2018 FINAL REPORT

AUDIENCE

•••

EDUCATION

•••

EXHIBITOR DATA

•••

EXPOSITION

•••

LOCATION

•••

MARKETING

•••

REGISTRATION DATA

•••

SQUARE FOOTAGE

NATIONAL RESTAURANT ASSOCIATION SHOW 2018

MAY 19-22
McCormick Place, Chicago IL

NATIONAL RESTAURANT ASSOCIATION SHOW 2018

National Restaurant Association Show by the numbers:

Over 65,000 representatives of the global foodservice community joined us in Chicago for the 2018 Restaurant Show and the Restaurant Revenue Growth Conference.

2018 ATTENDEE REGISTRATION INFORMATION:

REGISTRATION SUMMARY

41,345 • ATTENDEE REGISTRATION

23,760 • EXHIBITOR PERSONNEL

65,105 • **TOTAL REGISTRATION**

INTERNATIONAL REGISTRATION SUMMARY

4,655 • INTERNATIONAL ATTENDEE REGISTRATION

2,634 • INTERNATIONAL EXHIBITOR PERSONNEL

7,289 • **TOTAL INTERNATIONAL REGISTRATION**

117 • TOTAL # OF COUNTRIES REPRESENTED

These figures are included in the summary of total registration on the left.

After 99 years, the Restaurant Show is stronger than ever. For the fourth year in a row, we posted record exhibit space at 715,108 square feet.

2018 EXHIBITOR REGISTRATION INFORMATION:

EXHIBIT SUMMARY

2,486 • TOTAL # OF EXHIBITORS

715,108 • **TOTAL SQUARE FEET**

INTERNATIONAL EXHIBIT SUMMARY

583 • TOTAL # OF INTERNATIONAL COMPANIES

35 • TOTAL # OF COUNTRIES

81,259 • **TOTAL INTERNATIONAL SQUARE FEET**

99TH ANNUAL
National Restaurant Association Restaurant, Hotel-Motel Show®

LOCATION:
McCormick Place, Chicago, Illinois

DATES:
May 19–22, 2018 (4 DAYS)

DATE ESTABLISHED:
1919

FREQUENCY:
Once per year

OWNER/SPONSOR NAME AND ADDRESS:
National Restaurant Association
233 S. Wacker Drive., Suite 3600
Chicago, Illinois 60606
PH: (312) 853-2525
FX: (312) 853-2548
Restaurant.org/Show

2018 FAST FACTS

LARGEST ANNUAL GATHERING
OF FOODSERVICE PROFESSIONALS IN THE U.S.
WITH:

BIG OPERATORS*
ATTENDING IN BIG NUMBERS
(*$25M+ IN SALES)

NEARLY **10%** OVER 2017

65,000+
FOODSERVICE PROFESSIONALS
INCLUDING:
41,000+ BUYERS

80%
INFLUENCE
OR MAKE PURCHASE
DECISIONS

Audience and markets served:

BAR, TAVERN, PUB, BREWERY
Business & Industry
Casual Dining
Non-Commercial Foodservice
CATERING
FAST CASUAL
Health Care
PIZZA, LODGING
QUICK SERVICE
Family Dining
Contract Foodservice
FINE DINING
FRANCHISE
Convenience Store
SUPERMARKET
FOOD DISTRIBUTOR
Equipment Dealer
Food and Beverage Broker
BEVERAGE WHOLESALER
Beverage Alcohol Distributor

AUDIENCE PROFILE
Industry Classification Detail

ADMISSION INFORMATION

ADMISSION RESTRICTIONS
Admission is restricted to persons involved with the foodservice and lodging industries. No one under the age of 16 is allowed on the exhibit floor.

ADMISSION FEES CHARGED
(U.S. DOLLARS)

National Restaurant Association Show:
September 8 – November 17, 2017 ..... $59
November 18, 2017 – April 6, 2018..... $79
April 7 – May 22, 2018 .....$119

Restaurant Revenue Growth Conference:
September 8 – November 17, 2017 .....N/A
November 18, 2017 – April 6, 2018.....$799
April 7 – May 22, 2018 .....$899

ATTENDEE LIST RENTAL
The attendee list is available for rental to 2018 exhibitors only through August 1, 2018. It can be found in the Exhibitor Service Kit at **Restaurant.org/Show**.

