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**FOR IMMEDIATE RELEASE**

CONTACT:

[Name, Title]

[Email Address]

[Phone Number]

**[Insert Company Name] Announces**

**[Insert Product/Solution]**

**[Company Name] to Exhibit at The National Restaurant Association Show, May 18-21, 2024.**

**[Company City, State, Country]** [Press release date] – [Insert company name], [insert a short descriptive sentence of your company], will showcase its [insert product/solution and brief description] at The National Restaurant Association Show. As an exhibitor at the Show, an event bringing together nearly 55,000 foodservice professionals from 107 different countries and representing over 900 product categories, [company] will be able to connect with the industry and share leading-edge trends, solutions and knowledge for the year ahead in Chicago, Illinois.

**[Use this paragraph for news about your company]**

Include information about your company as well as information related to the Show.

* New product announcements
* Solutions that will be showcased at your booth
* Booth demonstrations
* Giveaways/contests

**[Insert quote as to why your company is exhibiting]**

“The Show is the perfect opportunity to reach new buyers, build stronger relationships and strengthen our brand, which is why we’re showcasing [product name/solution],” said [First Name Last Name], [title] of [company name]. “We’re thrilled to be able to share our products with thousands of foodservice professionals from around the globe and look forward to connecting with new and existing customers at the must-attend event for the industry.”

“We’re pleased to welcome [company name] as exhibitor at the 2024 Show,” said Tom Cindric, President of the National Restaurant Association Show. “The annual event showcases the latest in foodservice innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments and pioneer groundbreaking technology. We’re thrilled to bring together start-ups, niche brands and the biggest names in the industry to help foodservice professionals solve for today’s biggest challenges including workforce shortages, labor costs and overall operational efficiency.”

As the global restaurant and hospitality industry’s premier trade show, the National Restaurant Association Show is the place to explore everything that’s happening in the hospitality industry, from the latest food and beverage trends to emerging technology. It’s all here! For more information, visit [nationalrestaurantshow.com](https://www.nationalrestaurantshow.com/?utm_source=exhibitor-marketing).

**###**

**About [Company Name]**

[Insert boiler plate]

**About The National Restaurant Association Show**

The [National Restaurant Association Restaurant, Hotel-Motel Show](https://www.nationalrestaurantshow.com)® is the Western Hemisphere's most influential foodservice event showcasing industry innovations and trends. Each year (starting in 1919), the Show brings together restaurant operators and foodservice professionals for four days of celebrity-led demos, exhibits, sampling, education and networking. The Show unites a global community and enables exploration of the latest advancements in food, beverage, equipment, technology and solutions driving the industry forward. The Show is owned and operated by Informa in partnership with the National Restaurant Association. Visit [www.nationalrestaurantshow.com](https://www.nationalrestaurantshow.com) for more information.

**About Informa**

Informa is a leading international B2B markets, live and on-demand events and digital services group. They connect businesses and professionals in 30+ industries with the knowledge they need to learn more, know more and do more. Informa has hundreds of global brands, products and services and employs 11,000 employees in ~30 countries worldwide.

Informa Connect is a content-led, live and on-demand experiences business which connects professionals with knowledge, ideas and opportunities. Informa Connect, a community of over 1,000 colleagues globally, offers connection through events, media and research. They service a number of different industries including Foodservice, Finance, Bio Tech and Pharma, Pop Culture, Marketing, Law, Energy, HR, Sustainability, Construction. Visit [www.informaconnect.com](https://informaconnect.com) for more information.