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LRA EXP 2019



FOODSERVICE
& HOSPITALITY
MARKETPLACE

ATTENDEE BROCHURE

August 3-5, 2019

New Orleans
Morial Convention Center

Produced by:



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www.LRAEXPO.org
#LRAEXPO19

2019 LRA EXPO

The LRA EXPO is the largest and most attended showcase of its kind in the region. A wide variety of products, services, special events and educational sessions await you.

WHO SHOULD ATTEND?

[**CLICK HERE!**](#)



**New Orleans Morial Convention Center
Halls I-J
900 Convention Center Boulevard
New Orleans, LA 70130**

SHOW HOURS

Saturday, August 3 | 11 a.m. – 5 p.m.
Sunday, August 4 | 11 a.m. – 5 p.m.
Monday, August 5 | 10 a.m. – 3 p.m.

***Hear why YOU
should attend
the LRA EXPO.***



EXPO Headquarter Hotel



HEADQUARTER HOTEL

Hilton New Orleans Riverside
2 Poydras Street
New Orleans, LA 70130
(504) 584-3999

\$134 single or double

RESERVE your room by
July 9, 2019 for special rate.

OTHER EXPO AREA HOTELS

Double Tree-\$103

Hampton-\$119

Hilton Garden Inn Convention Center Blvd.-\$99

InterContinental New Orleans-\$109

Westin New Orleans-\$129

SHUTTLE BUS TRANSPORTATION

*will be provided during all three days
of the LRA EXPO.*

MAKE IT A VACATION!



August 1-31



August 2-4

presented by



WHITE LINEN NIGHT



August 3



**Get started and plan your stay!
CLICK HERE!**



EXPO REGISTRATION Fast and Easy!

**Register in advance
and save money!
*CLICK HERE!***



Onsite at the EXPO, our self-serve kiosks whisk you through registration to get your badge printed—
PHOTO I.D. REQUIRED!

Bring your e-mailed confirmation or have your photo I.D. to pick up your badge onsite at EXPO Registration in the lobby of Hall I.

REGISTRATION FEES

\$25 Online deadline August 2, 2019
\$40 At the door on show site

LRA Restaurant Members receive
FOUR complimentary passes to the EXPO.
A value of \$160

*Interested in being a member? Call the LRA
Membership Department today at
(504) 454-2277.*

EXPO badges allow entrance to the EXPO and to the KITCHEN COUNTER during the three-day event and to the Great American Seafood Cook-Off on Saturday, August 3.

EXPO SHUTTLE BUS SERVICE

Free shuttle service to and from the New Orleans Morial Convention Center Hall I will be provided for all LRA EXPO exhibitors and attendees. Shuttles will run about every 15 minutes beginning at 8 a.m. and concluding at 6 p.m. each day.



Passport to Profitability

Attendees will have the opportunity to participate in our Passport program. At registration, attendees will receive a “passport” populated with booths on the show floor. A visit to each of the booths will get the company’s square stamped. Completed or “blacked-out” cards will be entered into a drawing for prizes.

Have attendees fly over to your booth during the #LRAEXPO19! Make your logo a stop on their passport and watch attendance at your booth soar!

With the chance to win prizes daily, attendees will have their LRA EXPO passports in hand all three days of the EXPO.

- Cost per square is \$250.
- Deadline to purchase is July 19, 2019.
- Squares are assigned on a first come, first served basis.

Reserve your passport square by contacting Nikki Hefler, nhefler@lra.org or (504) 636-6527.

LRA EXPO PASSPORT

Your logo Here	Guaranteed Interaction with Attendees	Your logo Here
Your logo Here	Your logo Here	Cost-Effective Marketing Approach

ATTENDANCE RESTRICTIONS

The EXPO is not open to the general public – all attendees must be employed in the foodservice, hospitality or tourism industry. No one under 18 years will be admitted, including infants in strollers or in baby carriers/slings. No exceptions! Some EXPO exhibitors will serve alcohol samples. YOU MUST BE 21 TO CONSUME.