RESTAURANT/FOODSERVICE 21,277

Airlines/Commissary	316
Bar/Tavern/Pub/Brewery	3,995
Buffet/Cafeteria/Banquets	1,892
Business & Industry/Other Contract Foodservice	1,620
Catering – On/Off Premise	3,972
Clubs – Social/Country/Golf	973
Coffee Shop/Donut/Bakery/ Pastry/Chocolatier	2,328
College/University Foodservice	1,445
Concessions – Theme Parks/ Sports/Entertainment	1,257
Conference/Convention Centers	876
Correctional Institution/Prison	181
Fast Casual	5,344
Health Care/Retirement	979
Ice Cream/Frozen Novelty	1,120
K-12 School Foodservice	622
Lodging/Casino/Cruise Ship/Resort	1,105
Military/Military Clubs	479
Mobile Foodservice & Vending	984
Pizza	2,343
Quick Service	3,409
Table Service – Casual Dining	6,071
Table Service – Family Dining	5,170
Table Service – Fine Dining	4,508

Type of Ownership

Chain-owned	2,807
Franchise/Independent	2,288
Independent	12,287
Multi-unit Headquarters	2,873
Non-commercial	1,022

Number of Units Represented

1	7,549
2 – 9	6,295
10 – 49	3,125
50 – 99	1,061
100 – 399	1,484
400+	1,763

Alcohol Served?

Yes	13,500
No	7,777

Annual Sales

Under 100,000	1,928
$100,000 – $499,999	2,148
$500,000 – $1,499,999	3,483
$1,500,000 – $4,999,999	4,595
$5,000,000 – $24,999,999	3,787
$25,000,00+	5,336

Purchasing Role

Make Decisions	10,355
Specify Products/Services	1,293
Influence Decisions	6,701
No Role	2,928

Job Function

Accounting/Finance	282
Administrative Support	601
Bartender/Server	193
Beverage Management	246
Corporate/Executive Management	8,314
Culinary/Chef	3,039
Design/Construction	282
Development/Real Estate	69
FOH Management	1,468
Franchisor/Franchisee	292
MIS/IT	208
Mixologist	71
Nutrition/Dietetics	191
Operations/International Operations	2,616
Other	804
QA/R&D	160
Sales/Marketing	1,425
Supply Chain	796
Training/HR	220

Organizational Level

C-level/Owner	6,449
EVP/SVP	414
Vice President	1,412
Director	3,325
Manager	5,557
Chef	1,963
Associate	2,157

Note: Some questions allowed for multiple responses.

RETAIL 967

Convenience Store	201
Specialty Store/Gourmet/Deli	346
Supermarket	234
Wholesaler/Warehouse Club	186

Type of Ownership

Chain-owned	213
Franchise/Independent	85
Independent	535
Multi-unit Headquarters	120
Non-Commercial	14

Number of Units Represented

1	286
2 – 9	237
10 – 49	152
50 – 99	72
100 – 399	86
400+	134

Annual Sales

Under $100,000	99
$100,00 – $499,999	73
$500,000 – $1,499,999	135
$1,500,000 – $4,999,999	142
$5,000,000 – $24,999,999	162
$25,000,000+	356

Alcohol Served?

Yes	441
No	526

Purchasing Role

Make Decisions	515
Specify Products/Services	53
Influence Decisions	283
No Role	116

Job Function

Accounting/Finance	6
Administrative Support	23
Bartender/Server	3
Beverage Management	10
Corporate/Executive Management	411
Culinary/Chef	63
Design/Construction	15
Development/Real Estate	4
FOH Management	18
Franchisor/Franchisee	5
MIS/IT	6
Mixologist	1
Nutrition/Dietetics	6
Operations/International Operations	119
Other	47
QA/R&D	23
Sales/Marketing	161
Supply Chain	43
Training/HR	3

Organizational Level

C-level/Owner	301
EVP/SVP	14
Vice President	72
Director	135
Manager	315
Chef	36
Associate	94

LODGING 1,103

Bed & Breakfast	30
Casino	44
Cruise Ship	9
Hotel	948
Motel	7
Resort/Spa	65

Number of Locations

1 – 10	585
11 – 50	100
51 – 100	41
100+	377

Purchasing Role

Make Decisions	523
Specify Products/Services	81
Influence Decisions	264
No Role	235

Alcohol Served?

