

The Official Show Partner for Sponsorship Opportunities Before, During and After the National Restaurant Association Show

Get the most out of this year's National Restaurant Association Show with our Restaurant Show Insider, an Integrated Multi-Media Program – with video and editorial coverage straight from the National Restaurant Association Show. Reporting directly from the National Restaurant Association Show, Informa's Foodservice group, including Nation's Restaurant News and Restaurant Business, will uncover what to expect in the future of foodservice featuring interviews from foodservice experts, behind the scenes insights and in-depth education around the hottest topics driving the future of food service.

RESTAURANT SHOW INSIDER VIDEO PROGRAM SPONSOR

Increase your impact at the Restaurant Show and beyond with a custom video filmed at the Restaurant Show, branding on our Restaurant Show Insider site, dedicated promotions to the Nation's Restaurant News and Restaurant Show audiences, and 2,000+ leads from the Restaurant Show Insider Digizine, a fully downloadable interactive industry report.

Deliverables:

- **Custom Video Interview** including a turnkey production of a 3-5 minute custom video captured at the National Restaurant Association Show
- **Dedicated co-branded landing page** featuring your video and 3 sponsor-supplied downloadable assets
- **1,000+ video view guarantee** on custom video interview
- **2,000+ leads** from the Restaurant Show Insider Digizine, an interactive industry report, created and promoted across our media and show channels, with complete lead information going to sponsors. Estimated 60% of leads will be restaurant operators.
- **Full-page ad** in the Restaurant Show Insider Digizine, including sponsor video and logo. (Lead capture included from Digizine downloads)
- **Branding in Restaurant Show Insider pre and post show marketing promotions** (including Digizine promotions) generating a minimum of 1,000,000+ email impressions.
- **Branding in Restaurant Show Insider Post show promotion** to 50,000+ attendees and registrants from the National Restaurant Association Show.

PRICE: \$17,500 PER SPONSOR

(limited sponsorships available)*

PLATINUM RESTAURANT SHOW INSIDER VIDEO SPONSOR (EXCLUSIVE)

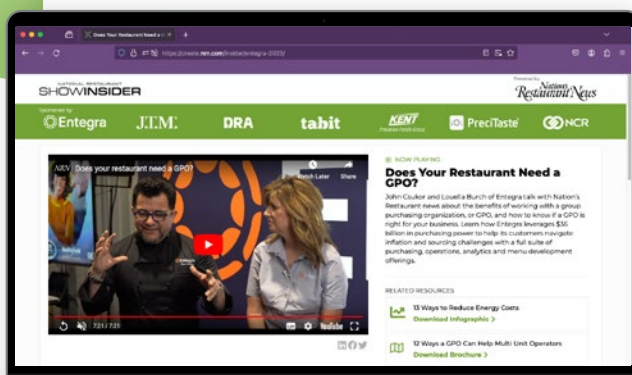
Available to only one sponsor, this exclusive sponsorship, features a call out on the Restaurant Show Insider Digizine promoted to 1,000,000 foodservice professional contacts from Informa's Foodservice Media Brands and 50,000+ attendees and registrants from the National Restaurant Association Show. The Platinum Sponsor will also receive a full-page ad in the Restaurant Show Insider Digizine with a Nation's Restaurant News editor as the featured expert, featured in the Restaurant Show Insider Digizine.

Deliverables:

- **Sponsor callout** in the Restaurant Show Insider Digizine
- **Branding as Platinum Sponsor** in Restaurant Show Insider on Restaurant Show Insider website generating 50,000+ pageviews
- **Branding as Platinum Sponsor in Restaurant Show Insider** pre and post show marketing promotions generating a minimum of 1,000,000 email impressions including promotions to Nation's Restaurant News.
- **Branding in Restaurant Show Insider Post show promotion** to 50,000+ attendees and registrants from the National Restaurant Association Show.
- **Custom Q&A Interview with a Nation's Restaurant News Editor featured in Restaurant Show Insider Digizine and Nation's Restaurant News Website.** Topic of Q&A to be approved by editorial team.
- **One additional full-page ad in Restaurant Show Insider Digizine** with Q&A to run across from your custom video interview in Restaurant Show Insider Digizine

PRICE: \$40,000

(exclusive; also includes Restaurant Show Video Insider Program)



RESTAURANT SHOW INSIDER DIGIZINE FULL-PAGE AD WITH LEADS

- **One full-page display ad** for inclusion in the Restaurant Show Insider digizine (sponsor to supply ad materials)
- **2,000+ leads** from the Restaurant Show Insider Digizine, an interactive industry report, created and promoted across our media and show channels, with complete lead information going to sponsors. Estimated 60% of leads will be restaurant operators.

