



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

Chicago, IL - MCCORMICK PLACE 19 - 22 maggio 2018

National Restaurant Association Show - NRA 2018

Fiera

In base ad un nuovo accordo di rappresentanza fieristica con l'americana NRA (National Restaurant Association), ICE-AGENZIA invita le aziende italiane produttrici di attrezzature e forniture per i settori ristorazione, catering, alberghiero, grandi cucine e cucine professionali a partecipare **autonomamente** alla fiera NRA Show dal 19 al 22 maggio 2018 a Chicago.

La fiera e' il piu' grande evento annuale di settore negli Stati Uniti e l'ente organizzatore NRA e' la principale associazione di categoria nel paese con oltre 40.000 associati.

PERCHE' PARTECIPARE

Le importazioni degli USA dall'Italia nel settore attrezzature e forniture per la ristorazione hanno toccato i 100 milioni di dollari nel 2016 con una crescita del 4,6% rispetto al 2015 e una quota del 6,5%.

La fiera, alla 99a edizione, e' una straordinaria porta di accesso all'ecosistema della ristorazione statunitense che conta oltre un milione di esercizi ed il cui fatturato 2017 e' previsto in crescita a quasi 800 miliardi di dollari. Il segmento numero uno di interesse dei buyers americani presenti allo show, provenienti dalla ristorazione indipendente (60%) e dalle catene (40%), e' quello delle attrezzature e forniture. Il singolo budget medio annuale di spesa dei visitatori e' di 5,8 milioni di dollari.



ATTREZZATURE E FORNITURE PER I SETTORI:

- Ristorazione
- Catering
- Alberghiero
- Grandi cucine
- Cucine professionali

Luogo:

Chicago, IL - MCCORMICK PLACE

Data Evento:

19 - 22 maggio 2018

Siti Utili:

<https://show.restaurant.org>

www.ice.gov.it

Iscriviti alla Newsletter ICE:

www.newsletter-ice.com

<http://www.ice.gov.it>

P.IVA ICE-Agenzia 12020391004

Per le modalità relative alla Dichiarazione di Intento, consultare l'allegato "Dichiarazione di Intento"

[Partecipazione]

L'iscrizione all'evento potrà avvenire attraverso l'ufficio ICE di Chicago. **Si precisa che non sono previsti abbattimenti dei costi di partecipazione né allestimenti speciali (area collettiva italiana).**

La quota minima di partecipazione è di \$ 3.495,00 per uno spazio **non allestito** di 3,04m x 3,04m pari a 9,26 mq.

Gli stand degli espositori internazionali sono in prevalenza localizzati nell'area "Lakeside Center", fulcro peraltro della fiera e visitata l'anno scorso dall'80% degli operatori. L'ente fiera punta a concentrare sempre più su quest'area le aziende con produzioni innovative e internazionali incluse numerose aziende del made in Italy che lo scorso anno sono state 75.

Gli spazi ancora disponibili sono in via di rapido esaurimento.

Cliccando su questo link è possibile visualizzare le aree libere in tempo reale (in azzurro) anche per indicare le proprie preferenze nel contratto.

L'NRA Show propone, attraverso il proprio allestitore ufficiale, un kit "chiavi in mano" descritto nell'allegato "2018 Display Stand Package Information". ICE Chicago può indicare, su richiesta, ulteriori nominativi di allestitori nell'area di Chicago in grado di offrire soluzioni personalizzate.

Istruzioni per la registrazione

Se interessati si invita ad inviare il modulo allegato "2018 Exhibit Space Application & Contract", compilato e firmato a ICE Chicago a chicago@ice.it o al numero di fax +1 312.670.5147 insieme alla copia dell'avvenuto pagamento.

Tempistica pagamenti

Come esplicitato nel documento "2018 Exhibit Space Application & Contract" allegato, le prenotazioni degli spazi richiedono un deposito immediato (non rimborsabile) del 30% e l'obbligo di pagamento del saldo entro il 01/02/18. La restituzione del rimanente 70% versato può essere richiesta solo entro il 17/11/17. Tutti gli importi versati dopo tale data non sono rimborsabili. Il contratto inviato dopo il 01/02/18 richiede il pagamento immediato del 100% dell'importo.

EDIZIONE PRECEDENTE

L'edizione 2017 ha registrato la presenza, su oltre 65.000 mq di spazio espositivo, di 2.300 espositori e oltre 66.000 visitatori, con il 90% dei buyers provenienti da ogni stato degli USA.

Le tre principali categorie di interesse dei visitatori sono state attrezzature e forniture (66%), prodotti alimentari (63%) e bevande (54%).

CONTATTI

ICE-AGENZIA UFFICIO DI CHICAGO

401 N. Michigan Avenue
Suite 1720
Chicago, IL (USA) 60611

Tel. +1 312 670 4360

Fax. +1 312 670 5147

chicago@ice.it

ICE-AGENZIA UFFICIO DI MILANO

Fiere Estere
Corso Magenta, 59
20123 Milano, Italia

Tel. +39 02 48044209 o
+39 06 59927209

Fax. +39 02 93660606

milano@ice.it

fiere.estere@ice.it

NRA SHOW 2018

COSA OFFRE ICE

- **Coordinamento con l'ente fiera nella fase di acquisizione informazioni e prenotazione dello spazio espositivo**
- **Su richiesta, indicazione degli allestitori e servizi tecnici per la realizzazione dello stand.**
- **Azioni di comunicazione:**
 - ✓ **Diffusione attraverso i canali digitali di ICE Chicago dei profili delle aziende presenti nel catalogo ufficiale online dello show**
 - ✓ **Condivisione documentazione di marketing per promuovere la presenza degli espositori alla manifestazione**
 - ✓ **Coordinamento con l'ente fiera per la partecipazione a webinar (seminari online) a supporto degli espositori per preparare la partecipazione all'evento**
 - ✓ **In apertura della manifestazione, incontro con gli espositori per la presentazione del mercato USA delle attrezzature e forniture per il settore ristorazione, trend e sue opportunita'**

INFO AGGIUNTIVE

ICE Chicago rimane a disposizione per ogni ulteriore informazione. I riferimenti sono Brigitte Auteri e Michele Novello, tel: +1 312 670 4360, email: chicago@ice.it.

Allegati:

1. NRA show overview
2. 2018 exhibit space application contract
3. 2018 display stand package information

Drive USA Sales

and capitalize
on a
\$798 BILLION
foodservice
market

Restaurant.org/Show



@NRAShow



NRA SHOW 2018

More buyers. More opportunities.