Yes	614
No	489

Job Function

Accounting/Finance	17
Corporate	212
Corporate F&B	113
Design/Construction	16
F&B Purchasing	109
Front Desk	13
General Manager	179
MIS/IT	8
Operations	267
Purchasing	44
Sales/Catering	82
Training/HR	43

Organizational Level

C-level/Owner	134
EVP/SVP	30
Vice President	65
Director	394
Manager	323
Associate	61
Chef	96

DEALER/DISTRIBUTOR 5,341

Beverage Alcohol Distributor	101
Beverage Wholesaler	142
Equipment Dealer	1,915
Food/Beverage Broker	366
Food Distributor	1,546
Supplies Distibutor	1,271

Purchasing Role

Make Decisions	2,125
Specify Products/Services	531
Influence Decisions	1,475
No Role	1,210

Organizational Level

C-level/Owner	1,273
EVP/SVP	118
Vice President	458
Director	740
Manager	1,378
Associate	1,374

AFFILIATED 6,897

Advertising/PR/Publications	491
Architect/Designer	147
College Student – Culinary/ Hospitality	663
Consultant	1,195
Equipment Service	139
Exporter/Importer	53
Faculty/Admin/Training	514
Financial Services	411
Government Agency/Utilities	197
Information Technology	138
Manufacturers Agent/Rep	637
Other	800
Specifier	18
Trade Association	296
Technology	342

NON-EXHIBITING SUPPLIER 4,792

Beverage Manufacturer	210
Equipment Manufacturer	861
Food/Ingredient Manufacturer	1,790
Supplies Manufacturer	1,135
Technology	796

Press	**491**
Show Staff & Suppliers	**477**
Exhibitors	**23,760**

TOTAL REGISTRANTS **65,105**

DOMESTIC REGISTRATION BY STATE

ALL 50 STATES REPRESENTED

STATE	REGISTERED
Alabama	169
Alaska	20
Arizona	314
Arkansas	149
California	2,132
Colorado	577
Connecticut	205
D.C.	243
Delaware	57
Florida	1,991
Georgia	918
Hawaii	86
Idaho	95
Illinois	12,245
Indiana	1,443
Iowa	376
Kansas	253
Kentucky	312
Louisiana	205
Maine	34
Maryland	448
Massachusetts	561
Michigan	1,654
Minnesota	666
Mississippi	122
Missouri	620
Montana	43
Nebraska	129
Nevada	183
New Hampshire	50
New Jersey	418
New Mexico	89
New York	1,141
North Carolina	598

STATE	REGISTERED
North Dakota	56
Ohio	1,334
Oklahoma	143
Oregon	137
Pennsylvania	905
Rhode Island	53
South Carolina	287
South Dakota	29
Tennessee	402
Texas	1,702
Utah	152
Vermont	14
Virginia	605
Washington	364
West Virginia	29
Wisconsin	1,713
Wyoming	25
U.S. TERRITORIES	
Guam	10
Puerto Rico	134
U.S. Virgin Islands	8
MILITARY OVERSEAS	**42**
INTERNATIONAL	**4,655**
TOTAL ATTENDEE REGISTRATION	**41,345**
EXHIBITOR PERSONNEL	**23,760**
TOTAL REGISTRATION	**65,105**

4,655
INTERNATIONAL ATTENDEE REGISTRATION

117
COUNTRIES REPRESENTED

11% OF TOTAL BUYER AUDIENCE

AFRICA 151
Algeria 1
Burkina Faso 2
Egypt 8
Ethiopia 1
Ghana 9
Ivory Coast 1
Kenya 8
Malawi 1
Nigeria 65
Republic of Mali 2
Senegal 2
South Africa 21
Tanzania 2
Uganda 28

ASIA-PACIFIC 767
Armenia 3
Australia 197
China 211
India 25
Indonesia 13
Japan 131
Korea, Republic of (South Korea) 31
Malaysia 2
Nepal 1
New Zealand 34
Pakistan 7
Philippines 20
Singapore 16
Sri Lanka 1
Taiwan ROC 43
Thailand 21
Vietnam 11