PRICE: \$8,000



ADVERTISEMENT

OFFICIAL SHOW EDITORIAL PODCAST SPONSOR (EXCLUSIVE)

For the National Restaurant Association Show the Nation's Restaurant News and the Restaurant Business editorial teams will join forces to produce a series of the show's relationship podcasts that will be recorded at the National Restaurant Association Show. Sam Oches, editorial director of Restaurant News and Jonathan Maze editorial director of Restaurant Business, along with their teams will conduct the interviews. The Sponsor will have exclusive access to the series including read overs on editorial content on the Restaurant Show Insider Digizine and on the Restaurant Show Insider website, and



Deliverables:

- **A minimum of 10 editorial podcasts** featuring operator interviews in combination video and/or audio will be recorded at the National Restaurant Association Show by the Nation's Restaurant News and Restaurant Business editorial teams (5 with Nation's Restaurant News editors broadcast on Extra Serving and 5 with Restaurant Business editors broadcast on a Deeper Dive)
- **National Restaurant Show closing podcast featuring both Sam Oches and Jonathan Maze** and broadcast on both the Extra Serving and Deeper Dive podcast channels discussing their key show take-aways.
- **Sponsored opening branding read** at the beginning of each podcast – 30 seconds and at the end of each podcast – 30 seconds
- **Sponsor branding at the National Restaurant Association Show Podcast Booth** via a pull up banner
- **10-Minute Sponsor podcast interview** with Nation's Restaurant News editorial team broadcast on Extra Serving
- **Sponsor Branding on the podcast page** in the Restaurant Show Insider Digizine
- **Sponsor branding on the Restaurant Show Insider website**
- **One full-page ad** in the Restaurant Show Insider Digizine.

PRICE: \$25,000



ADVERTISEMENT

PRINT ADD-ON: ASSET POSTING IN NATION'S RESTAURANT NEWS ISSUE DISTRIBUTED AT THE NATIONAL RESTAURANT ASSOCIATION SHOW

Your asset will be posted in the Nation's Restaurant News magazine in the NRA Products Section and distributed at the National Restaurant Association Show. This is an opportunity to get additional exposure for your new product or thought leadership piece.

- Product image
- Description of asset
- QR code
- Company Logo

PRICE: \$2,500



'DROP-BY' BOOTH TOURS: BEVERAGE SERIES FEATURING BRET THORN AND DIANA BLASS

Get your beverage featured in our Booth Tour 'Drop By' Beverage Series with Nation's Restaurant News Senior Food & Beverage Editor, Bret Thorn and Video Contributor Diana Blass. Bret and Diana will drop by your booth, at a pre-scheduled time, and taste your beverage as well as giving a short description or brief interview with a company representative on the product.

Deliverables:

- 90-second booth "Drop By" video featuring Bret Thorn and Diana Blass tasting your company's beverage including a description of the beverage and mention of your company. May also include a company representative giving brief overview of beverage or beverage history.
- Video to be hosted on the Restaurant Show Insider website
- Video to be featured in Booth Tour Series section of Restaurant Show Insider Digizine
- Guarantee of 1,000 views on your Booth Tour Series video

PRICE:
\$5,000



'DROP-BY' BOOTH TOURS: FLAVOR SERIES FEATURING BRET THORN AND DIANA BLASS

Get your new/craveable/comforting flavor/food item featured in our Booth Tour 'Drop By' Flavor Series with NRN Senior Food & Beverage Editor, Bret Thorn and Video Contributor Diana Blass. Bret and Diana will drop by your booth, at a pre-scheduled time, and taste your product/s as well as giving a short description or brief interview with a company representative on the product.

Deliverables:

- 90-second booth "Drop By" video featuring Bret Thorn and Diana Blass tasting your company's food including a description of the product and mention of your company. May also include a company representative giving brief overview of product or product history.
- Video to be hosted on the Restaurant Show Insider website
- Video to be featured in Booth Tour Series section of Restaurant Show Insider Digizine
- Guarantee of 1,000 views on your Booth Tour Series video

PRICE:
\$5,000



BOOTH TOURS: TECH TRACKER SERIES

Get your tech solution featured in our Booth Tour 'Drop By' Tech Tracker Series with a Nation's Restaurant News Editor or Contributor. Our Editor will drop by your booth, at a pre-scheduled time to report on and film your tech solution as well as giving a short description or brief interview with a company representative on the product.

Deliverables:

- 90-second booth "Drop By" video explaining your company's tech solution including a description of the product and mention of your company. May also include a company representative giving brief overview of the product/solution or product history.
- Video to be hosted on the Restaurant Show Insider website
- Video to be featured in Booth Tour Series section of Restaurant Show Insider Digizine
- Guarantee of 1,000 views on your Booth Tour Series video

PRICE:
\$5,000