Anyone wishing to solicit customers or sell products or services at the EXPO must contract for exhibit space. Soliciting or selling on the EXPO premises with no exhibit space is strictly prohibited; it will lead to expulsion from the EXPO and badge confiscation.

DRESS CODE POLICY

Dress for exhibit hall and speaker sessions are professional/casual business attire.

PLAN AND MAXIMIZE YOUR EXPO EXPERIENCE

To maximize time at the EXPO, visit www.LRAEXPO.org or download our free mobile app, for a show preview. This comprehensive site provides effective planning tools, with direct access to:

- Convenient online registration
- Map your route with our interactive floor plan to view booth spaces and updated exhibitor list, with links to vendor websites

- KITCHEN COUNTER sessions
- Hotel and transportation information
- Special event listings
- Restaurants to visit during your stay

FOODSERVICE & HOSPITALITY MARKETPLACE

THE KITCHEN COUNTER

Where cuisine, cocktails and conversation collide

The kitchen is the heart of a restaurant and a home, and the most enlightening conversations often take place there. From that thinking, The Kitchen Counter series was born. Samantha Carroll of the Food Network's Cajun Aces will host a moderated panel of industry leaders around a kitchen counter, and together they will delve into a variety of hot topics currently in development. Stay tuned to LRAEXPO.org for upcoming details.

BACK BY POPULAR DEMAND!



Saturday, August 3, 2019
3:30-4:30 p.m.

DAVID SCOTT PETERS
DavidScottPeters.com

How to Build a High Functioning Restaurant Management Team

Imagine running a restaurant where your employees do what you want, the way you want it and in the timeframe you want it done. Imagine these employees also being able to take on important tasks, such as ordering and scheduling, so you don't have to do everything. This is what a high functioning restaurant management team can do, and every restaurant can and should have one. Attend this session with David Scott Peters, founder of TheRestaurantExpert.com and session speaker, to learn the who, what, when, why and how of building an effective management team and how to keep them motivated. Attendees will also learn:

- How many managers you need and how to afford them
- How to build a team of managers in training (MITs)
- The simple strategy to solve communication issues in your restaurant
- The 7 steps to effective restaurant manager meetings



Sunday, August 4, 2019
11:30 a.m.-12:30 p.m.

SANDY KOREM
TheCateringCoach.com

How to Price a Profitable Catering Proposal

Off-site catering is a great way to add a lucrative profit stream to your existing restaurant business. But most restaurateurs don't maximize profits for catered events. Instead, they throw profits away simply because they don't know WHAT to charge for or even how to charge the client. Sandy Korem, owner of The Festive Kitchen, a Dallas-based catering company that has experienced sales growth every year for 26 years, will share her expertise to help attendees price their catering proposals for the most profits and the most client satisfaction. In this session, Sandy will help attendees learn the ins and outs of pricing a catering menu to immediately generate money. Attendees will also learn:

- How to cost a proposal
- How to write a proposal
- Hidden customer conveniences you can charge for now



with your hostess
Samantha Carroll of
food network CAJUN Aces

2019 EXHIBITOR LIST CLICK HERE!

Hundreds of companies are waiting to show you their products and services. Get a sneak peek!



16TH ANNUAL GREAT AMERICAN SEAFOOD COOK-OFF

Saturday, August 3

Hall J, 11:30 a.m.

The Great American Seafood Cook-Off (GASCO) will co-locate within the EXPO for the 16th year in a row and your EXPO registration assures your free entry. Get a front row seat to see chefs from across the country battle it out to be crowned the King or Queen of American Seafood on Saturday, August 3, 2019. The competition takes place in the Seafood Pavilion, where attendees can find seafood offerings from exhibitors from the Gulf Coast and across the country. GASCO is hosted by the Louisiana Seafood & Promotion Board and Louisiana Department of Culture, Recreation & Tourism.

While the general public is allowed access to GASCO, they cannot cross event barriers and enter the EXPO.

[**Click here for more info about the competition!**](#)



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