CANADA 785

EUROPE/MIDDLE EAST 760
Albania 28
Andorra 1
Austria 6
Azerbaijan 7
Bahrain 5
Belgium 12
Croatia 2
Czech Republic 3
Denmark 16
Finland 9
France 35
Germany 35
Greece 2
Iceland 2
Iraq 1
Ireland 17
Israel 4
Italy 53
Jordan 9
Kyrgyzstan 1
Kuwait 7
Lebanon 25
Lithuania 1
Luxembourg 2
Malta 1
Netherlands 14
Norway 20
Palestine 2
Poland 11
Portugal 4
Qatar 4
Republic of Macedonia 2
Romania 1
Russia/Russian Federation 56
Saudi Arabia 10
Slovenia 4
Spain 29
Sweden 23
Switzerland 9
Turkey 11
Ukraine 13
United Arab Emirates 22
United Kingdom 236
Uzbekistan 5

LATIN AMERICA 2,192
Antigua & Barbuda 4
Argentina 77
Aruba 20
Bahamas 23
Barbados 24
Belize 6
Bermuda 17
Bolivia 11
Brazil 425
British Virgin Islands 1
Cayman Islands 23
Chile 69
Colombia 245
Costa Rica 37
Cuba 1
Curaçao 2
Dominican Republic 84
Ecuador 66
El Salvador 36
Grenada 1
Guatemala 60
Guyana 3
Haiti 1
Honduras 28
Jamaica 66
Martinque 2
Mexico 603
Nicaragua 41
Panama 71
Paraguay 6
Peru 63
Saint Kitts and Nevis 1
Saint Vincent and the Grenadines 4
Sint Maarten (Dutch) 1
Saint Lucia 3
Collectivity of Saint Martin (French) 1
Suriname 1
Trinidad & Tobago 45
Turks & Caicos Islands 8
Uruguay 5
Venezuela 7

2018 EXPERT-LED EDUCATION SESSIONS

Restaurant Show:

BEVERAGE ALCOHOL TRACK

- Adopting Cocktail Trends in Small or Multi-Unit Operations
- American Whiskey–The Story of a Ménage à Trois
- An Ocean of Cocktail Innovation! Neutral Spirits and Sugar Kelp Infusions
- Chicago Style: Create a Sustainable, Inclusive, and Healthier Space for Staff and Guests Alike
- Cocktail Competitions–Good for Stars or Good for Business? Both
- Creativity At Large: Facilitating and Executing Cocktail Programs for Large Events While Maintaining Creativity
- Dollars of Diversity
- Draught Beer Quality: Understanding Today's Draught Beer Landscape
- Increasing Wine Sales through Culture
- Interactive Cocktail Crash Course: The Background, the Booze, and Bartending
- Keys to a Great Cocktail Menu
- Let's Talk Tequila (Not Your Mom and Dad's Tequila)
- Luxury on a Budget–Rethinking Your Wine List in Changing Times
- Photographing Cocktails for Social Media
- Protect Your Brand by Serving Alcohol Responsibly
- Resurgence of Brandy Cocktails
- Star of the Bar® Mixology Competition
- The Art of Hospitality
- The Art of Mixing Well
- The Gorgeous Garnish
- The United States of Wine

BUSINESS OPERATIONS TRACK

- 2018 Trends That Are Impacting Your Labor Costs
- Big Brands Aren't Dead, But Mediocre Performance IS!
- Changing the Culture: The Importance of Harassment Prevention to the Foodservice Industry
- Consultants' Take on Foodservice Equipment Innovation
- Counter, Car, or Couch: The Future of Convenience in Restaurants
- Creating Experiences That Can't Be Delivered
- Hotel Industry Leadership Panel
- Immigration Compliance Updates Under the Trump Administration
- Impact on Foodservice from the Evolving Digital Landscape
- Increasing Recruitment Results Through Cultural Engagement
- Invest in Your Business, Invest in Dishwashers
- Key Trends Shaping the Future of Foodservice
- Location, Location, Location
- Navigating Your Path to Payment Data Security with the PCI Security Standards Council
- Pay Practices and the Law
- Precision Forecasting: Partnering Manager and Machine to More Accurately Predict Performance
- Ready to Love the Restaurant Business Again? Then Let's Talk Tech
- Sanitation Certification in Automated Foodservice Equipment
- ServSuccess: Stronger Workforce, Stronger Industry
- The Future of Grocerants
- The Future of Guest Experience
- The Power of Foodservice at Retail
- What Tax Reform Means for You and Your Restaurant Business
- Winning The Share Battle: Uncovering New Occasions for Traffic Growth