NATIONAL RESTAURANT ASSOCIATION MEMBERSHIP



In collaboration with our state partners:  **CSRA**
Council of State Restaurant Associations

WE REPRESENT **BRANDS** INCLUDING:



MRA SHOW
More buyers.
More opportunities.

RESTAURANT INDUSTRY 2017



MORE THAN
1 MILLION
LOCATIONS



MRA SHOW
More buyers.
More opportunities.

2017 STATE OF THE U.S.

Restaurant, Foodservice and Hospitality Industry

RESTAURANT INDUSTRY SALES (\$B)

2017 Industry Sales Projection

Commercial Restaurant Services	\$736.3
Eating Places	\$551.7
Bars and Taverns	\$19.8
Managed Services	\$53.6
Lodging Places	\$36.1
Retail, Vending, Recreation, Mobile	\$75.2
Noncommercial Restaurant Services	\$59.7
Military Restaurant Services	\$2.7



4%
OF THE
U.S. GROSS
DOMESTIC
PRODUCT

**Projected*

Source: National Restaurant Association 2017 Restaurant Industry Forecast

NRA SHOW
More buyers.
More opportunities.

MOST POPULAR INTERNATIONAL CUISINES

#1. ITALIAN

-87% of US Consumers eat at an Italian restaurant frequently or occasionally*

***Frequently- at least 1x/month**

***Occasionally- at least a few times/year**





TOP FOOD TRENDS REFLECT INTERNATIONAL INTEREST

1. New cuts of meat
- 2. Street food-inspired dishes**
3. Healthful kids' meals
- 4. House-made charcuterie**
- 5. Ethnic Spices**
- 6. Ethnic-inspired breakfast items**

(CONTINUED...)



Source:
What's Hot in 2017 Chef Survey
National Restaurant Association

NRA SHOW:
More buyers.
More opportunities.



TOP FOOD TRENDS REFLECT INTERNATIONAL INTEREST

7. House-made condiments
- 8. Authentic ethnic cuisine**
9. Heirloom fruits and vegetables
- 10. African flavors**
- 11. Ancient Grains**
- 12. Artisan Cheeses**



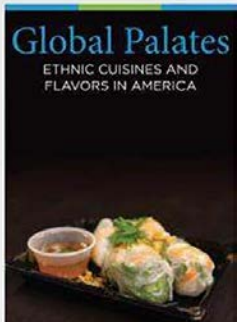
Source:
What's Hot in 2017 Chef Survey
National Restaurant Association

NRA SHOW:
More buyers.
More opportunities.

INTEREST IN INTERNATIONAL FLAVORS CONTINUES TO GROW

RANK*	CUISINE	PERCENTAGE POINT INCREASE SINCE 1999
1	Mediterranean	+38
2	Spanish	+28
3	Caribbean	+27
4	Middle Eastern	+24
5	French	+22
6	Thai	+21

* Tried at least once



Source:
*Global Palates: Ethnic Cuisines
and Flavors in America*
National Restaurant Association



NRA SHOW
More buyers.
More opportunities.

INTRODUCING THE 99TH ANNUAL NRA SHOW

Where the Entire Foodservice Industry Comes Together



4 DAYS
3 EXHIBIT HALLS

695,000+
SQUARE FEET
EXHIBIT SPACE

2,300+
EXHIBITORS

900+ PRODUCT
CATEGORIES

FOOD • BEVERAGE • EQUIPMENT • CULINARY • SERVICES • LODGING • LINENS • UNIFORMS • TABLEWARE • TECHNOLOGY • FURNITURE

NRA SHOW
More buyers
More opportunities

LARGEST ANNUAL GATHERING

of foodservice professionals
in the world with over

66,000 ATTENDEES

40+ INDUSTRY SEGMENTS

ALL 50 STATES REPRESENTED

MORE THAN HALF

**DO NOT ATTEND ANY
OTHER INDUSTRY SHOW**

2017 ATTENDANCE
INCLUDED:

**96 OF THE TOP 100
COMMERCIAL
RESTAURANT BRANDS**

**Contract management
representation from:**

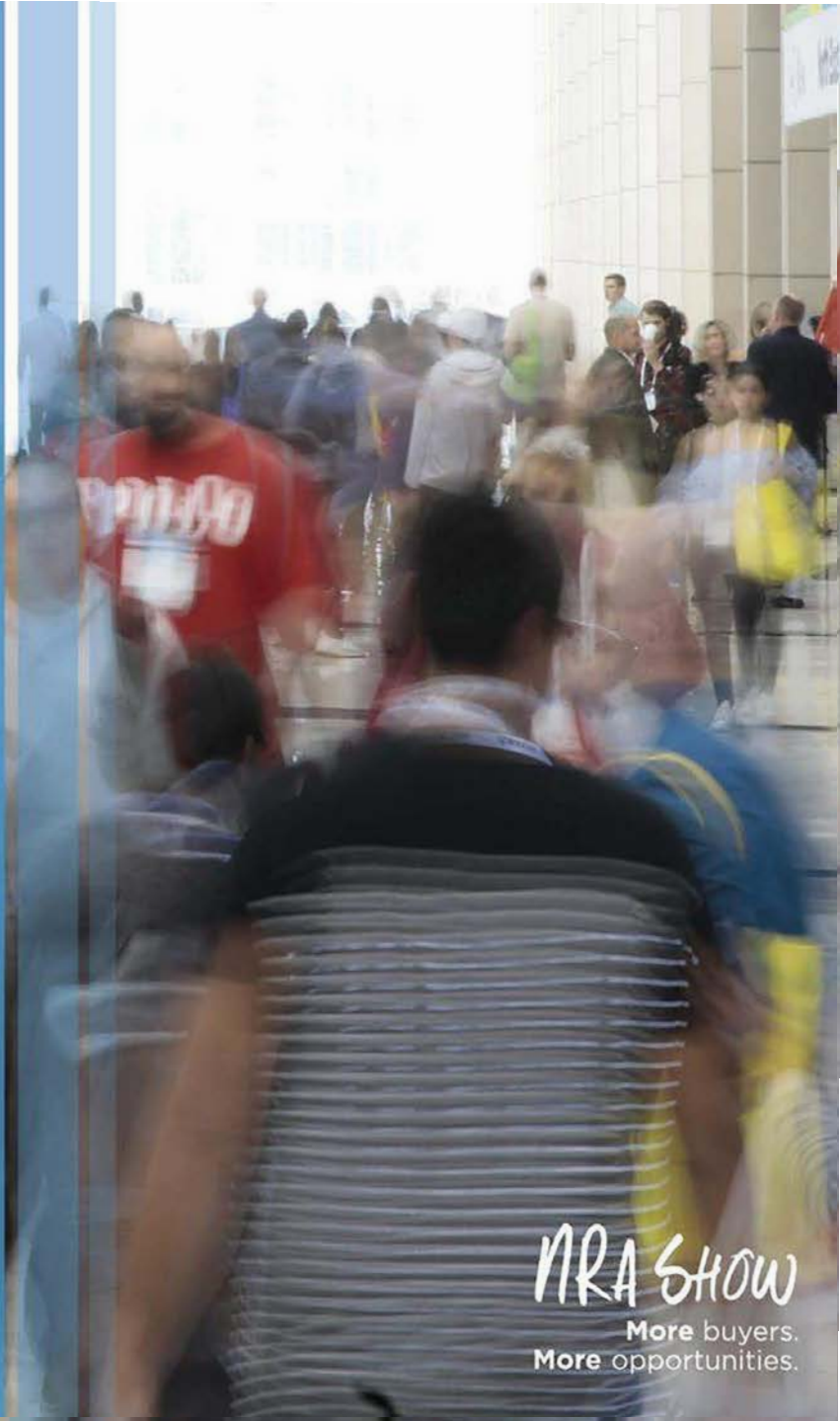
Aramark, Centerplate,
Compass, Delaware North,
Elior, Sodexo, *and more.*

