



# NORTH CAROLINA RESTAURANT & LODGING EXPO

# AUGUST 21-22 | 2017

Raleigh Convention Center

## RALEIGH, NC



*Connecting suppliers to  
restaurant, foodservice,  
and lodging operators in  
North Carolina and  
surrounding markets*



## EXHIBITOR BROCHURE



[www.NCRL-Expo.com](http://www.NCRL-Expo.com)





# NORTH CAROLINA RESTAURANT & LODGING EXPO

**AUGUST 21-22, 2017**  
Raleigh, NC | Raleigh Convention Center

The **NORTH CAROLINA RESTAURANT & LODGING EXPO** is the only event in North Carolina to bring together all sectors of the restaurant, foodservice, lodging and hospitality industry under one roof. The latest products, services, and technologies will be showcased for the industry, along with a comprehensive and leading-edge program of education that will provide restaurants and lodging establishments from North Carolina and surrounding areas with the best tools to grow and improve their business.

**SUPPORTED BY:**



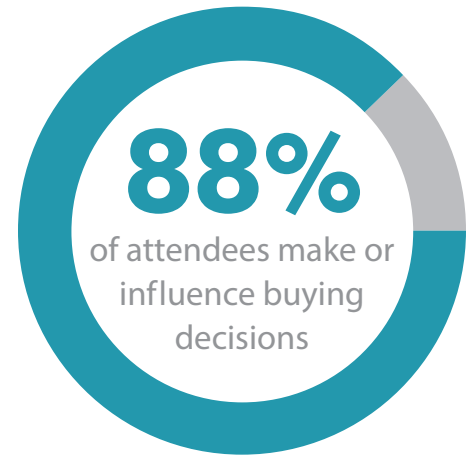
*“ I had a brilliant time at the Expo! This was my second year attending, and it was fantastic. I am already making plans to attend in 2017! ”*

**Governors Club, Benjamin Guaman, Executive Chef**



**83%**

of exhibitors were satisfied with the overall experience



*“Loved the show! There were several vendors that I connected with and expect to do business with them. If it wasn't for seeing them on the show floor, I might not have had that opportunity. The culinary demos were great, too!”*

**The Tavern at Jack's Neck, Jim Wulforst, Managing Partner**

## WHO WILL ATTEND?

Individuals involved in the running of restaurants, bars and lodging establishments from North Carolina and surrounding areas looking for the latest products, services and technologies such as but not limited to:

- Restaurant Owners
- Hotel Managers
- General Managers
- Executive Chefs
- Bar Managers
- Purchasing Managers
- Caterers/Event Planners
- F&B Directors

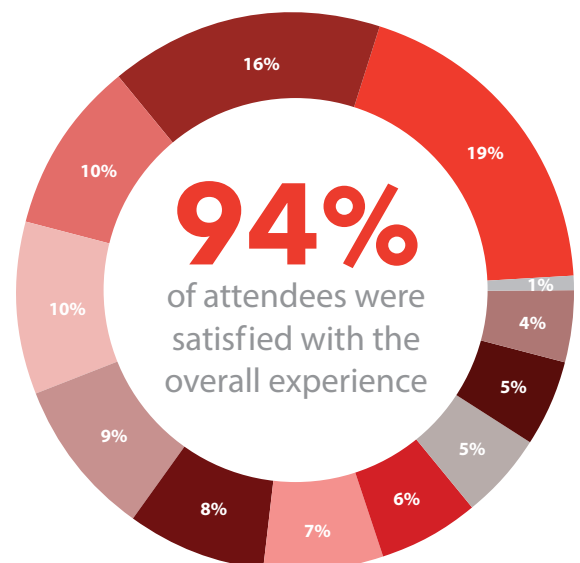
## WHO SHOULD EXHIBIT?

Companies representing the following product groups servicing the restaurant, foodservice, and lodging industry seeking to connect with these establishments in North Carolina and surrounding markets.

- Food
- Apparel & Uniforms
- Equipment
- Technology
- Beverages
- Furnishings & Décor
- Tableware
- Supplies & Services

## ATTENDEE BREAKDOWN

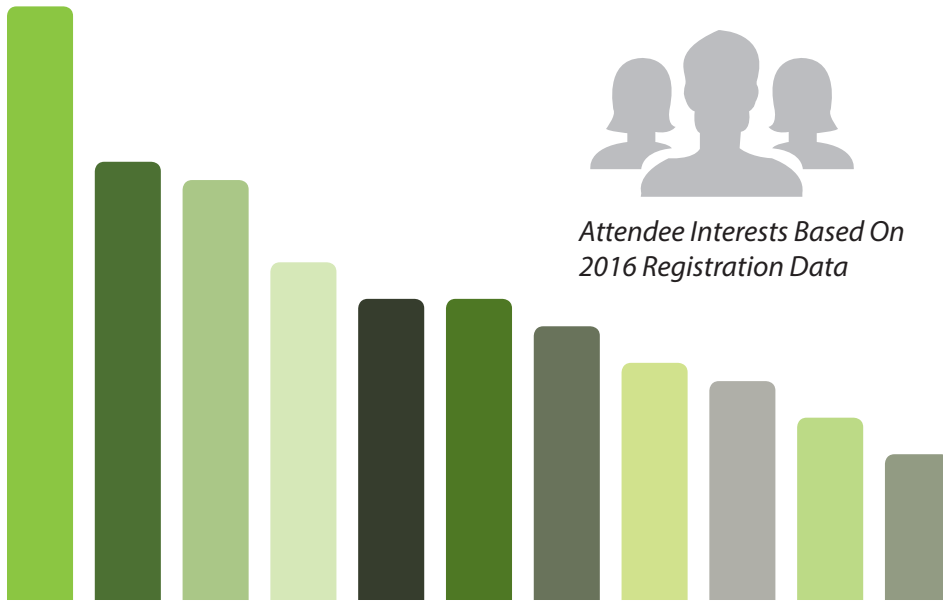
Owner/Partner	19%
Manager/Supervisor	16%
Marketing/Sales	10%
Executive Chef	10%
Other	9%
General Manager	8%
Executive	7%
Sous Chef/Pastry Chef/Cook	6%
Educational Administration/Faculty	5%
Caterer/Event Planner	5%
Accounting/Finance	4%
Server/Staff	1%



