



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:
<b>POST 3</b> DATE:
CONTENT IDEA:

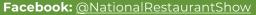
# **TALKING POINTS**

- The National Restaurant Show is known as the largest gathering of foodservice professionals in the Western hemisphere and brings together over <u>55,000 professionals</u>.
- Acclaimed chef, restaurateur and humanitarian <u>José Andrés</u> will headline the 2024 Show and share his insights on the transformative power of food.
- The Show features industry-leading <u>keynotes</u>, expert-led sessions, deepdive workshops and live culinary demos with <u>celebrity chefs</u>. View the Show programming and speaker list <u>here</u>.
- 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 <u>exhibitor directory</u> to see who will be featured.
- The Show is a launching pad for the industry and provides a first look at must-have, <u>award-winning</u> 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 <u>here</u>.)



**LinkedIn:** @nationalrestaurantassociationshow

Instagram: @nationalrestaurantshow
TikTok: @nationalrestaurantshow



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

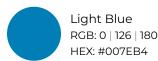
# INFLUENCER MEDIA KIT Vesouvces

# **CREATIVE EXAMPLES**





### **COLOR PALETTE**













### **SHOW LOGOS**

Download logos for the 2024 Show here.









# **IMAGES**

Download images from the 2023 Show here.