**Dealer and distributor
representation from:**

Sysco, US Foods,
Gordon's Foodservice,
TriMark, Wasserstrom,
Edward Don, *and more.*

Retail representation from:

Mariano's, Lowe's Foods,
Oasis Stop & Go, ShopRite,
Whole Foods, Wawa,
Sheetz, *and more.*



MRA SHOW
More buyers.
More opportunities.



INCREASING
REPRESENTATION FROM
HIGH VOLUME BUYERS
OVER 3 YEARS

FROM COMPANIES WITH:

400+ UNITS

↑ **18%**

100-399 UNITS

↑ **8%**

50-99 UNITS

↑ **10%**

FROM COMPANIES WITH SALES OF:

\$25+ MM

↑ **11%**

\$5 - \$25 MM

↑ **11%**

\$1.5 - \$5 MM

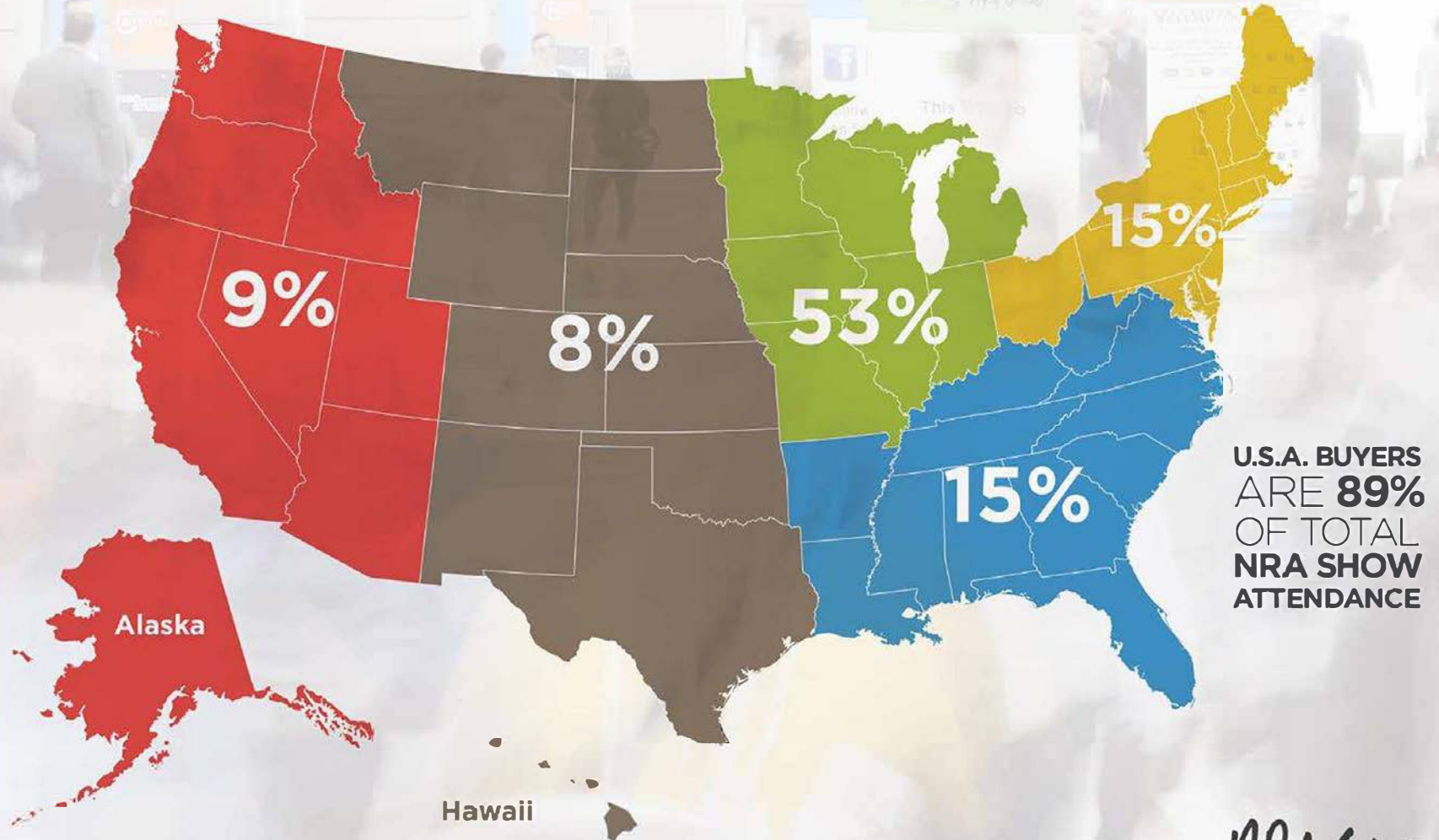
↑ **4%**

MORE
MEANINGFUL
CONNECTIONS

WITH MORE BUYERS
EVERY YEAR

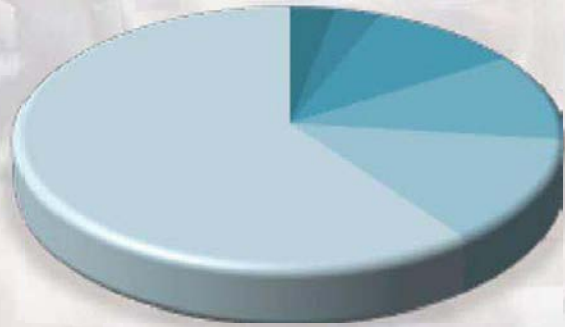
MRA SHOW
More buyers.
More opportunities.

