Facebook:** @NationalRestaurantShow

**LinkedIn:** @nationalrestaurantassociationshow

**Instagram:** @nationalrestaurantshow

**TikTok:** @nationalrestaurantshow

# INFLUENCER MEDIA KIT *resources*

## CREATIVE EXAMPLES



## COLOR PALETTE



Light Blue  
RGB: 0 | 126 | 180  
HEX: #007EB4



Dark Blue  
RGB: 2 | 92 | 131  
HEX: #025C83



Light Green  
RGB: 154 | 205 | 108  
HEX: #9ACD6C



Dark Green  
RGB: 100 | 152 | 58  
HEX: #64983A



Light Purple  
RGB: 195 | 80 | 186  
HEX: #C350BA



Dark Purple  
RGB: 147 | 25 | 137  
HEX: #931989

## SHOW LOGOS

Download logos for the 2024 Show [here](#).



## IMAGES

Download images from the 2023 Show [here](#).

