

Michigan Restaurant Show
October 19-20, 2010

Rock Financial Showplace
Novi, Michigan



2010

MICHIGAN RESTAURANT

Show



You take care of your customers. We'll take care of you.



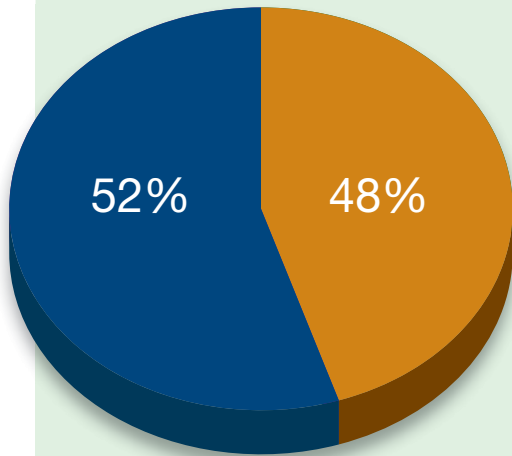
 michigan
RESTAURANT
association
Our Mission is Your Success

affiliated with the
NATIONAL
RESTAURANT
ASSOCIATION

michiganrestaurantshow.org

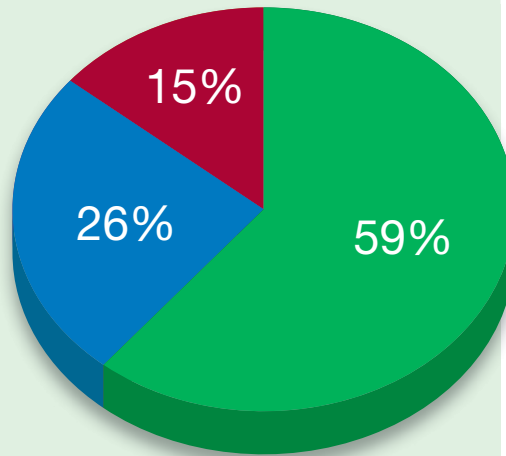
800.968.9668

2009 Show Attendee Stats



Percent with a liquor license: 48%

Percent without a liquor license: 52%



Small business: 59%
(15 employees or less)

Medium business: 26%
(16 - 50 employees)

Large business
(greater than 51 employees): 15%

Average years in business: 20 years

Who Should Exhibit?

Proactive businesses that are interested in growing their book of business in the Michigan marketplace.

Real People, Real Opportunities



Four FREE Opportunities You Can Capitalize on by Exhibiting at the Michigan Restaurant Show

Exhibitors can introduce or spotlight existing product lines or enhance customer relations. Included in your booth package are the following opportunities at traffic building and business development:

1. Web link from the Michigan Restaurant Association to your site.
2. Exposure on the MRA website Find-A-Vendor section.
3. Promotion in the "new product section" of the Michigan Restaurateur magazine and Show Program Guide.
4. Promotion in the "Show Floor Special" section of the Show Program Guide.

Five Goals

You Can Reach by Exhibiting at the Michigan Restaurant Show

1. Market and sell items that you are seeking to place with a distributor partner.
2. Meet customers from all segments of the hospitality industry.
3. Discuss issues and share ideas.
4. Network and discover new business opportunities with other vendors.
5. Find solutions for improving day-to-day business activities.





Exhibit Booth Costs & Features

- Exhibit space rental is \$14 per square foot, or \$1,400 for a 10' x 10' booth
- There is a \$150 charge for each exposed corner
- A deposit of \$500 per 10' x 10' booth is necessary to secure exhibit space

Booth includes: Carpeting, refrigeration space for food and beverage storage, ice, drape and side rail, booth identification sign, skirted table, and waste basket.

Maximize/Increase your organization's profile and exposure with Michigan's Hospitality Industry Professionals.

Exhibit space paid in full by July 10, 2010, receive discounts and special offers.

- Members receive a 10% discount
- Quarterly electronic marketing campaign
- A seat at the 2010 Show "speed sales" meeting

Go BEYOND

the Booth

- MRA website presence
- Exclusive marketing tools
- Online marketing
- Customized attendee complimentary tickets
- Show program alpha and category listing

Exhibiting in the Michigan Restaurant Show MADE EASY

- Hand-carry your own freight
- Set-up your own booth
- Free parking
- Do your own electrical work (order power – you can plug in your own devices and equipment)





2010 Show



Calendar

Move In:

Monday, October 18, 2010 – enjoy a complimentary lunch during move-in

Opening Day Happy Hour:

Tuesday, October 19, 2010

Show Floor Hours:

Tuesday, October 19, 2010

10:00 a.m. to 4:00 p.m.

Wednesday, October 20, 2010

10:00 a.m. to 4:00 p.m.

Move Out:

Wednesday, October 20, 2010

4:00 p.m. to 10:00 p.m.



Exhibit Space Contact

Brian J. Starrs

bstarrs@mramail.org

800.968.9668, ext 3936