NRA SHOW CONVENES BUYERS FROM AROUND THE U.S.A. AND THE GLOBE

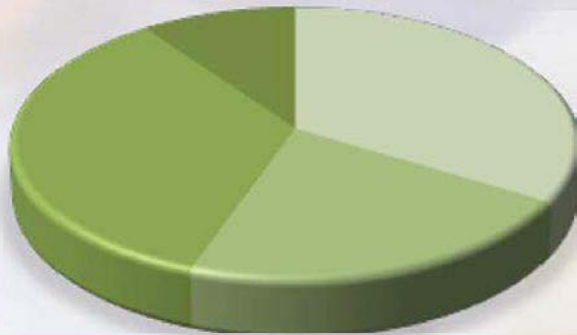


NRA SHOW:
More buyers.
More opportunities.

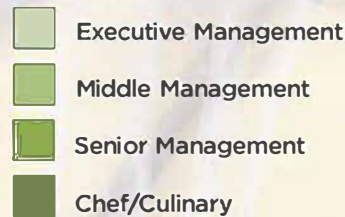
NRA SHOW DELIVERS THE ENTIRE FOODSERVICE ECOSYSTEM



Audience Composition



Organizational Level



Foodservice Primary Buying Interests

66%
Equipment

63%*
Food

54%
Beverage

*** 83% of attendees want to see more food & beverage products**

NRA SHOW
More buyers.
More opportunities.

INTERNATIONAL EXHIBITORS

AT NRA SHOW

- 250 international exhibitors
- 70,000 Square feet of exhibit space
- Global exhibitor representation from:



Australia



Bangladesh



Belgium



Brazil



Canada



Chile



China



Costa Rica



Dominican Republic



Ecuador



Finland



France



Germany



Hong Kong



India



Iran



Israel



Italy



Japan



Republic of Korea



Mexico



Netherlands



Philippines



Romania



Russian Federation



Singapore



Spain



Switzerland



Taiwan



Thailand



Turkey



United Arab Emirates



United Kingdom

MORE
RETURN ON
INVESTMENT

DOLLARS TO SPEND AUTHORITY TO SPEND THEM

82%

OF ALL NRA SHOW ATTENDEES
**INFLUENCE OR MAKE PURCHASE
DECISIONS**



\$5,839,600

EQUIPMENT & SUPPLY

AVERAGE ATTENDEE BUDGET



\$18,846,600

FOOD & NON-ALCOHOLIC BEVERAGE

AVERAGE ATTENDEE BUDGET

Source: NRA Show exhibit surveys

NRA SHOW
More buyers.
More opportunities.



PLANS TO SPEND
AT NRA SHOW

**OVER
HALF**

**OF ALL ATTENDEES PLAN TO PURCHASE
PRODUCTS/SERVICES
THEY SAW AT NRA SHOW**

Source: NRA Show exhibit surveys

NRA SHOW:
More buyers.
More opportunities.

NRA SHOW
EXHIBITS

2,300+
EXHIBITORS

3 EXHIBIT
HALLS

NORTH | SOUTH | LAKESIDE

700,000+
NET SQUARE FEET
OF EXHIBITS

LARGEST
EXHIBITOR
CATEGORIES

34% EQUIPMENT

31% FOOD

35% SUPPLIES,
OTHER

International
Exhibitors and
Pavilions are
growing fast



NEW THIS YEAR!

We're bringing Beverage Alcohol for Restaurants (BAR) to all NRA Show attendees in the **ALL NEW BAR PAVILION**.

As the most influential segment of the \$798 billion foodservice industry, beverage alcohol sales are the key opportunity for restaurateurs and bar program operators to increase revenue and enhance profits.

In addition to exhibits, the pavilion will host a Main Stage where the hottest beverage trends take the spotlight as master mixologists share their talents and wisdom.

Returning as well is the Bar Management Conference allowing attendees to tailor their learning to their individual interests within specialized sessions covering topics ranging from beverage trends and innovations to team building and training.

70%
of NRA Show attendees
have bar programs

**\$2.1
MILLION**
average attendee
beverage alcohol
budget

BAR
BEVERAGE ALCOHOL
FOR RESTAURANTS
PAVILION

NRA SHOW
More buyers.
More opportunities.

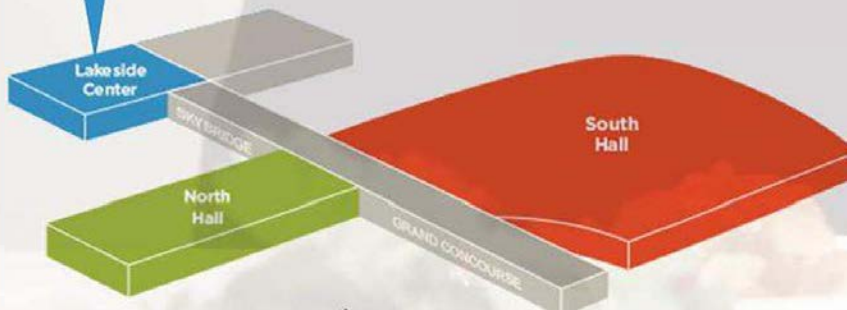
2018 EXHIBIT SPACE PRICING & FLOOR PLAN

\$34.95
PER SQ. FT.

\$300
PER CORNER BOOTH

[Click Here](#)
to view a live
floor plan

International
Food & Beverage
Pavilions



LAKESIDE CENTER

International Food & Beverage Pavilions



Entrance From
Grand Concourse
McCormick
South And North

Drive USA Sales

and get your
business done
under one roof,
at one time.