FOOD & NUTRITION TRACK

- Cannabis and the Foodservice Industry
- Craft Beverages to Help Plus Up Your Customer's Order
- Designing Healthy Menus for Children: A Culinary Nutrition Approach
- Getting What You Paid for: How to Sustainably Source Your Restaurant Food Supply
- Menu Trends 2018: Turning Trends Into Money Makers
- Modern Technology: Friend or Foe to Sustainability on Farms?
- Sourcing Sustainable Seafood is Easier Than You Think
- Using Social Media and Data Technology to Teach, Track, and Prevent Foodborne Illness
- Wearable Learning (w-Learning): The Smart Training Modality of the Future for Restaurants
- Worried About Fruit Flies? Learn the Risks and Practices for Elimination

TECH TALKS TRACK

- "86" the Complexity of Running a Restaurant
- Hank and Harry's: How To Win Your Customers with a Mobile Loyalty and Ordering Solution
- The Impact of Cloud Technology on Multi-Unit Operators
- The Outsized Importance of Customer Data and Retention in a Delivery-Driven Restaurant World
- Regulatory Trends in the Restaurant Industry and Simple Steps to Comply
- Science of Scheduling: A New Approach to Workforce Planning
- Simplify for Growth: Choosing the Right Accounting and Back-Office Platform
- Transforming the Restaurant Experience for Diners and Waitstaff Alike

WORKFORCE DEVELOPMENT TRACK

- The Art of Inspection
- Galvanizing the Food Industry to Reap the Benefits of Gender Equity
- Hire, Train, Reward, Retain: Building a Team of Top Performers
- How to Develop and Maintain Rock Star Employees
- Impact Business Performance: Elevate Your Workforce
- Maximum Bang, Minimum Buck: Getting the Most Out of Your Training Dollars
- Successful Businesses Are Embracing Turnover–Know Why You Should Too
- Team-Building Techniques for Ever-Changing Teams
- Video Killed the Radio Star, and It's Killing the Training Binder, Too
- Winning the Workforce

Restaurant Revenue Growth Conference:

ENGAGING NEW GUESTS

- Attracting Hispanic Consumers
- Delivering Your Offers to the Right Hands: Key Mobile Marketing Strategies
- Forecasting Revenue Strategies
- Innovate or Perish: Restaurants Go Big (Data)
- Marketing Strategies to Win With Today's Modern Consumer
- Monetizing Social Media Into Guest Visits

INCREASING SPEND

- Build in Profitability With Menu Analysis and Engineering
- Digital Disruptions: The Evolution of the Traditional Path-To-Purchase in a Connected World
- Evaluating Opportunities in Restaurant Retail and Product Placement
- Meal Kits: The $5 Billion Opportunity
- The Key Elements of Building an Off-Premise Operation
- Turn Your Staff Into Sales Superstars

DRIVING FREQUENCY

- Drive Revenue Growth Through Loyalty Program Strategies
- Gen Z: Driving the Future Of Guest Experience
- It's Who You Know: Data-Driven Business Win
- Leveraging Store Design to Increase Frequency
- The Kiosk Never Forgets to Ask If You Want Fries
- Yes, Beverage/Alcohol Programs Can Keep Guests Coming Back

Session recordings can be purchased at **dcprovidersonline.com/nra**

SEE YOU NEXT YEAR FOR THE **100th ANNIVERSARY SHOW!**

MAY 18-21, 2019

McCORMICK PLACE
CHICAGO, ILLINOIS

The National Restaurant Association Restaurant, Hotel-Motel Show® is an annual trade show sponsored, produced, and managed by the National Restaurant Association®. Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 1 million restaurant and foodservice outlets and a workforce of more than 15 million employees. Together with the National Restaurant Association Educational Foundation, the Association works to lead America's restaurant industry into a new era of prosperity, prominence, and participation, enhancing the quality of life for all we serve.

NATIONAL RESTAURANT ASSOCIATION SHOW 2018

233 S. Wacker Dr., Suite 3600
Chicago, IL 60606
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Restaurant.org/Show

Revenue from the National Restaurant Association Show is reinvested in the Restaurant/Hospitality industry. The funds support educational programs, lobbying efforts, and marketing that benefit you and your business.

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