*Attendee Job Functions Based On 2016 Registration Data*



## ATTENDEE PRODUCT INTEREST



Food	66%
Equipment	49%
Beverages	47%
Supplies	38%
Technology	34%
Services	34%
Apparel & Uniforms	31%
Tableware	27%
Furnishings & Décor	25%
Associations	21%
Publications	17%

## CONTACT

North Carolina Restaurant & Lodging Expo  
3350 Riverwood Parkway, Suite 1900 (#64)  
Atlanta, GA 30339

(770) 432 - 4200 ext. 112  
Exhibit@NCRL-Expo.com  
www.NCRL-Expo.com



## EXHIBITING FAQ

### What is the COST?

Cost for Members of Supporting Associations:

- Standard = \$3,000 per 100 NSF Booth Unit

Cost for Non-Members:

- Standard = \$3,300 per 100 NSF Booth Unit

Cost for Corners:

- Additional \$300 each

### What is INCLUDED in my booth?

Exhibiting can be confusing and costly, so we came up with a solution to save you time and money! Booth rates include:

- Material Handling/Drayage
- Carpet
- 1 Table
- 2 Chairs
- 1 Standard 120v Electrical Outlet
- Daily Booth Cleaning
- Wastebasket
- Booth ID Sign
- Pipe and Drape (8' High) and Sides (3' High)
- Online Listing
- Show Directory Listing
- Booth Personnel Badges





## EXHIBITOR TESTIMONIALS

“ The show was a great success for Bar Vision. Not only did we create many excellent leads, but also many great contacts from meeting the other exhibitors. The next two days following the show were filled with personal on site appointments with new and potential clients at their venue. The show organization was equally fantastic. **From the moment we arrived to set up, it was clearly a very well organized event that Bar Vision will be returning to in 2017.** ”

**Bar Vision,**  
**Mike Nolan, Business Development**

“ We were excited to have the opportunity to expand our footprint into North Carolina and introduce JetRock® as “The Solution for back of the house Problem Tile Floors” to a new region. Our hopes were that this show would give us that chance and by the end it did! **The quality of leads and high turnout of target customers left us with a feeling of success.** We have already secured a few jobs and we have made the decision to come back next year. ”

**JetRock®,**  
**Kristen Ziehl, Regional Marketing Associate**

“ The North Carolina Restaurant and Lodging Expo was a great opportunity for us to introduce our company and our product to the region. We had great success at the show in terms of forging new vendor relationships and referral partnerships, **most importantly we were connected with well qualified buyers and forged a strong relationship with our customer base.** ”

**East Coast Mobile Launchpad,**  
**Jason Tipton, Co-Owner**

“ North Carolina Restaurant & Lodging Expo 2016 was a fantastic show for us . We got dozens of quality leads from key decision makers in the restaurant industry. We also found new partners to provide new solutions for our clients. As food service consultants, this is really important. **Foodesign can't wait to exhibit next year!** ”

**Foodesign,**  
**Kris Morphis, Principal**

# 2017 FACT SHEET

**EVENT DATES & TIMES:** Monday, August 21, 2017 10:00am - 5:00pm  
Tuesday, August 22, 2017 10:00am - 4:00pm

**LOCATION:** Raleigh Convention Center, Raleigh, NC

**EXHIBIT SPACE COSTS:**

Member Rate*	Non-Member Rate
Standard = \$3,000 per 100 NSF Booth Unit	Standard = \$3,300 per 100 NSF Booth Unit
Open Corners = Additional \$300 each	Open Corners = Additional \$300 each

*\*Must be member of recognized Industry Association.*

**EXHIBIT SPACE INCLUDES:**

ALL Material Handling/Drayage	Wastebasket
Carpet	Booth ID Sign
1 Table	Pipe and Drape
2 Chairs	Online Listing
1 Standard 120v Electrical Outlet	Show Directory Listing
Daily Booth Cleaning	Booth Personnel Badges

**EDUCATION:** A comprehensive 2-day educational program will be available to all attendees, developed in conjunction with the Advisory Council and the North Carolina Restaurant & Lodging Association. The program will be divided into multiple tracks covering different responsibilities and needs. Most sessions will be available to attendees at no extra charge. Advanced-level sessions and certification programs will be available at an additional charge.

**SUPPORTED BY:** North Carolina Restaurant & Lodging Association

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