SECURE YOUR SPACE TODAY
Contact Cherif Moujabber at:
cherif@creative-expos.com

Restaurant.org/Show



@NRAShow



NRA SHOW 2018
More buyers. More opportunities.



ITALIAN TRADE AGENCY

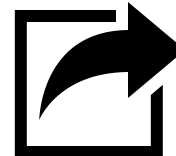
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane



NRA SHOW 2018
THE INTERNATIONAL FOODSERVICE MARKETPLACE

NRA SHOW 2018:

ISTRUZIONI PER L'INVIO DELLA DOCUMENTAZIONE



IN QUALITÀ DI RAPPRESENTANTE DELLA FIERA "NRA SHOW 2018", ICE CHICAGO RACCOGLIERÀ TUTTE LE ADESIONI DA PARTE DELLE AZIENDE ITALIANE INTERESSATE.

SI PREGA GENTILMENTE DI COMPILARE (IN STAMPATELLO) E FIRMARE IL MODULO ALLEGATO "2018 EXHIBIT SPACE APPLICATION & CONTRACT" INVIANDOLO A ICE CHICAGO ALL'INDIRIZZO DI POSTA ELETTRONICA CHICAGO@ICE.IT OPPURE AL NUMERO DI FAX +1 312 670 5147 INSIEME ALLA COPIA DELL'AVVENUTO PAGAMENTO.

PER OGNI NECESSITÀ O ULTERIORE CHIARIMENTO PREGASI CONTATTARE BRIGITTE AUTERI O MICHELE NOVELLO DI ICE CHICAGO AL NUMERO DI TELEFONO +1 312 670 4360 OPPURE ALL'INDIRIZZO DI POSTA ELETTRONICA CHICAGO@ICE.IT

2018 EXHIBIT SPACE APPLICATION & CONTRACT

First Class Mail or Fax to: National Restaurant Association, Convention Department
24281 Network Place, Chicago, IL 60673-1242
PH: (312) 853-2525 • FX: (312) 580-5416

Applications & Contracts received after February 1, 2018 must include a 100% deposit.

The undersigned (hereinafter, the "Exhibitor"), hereby applies for space in the National Restaurant Association Restaurant, Hotel-Motel Show[®] as managed by the National Restaurant Association Solutions, LLC ("NRAS"), a wholly-owned subsidiary of the National Restaurant Association ("NRA"), which is scheduled to be held at McCormick Place, Chicago, Illinois. Show dates: May 19-22, 2018.

1. COMPANY INFORMATION (SECTION 1 INFORMATION MAY BE PUBLISHED)

COMPANY NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
COUNTRY _____
PHONE _____ FAX _____
COMPANY E-MAIL ADDRESS _____
WEB SITE ADDRESS _____

2. CONTACT INFORMATION (FOR SHOW PLANNING COMMUNICATIONS)

KEY CONTACT PERSON _____
KEY CONTACT ADDRESS _____
CITY _____ STATE _____ ZIP _____
COUNTRY _____
KEY CONTACT PHONE _____
KEY CONTACT E-MAIL ADDRESS _____

3. BOOTH SPACE REQUEST

Please fill out the following exhibit space measurement request.

Feet Deep X **Feet Wide (frontage)** = **Total Square Feet**

Please specify requested booth numbers in order of preference.

1. _____ 2. _____ 3. _____ 4. _____

4. SERVICE NEEDS

For the purpose of your space assignment please indicate if your exhibit needs the following services. Utilities should be ordered by completing the appropriate forms in your Online Exhibitor Services & Information Manual.

Water Gas Heavy Duty Electrical Compressed Air Drain

5. PRODUCTS TO BE EXHIBITED

Please select **one** category that best describes the products to be exhibited.

Beverage Paper, Plastics & Supplies
 Educational Services
 Equipment Tableware, Linens
 Food Technology & Entertainment
 Furniture, Furnishings & Decorations Uniforms
 Lodging

Will you be sampling food or beverage? Yes No

Does your company export outside the U.S.? Yes No



6. EXHIBIT SPACE RENTAL COST

PLEASE READ THE REFUND AND CANCELLATION TERMS CAREFULLY

Exhibit space rental is \$34.95 per square foot, plus a \$300 charge per corner. This "2018 Exhibit Space Application & Contract" ("Application") along with the "Terms and Conditions" (see page 2) constitute the legal agreement (the "Agreement") between Exhibitor and NRAS when signed by NRAS. Unless NRAS does not accept this Agreement, one of the following shall apply:

(1) Onsite Space Selection Period/Agreement signed between May 20-23, 2017:

- Exhibitor is liable for 30% of total Exhibit Space cost on signing date;
- 30% deposit, payable in U.S. funds, will be invoiced and payment is due no later than July 17, 2017;
- Exhibitor is liable for remaining 70% of Exhibit Space cost if written cancellation/downsize is not received by November 17, 2017;
- 70% balance is due by February 1, 2018.
- Failure to make payment towards total Exhibit Space cost at any of the designated dates specified shall result in the forfeiture of Exhibit Space location and removal from the roster of exhibitors for NRA Show 2018, but shall not relieve Exhibitor of liability.
- Exhibitors reserving less than 400 square feet of Exhibit Space during the Onsite Space Selection Period may cancel within 5 business days of the signed Agreement with no liability.

(2) Agreement signed between May 24-November 17, 2017:

- 30% nonrefundable deposit is due and must be enclosed with signed Agreement;
- Exhibitor is liable for remaining 70% of total Exhibit Space cost unless written cancellation/downsize is received by November 17, 2017;
- 70% balance is due by February 1, 2018.

(3) Agreement signed between November 18, 2017 and February 1, 2018:

- 30% nonrefundable deposit is due and must be enclosed with signed Agreement;
- Exhibitor is immediately liable for 100% of total Exhibit Space cost as of signed Agreement submittal;
- 70% balance is due by February 1, 2018.

(4) Agreement signed after February 1, 2018:

- 100% nonrefundable Exhibit Space cost is due and must be enclosed with signed Agreement.

Use the space below to calculate your requested rental cost. Final cost will be confirmed by the acceptance form you receive from NRAS.

TOTAL SQUARE FEET _____ X \$ 34.95 = \$ _____

NUMBER OF CORNERS _____ X \$300.00 = \$ _____

TOTAL AMOUNT = \$ _____

30% DEPOSIT WHEN SUBMITTED BEFORE 2/1/18 = \$ _____

Indicate Payment Method:

Check (Checks should be made payable to National Restaurant Association Solutions, LLC in U.S. funds drawn on a U.S. bank)

American Express Discover Card MasterCard Visa \$ _____

Card Number _____ Auth Code _____

Cardholder Name _____ Exp Date _____

I authorize the National Restaurant Association Solutions, LLC to charge my credit card in the amount listed above and I understand there is a 4% administrative fee for refunds associated with credit card payments.

Authorized Signature _____ Date _____

7. TERMS AND CONDITIONS

This Application, when signed by the Exhibitor and NRAS, along with Page 2 ("Terms and Conditions"), constitutes the legally binding Agreement. Exhibitor agrees to abide by all terms and conditions on Pages 1 and 2 of this Agreement. These two pages shall constitute the entire Agreement between the Parties and cannot be modified except by express written agreement signed by the Exhibitor and NRAS. Signature by NRAS will either be by an actual signature on the Acceptance (Page 1) or written confirmation of acceptance transmitted to Exhibitor. Upon receipt by Exhibitor of either a signed Page 1 or written confirmation of acceptance, the Agreement will be deemed accepted and legally binding upon both Parties.

Exhibitor agrees that upon NRAS acceptance, Exhibitor is legally bound by the terms of this Agreement, with or without payment received by NRAS and the Agreement is legally enforceable against the Exhibitor in accordance with the terms herein. Exhibitor agrees to allow Show Management, Global Experience Specialists (GES) and all official service providers to provide Exhibitor with promotional and other materials to the fax numbers and e-mail addresses listed above. By the signature below, the individual signing the Application on behalf of the Exhibitor represents and warrants that he/she is duly authorized to execute this to form a binding Agreement on behalf of the Exhibitor.

AUTHORIZED SIGNATURE _____

PRINT NAME _____

TITLE _____ DATE _____

(APPLICATIONS RECEIVED WITHOUT AN AUTHORIZED SIGNATURE WILL NOT BE PROCESSED.)

FOR NATIONAL RESTAURANT ASSOCIATION SOLUTIONS, LLC USE ONLY

Date Processed _____ Booth Assigned _____

Years in Show _____ Dimensions _____ Amount _____

Accepted for National Restaurant Association Solutions, LLC

_____ Date _____

NATIONAL RESTAURANT ASSOCIATION RESTAURANT, HOTEL-MOTEL SHOW® • MAY 19-22, 2018

Terms and Conditions

National Restaurant Association Solutions, LLC and its authorized representatives are hereinafter referred to as "Show Management" or "NRAS". The National Restaurant Association Restaurant, Hotel-Motel Show is hereinafter referred to as "NRA Show" or "Show". The National Restaurant Association is hereinafter referred to as "NRA".

1. Terms of Payment, Refunds and Cancellations

A. Section 6 of the Application is incorporated by reference herein.

B. Exhibitor and NRAS agree that the nonrefundable costs specified in Section 6 of the Application are reasonable estimates of damages NRAS will otherwise sustain if Exhibitor cancels or downsizes this Agreement, and since actual damages in such circumstances, including costs to find replacement Exhibitors, etc., would be difficult or impossible to determine, and liquidated damages are appropriate.

C. All cancellations/downsized must be in writing to: National Restaurant Association Solutions, LLC, 175 West Jackson Boulevard, Suite 1500, Chicago, Illinois 60604, (Fax) (312) 580-5416, and shall become effective when received by the NRA Show®. In the event an Exhibitor cancels or downsizes Exhibit Space on or before November 17, 2017, Exhibitor shall be liable for 30% of the difference between Exhibitor's contracted square footage including corner charges, and the revised square footage, in addition to the actual rental cost of the revised square footage. Exhibitors who cancel or downsize their Exhibit Space after November 17, 2017 shall be liable for the full cost of contracted Exhibit Space. In the event that it shall be necessary for the NRAS or the NRA Show to bring suit to enforce any of its rights hereunder, Exhibitor shall reimburse the NRAS for all costs of such suits, including reasonable attorneys' fees and expenses.

It is expressly agreed by the Exhibitor that in the event it fails to pay the Exhibit Space cost at the times specified, or fails to comply with any other provisions in the Agreement, Show Management shall have the right to reassign the booth location shown on the Agreement for Exhibit Space or to take possession of said Exhibit Space and lease the same and hereby waives any right to cover or offset, or any part thereof, to anyone and upon such Terms and Conditions as it may deem appropriate. Should the Show not be held for any reason whatsoever, then and thereupon, the rental and lease of Exhibit Space to the Exhibitor shall be terminated. In such case the claim limit for damage and/or compensation by the Exhibitor shall be the return to the Exhibitor of the pro rata amount already paid for space in McCormick Place for this specific event.

2. Space Rental and Assignment of Location – The National Restaurant Association Restaurant, Hotel-Motel Show is a closed trade show designed to provide a showcase for goods and services either specifically designed for or customarily used by the food service and lodging segments of the hospitality industry.

The NRAS reserves the right to refuse rental of Exhibit Space to any entity whose display of goods or services is not, in the opinion of Show Management, likely to be compatible with the general character and objectives of the Show.

Whenever possible, space assignments will be made by the NRAS in keeping with the preferences of location as requested by the Exhibitor. Generally the criteria for assignment include but are not limited to: prior year participation, deadline adherence, date of receipt of application and booth configuration. Show Management, however, reserves the right to make the final determination of all Exhibit Space assignments in the best interests of the Show, at its sole discretion.

Exhibitors will receive either a signed Acceptance (Page 1) or a confirmation of Acceptance when Show Management has accepted Agreement.

3. Use of Space, Subletting of Space – No Exhibitor shall assign, sublet, or share the Exhibit Space allotted with another business or firm unless prior written approval has been obtained from the NRAS. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the Exhibitor's display; parent or subsidiary companies excepted. In the published Exhibitor list, Exhibitors are allowed one (1) listing per 100 square feet of assigned Exhibit Space.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Distribution of said goods will be from assigned Exhibit Space only, unless authorization from Show Management is given for distribution at hotels. No distribution is allowed in Show aisles, from another Exhibitor's booth or in public areas of McCormick Place or hotels. The NRAS reserves the right to determine eligibility of any product and/or exhibit for inclusion in the Show. No firm or organization not assigned Exhibit Space will be permitted to solicit business during the Show.

4. Authorized Exhibitor Representative; Admission – Each Exhibitor must name one person to be its representative in connection with official Show communications, installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the Exhibitor shall be responsible. The Exhibitor shall assume responsibility for such representative being in attendance throughout all Show periods; this representative shall be responsible for keeping the exhibit neat, manned and operational at all times.

Admission to the Show will be by official Show badge only, which must be worn at all times when in the Show. The company name which appears on an Exhibitor badge must match the company name as it appears on the Application. False certification of individuals as Exhibitor representatives, misuse of Exhibitor badges, or any method or device used to assist unauthorized persons to gain admission to the Show shall be cause for expelling the violators from the exhibit, banning them from further entrance to the Show, and removing the exhibit from the floor without any obligation whatsoever on the part of Show Management, including the return of any Exhibit Space rental charge.

5. Installation and Removal – Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be completed by 9:00 a.m. on Saturday, May 19, 2018. Any Exhibit Space not claimed and occupied by 4:30 p.m., Friday, May 18, 2018, may be resold or reassigned without refund. No Exhibitor will be allowed to dismantle or repack any part of its exhibit until after the closing of the Show 3:00 p.m., Tuesday, May 22, 2018.

If the Exhibitor requires utility access and the booth is not equipped with a utility port, access will be drawn from a neighboring exhibit at Exhibitor's expense. Exhibitors equipped with utility ports in their booths must cooperate with neighboring exhibits who require access to a utility port.

6. Arrangement of Exhibits – Each Exhibitor is provided access to an online Exhibitor Service Kit which describes the type and arrangement of Exhibit Space and the standard equipment provided by the NRAS for booth construction. Standard equipment includes: Eight-foot-high back draping plus two 33" high draped side rails (except for Islands or Peninsulas), Small identification sign with company name and booth number, general overhead lighting, sanitary dishwashing facilities, Exhibitor Service Centers, listings in NRA Show 2018 Exhibit Guide & Program and NRA Show 2018 Website. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Service Kit, the terms and obligations of which are expressly incorporated herein. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Service Kit Guidelines, or the provisions set forth herein, such exhibit will be closed and prohibited from operating at any time during the Show. No return of any Exhibit Space rental charges shall be made.

Exhibitor Plan Review – Exhibitors utilizing a peninsula or island type exhibit, or are relocating to an Exhibit Space with a peninsula or island type exhibit, or involving other unusual construction features are required to submit a copy of their booth construction plans and layout arrangements. These plans, including a scaled plan view and elevations, must be submitted to Show Management for approval at least sixty (60) days prior to the opening of the Show.

Multi-Story Exhibit Regulations – All multi-story exhibits, whether people will occupy the upper level or not, must have drawings available onsite for inspection by the installation and dismantling contractor and governmental authorities during the time the exhibit is being erected, exhibited and dismantled at the exhibit site. For specifications, requirements, and submittal of plans, please contact the Convention Department, National Restaurant Association Solutions, LLC, 175 W. Jackson Blvd., Suite 1500, Chicago, Illinois 60604, Phone (312) 853-2525, Fax (312) 580-5416.

Americans with Disabilities Act – Exhibitor represents and warrants its Exhibit Space shall be reasonably accessible and usable by persons with disabilities and it is in compliance to the extent applicable under regulations implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold the NRA and the NRAS harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, which may be incurred by or asserted against the NRA, the NRAS, its officers, directors, agents or employees on the basis of Exhibitor's breach of this paragraph or noncompliance with any provision of the ADA.

7. Laws Applicable – Each Exhibitor shall comply with all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Show Management and the Official Show contractor have no responsibility pertaining to Exhibitors' compliance with such laws.

All booth decorations, including carpeting, must be flame-proofed and all hangings must clear the floor. Electrical wiring must comply with National Electrical Code Safety Rules and the City of Chicago Electrical Code. If inspection indicates any Exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, Show Management reserves the right to cancel all or such part of its exhibit as may be in noncompliance and effect the removal of same at Exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the Exhibitor should communicate with Show Management for information concerning facilities or regulations. Use of anything of a hazardous nature such as open flame must be approved, in writing, by the Bureau of Fire Prevention of the Chicago Fire Department. Evidence of such approval shall be provided to Show Management at least thirty (30) days prior to the opening of the Show. This Agreement shall be governed by the laws of the State of Illinois. Exhibitors agree to abide by the rules and regulations of McCormick Place as well as to these Terms and Conditions. Except as to a parent, subsidiary or affiliated entity, neither party may assign this Application for Exhibit Space without the express prior

written consent of the other party. Exhibitor agrees to verify upon request of Show Management they have a legal right to display and sell products exhibited at the Show, including that the products they display and names thereon do not violate the intellectual property rights of anyone else. Failure to establish such right may, in Show Management's sole discretion, result in a directive not to display or sell the product and/or expulsion from the right to exhibit.

8. Storage of Packing Crates and Boxes – Exhibitors will not be permitted to store packing crates, boxes, cartons, literature or excess material in or behind their booths during the Show, but these, when properly marked, will be stored and returned to the booth by service contractors after the conclusion of the Show. It is the Exhibitor's responsibility to mark and identify its crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." It may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the Exhibitor after the Show will be removed at the Exhibitor's expense. Exhibitors will be billed for removal time and materials at prevailing rates.

9. Operation of Displays – The Exhibitor shall assume responsibility to have an Exhibitor representative in the booth at all times during official Show hours, and said representative shall be responsible for keeping the exhibit neat, manned and operational at all times. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit that, in its sole opinion, detracts from the general character of the Show as a whole. This includes, but is not limited to, an exhibit that, because of noise, flashing lights, method of operation, or display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Show as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited.

All demonstrations or other promotional activities, including crowds from these activities, must be confined to the limits of the Exhibit Space and must not block the aisles. No sales activity, demonstrations, sampling, giveaways, solicitation, literature distribution, etc. will be permitted in the aisles of the Show floor or the public areas of the building. **Retail sales** – No direct or retail sales are permitted at any time. The exchange of payment and delivery of product to the buyer on the Show floor is strictly prohibited. Exhibitors may take orders for product, however delivery of product must take place after the conclusion of the NRA Show. **Contests, Drawings & Lotteries** – Raffles or other promotional measures requiring guests to be present at a specified location and time are prohibited. Exhibitor represents and warrants that any contests, drawings or lotteries it conducts meet the requirements of all federal, state and local laws regarding such activities. All unusual promotional activities must be approved in writing by Show Management at least 60 days prior to the opening of the Show. **Literature Distribution** – Distribution of trade publications, invitations, circulars, business cards, stickers, novelties, etc., may be made only within the Exhibit Space assigned to the Exhibitor distributing such materials. Trade publishers are prohibited from soliciting advertising during the Show. **Literature Bag Distribution** – Messages printed in or on a bag distributed by an Exhibitor in the NRA Show may only contain their own company name, marks and intellectual property. Distribution of literature bags must remain within the Exhibit Space assigned to the Exhibitor distributing the bag. **Live Animals** – Unless otherwise required under applicable law, live animals and insects are prohibited. **Models** – Booth representatives, including models or demonstrators, must be properly and modestly clothed, in addition to having an official Show badge. Excessively revealing attire is prohibited. Models, costumed performers, etc. must stay within Exhibit Space and are not permitted to be outside of designated Exhibit Space. **Food and/or beverage samples** – Exhibitors must cease the distribution of samples of any kind whenever such activity blocks the aisles or in any way inhibits nearby Exhibitors. Exhibitors who plan to serve food and/or beverages are required to submit the "Food & Beverage Sampling Form". **Any exhibitor who wishes to sample alcoholic beverages in their booth must submit the Application for Permission to Sample Alcoholic Beverages, agree to the terms and conditions as stated on the application and be approved by NRAS prior to April 13, 2018.** Exhibitors whose products are alcoholic beverages may sample alcoholic beverages in their booth, provided they are in compliance with NRAS, McCormick Place, state, and local laws regarding such activity. Exhibitors whose primary products are not alcoholic beverages must abide to the current policies of NRAS, McCormick Place and SAVOR...Chicago. Alcohol must be purchased through SAVOR...Chicago. You cannot bring in your own alcohol. Exhibitors must be in compliance with NRAS, McCormick Place, state, and local laws regarding such activity and must purchase all beverages through SAVOR...Chicago, the exclusive provider in McCormick Place.

Sound – Exhibits which include the operation of musical instruments, radios, sound and/or public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not disturb or disrupt adjacent Exhibitors and their patrons, nor cause the aisles to become blocked. Loudspeakers must be positioned to direct sound toward the center of the exhibit booth or display area; NOT pointed toward the aisles. The 80/80 sound Rule: Any sound which consistently exceeds 80 decibels measured at the edge of an Exhibitor's booth, is clearly identifiable more than 80 feet from that booth, or is, in the opinion of Show Management, objectionable or interfering with neighboring exhibits is considered in violation of NRA Show Terms and Conditions.

Music Licensing – No Exhibitor may use music, whether live or recorded, in its booth without appropriate music licensing agreements for the public performance of any copyrighted music utilized by the Exhibitor.

10. Liability and Insurance – All property of the Exhibitor is understood to remain under its custody and control in transit to and from the Show and while it is in the confines of McCormick Place. Neither Show Management, the Official Show contractor, the management of McCormick Place nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of Exhibitor's from theft, damage by fire, accident, vandalism or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the Exhibitor.

Show Management does not maintain insurance covering Exhibitor's property. It is required that Exhibitor maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the Exhibitor's participation in the NRA Show, in an amount no less than \$250,000 for personal injury, death or property damage in any one occurrence. Such insurance shall name the NRA and the NRAS as additional insureds on the general liability policy. Each Exhibitor is required to carry workers compensation insurance protecting employees in accordance with the laws of the State of Illinois. Exhibitor acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the Exhibitor deems appropriate.

Security – Although security personnel will be provided by Show Management, Show Management shall have no liability whatsoever for theft, loss or damage to property belonging to any Exhibitor, the Exhibitor's agent, employees, business invitees, visitors or guests.

11. Indemnification – Except as otherwise specifically prohibited by applicable law, Exhibitor agrees to protect and hold the NRA and the NRAS forever harmless from any damage or charges imposed for any violation of any law or ordinance whether occasioned by the negligence of Exhibitor or those attending or occupying the space by, through, or under the Exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between McCormick Place and the NRA and the NRAS regarding the exhibition premises; and further Exhibitor shall at all times protect, indemnify and hold harmless the NRA, the NRAS and McCormick Place against and from any and all loss, costs, damages, liability, or expenses, including attorneys' fees, arising from or out of any accident or other occurrence to anyone, including Exhibitor, its agents, employees and business invitees, which arise from or out of or by reason of Exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, Exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands or actions against the NRA, the NRAS and McCormick Place and their respective officers, directors, employees and agents resulting from any act or omission of Exhibitor, its employees, agents and invitees.

12. Age Requirement – No one under 16 years of age, including infants and toddlers, will be permitted on the Show floor at any time regardless of affiliation or circumstances. Children 16 to 18 years of age must be accompanied by an adult. NRAS reserves the right to request proof of age. No children, no infants, no strollers, no back pack carriers are allowed. No exceptions. This rule applies to exhibitors and attendees.

13. Union Labor – Exhibitors are required to observe all contracts in effect between the NRA, the NRAS, service contractors, McCormick Place and the labor organizations involved.

14. Care of Building and Equipment – Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and decor. If Exhibitor does such damage, it shall be liable to the owner of the property so damaged.

15. Other Regulations – NRAS is responsible for the overall Show experience for everyone. Any and all matters not specifically covered by the preceding Terms and Conditions shall be subject solely to the decision of NRAS. NRA shall have sole authority to interpret, amend, and enforce these Terms and Conditions, provided Exhibitors receive notice of any amendments when made. Each Exhibitor, and its employees, agrees to abide by the foregoing Terms and Conditions and any amendments thereto. Exhibitors or their representatives who fail to observe these conditions or meet the specified obligations of this Agreement or who, in the sole opinion of NRAS, conduct themselves unethically or in a manner that adversely affects the Show, other Exhibitors, attendees or the NRA, the NRAS, or McCormick Place, may be immediately dismissed from the exhibit area without refund or other appeal and/or be banned from future Shows. Neither NRA nor NRAS is responsible for any damages (consequential, incidental, etc.) that could arise from such dismissal.

2018 Display Stand Package

Stand Includes:

- Exhibit space with hard wall panels (3m x 3m)
- Carpet (13 oz.)
- First night vacuuming
- Three arm lights with electricity
- 500 watt outlet
- 6' draped table
- Two chairs and wastebasket
- Header with company name
- Installation & dismantling labor

Cost: \$5,400 USD (\$300 additional if stand is a corner location)



CONTATTO:

GES

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