

# LRA EXPO

2019 FOODSERVICE  
& HOSPITALITY  
MARKETPLACE

August  
3-5, 2019

New Orleans  
Morial Convention  
Center

# EXHIBITOR BROCHURE



Produced by:



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[www.LRAEXPO.org](http://www.LRAEXPO.org)

## 2019 LRA EXPO

The LRA EXPO is one of the top restaurant trade shows in the country. It is the best opportunity for your company to connect with restaurant clients.

Attendees represent purchasing decision makers seeking new products and innovation upgrades on existing systems and professional services to make their foodservice establishments more efficient and profitable.

## ADD THOUSANDS TO YOUR LEAD LIST-IN JUST 3 DAYS!

The LRA EXPO is the most cost-effective way for your company to connect with potential customers. This is the only restaurant show in the Gulf South region that is open to all industry foodservice suppliers and to all foodservice and hospitality industry professionals.

*“We love participating in the LRA EXPO every year because we are a Louisiana-based company, and it’s always great to catch up with our current restaurant partners and also get leads and possibly acquire new ones as well.”*

-Katie Davis, Waitr



**WHO  
SHOULD  
EXHIBIT?  
CLICK HERE!**

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

**SHOW HOURS**

Saturday, August 3, 2019 | 11 a.m. - 5 p.m.

Sunday, August 4, 2019 | 11 a.m. - 5 p.m.

Monday, August 5, 2019 | 10 a.m. - 3 p.m.

**RESERVE YOUR EXHIBIT SPACE TODAY!**

10' x 10' Standard In-line	\$1,995
10' x 10' Standard Corner	\$2,249
10' x 20' Inline	\$3,999

**CUSTOM-SIZE  
EXHIBIT SPACE  
ALSO AVAILABLE**  
*CLICK HERE!* 



The **interactive floor plan** allows interested companies to tour the EXPO floor to find the best available location for your business.

*“ We love coming to the LRA EXPO. We have been part of it for 35 years. It's a great way to see the majority of your customers and thank them for their business. ”*

- Tim Quinn, Auto-Chlor Systems



### EXHIBIT SPACE RENTAL INCLUDES:

- Exhibit space with side and back pipe drape
- Vendor Exhibit Space ID sign
- Listing in the EXPO Show Directory
- 10 listings by products in the Show Directory
- Staff badges (based on number of booths reserved)
- 24-hour exhibit hall security
- Two cleanup areas
- Complimentary Ice

#### Refrigeration Space Rental

<b>1-2 booths</b>	<b>\$250</b>
<b>3-5 booths</b>	<b>\$300</b>
<b>6 + booths</b>	<b>\$350</b>

**Ask about our rate guarantees for a three-year contract!**

The New Orleans Morial Convention Center and Freeman offer ease of access for load in/out. To reserve your space, an executed contract (sent once space is approved) and a deposit must be received within 15 days. The balance of your booth payment is due May 1, 2019.

Confirmation letter and contract will be sent within one week after exhibit space reservation is received.

To reserve your exhibit space, please call Jodi Williams at (504) 636-6551.

### ENHANCEMENTS

Support your investment by enhancing your visibility before, during and after the LRA EXPO.

#### Decorating Options

Freeman, the official decorator for the EXPO, can provide customized display packages or exhibit space furnishings. Other available services include drayage (materials handling via freight shipping), cleaning, plumbing, electrical connections, water/drainage, telephones, florist, IT, audio-visual equipment and photography.

*These services are available at an additional cost.*

**LRA EXPO  
SPONSORSHIP  
OPPORTUNITIES  
CLICK HERE!** 

**FREEMAN  
EXHIBITOR  
MANUAL  
CLICK HERE!** 

# NEW IN 2019!

THE LRA EXPO VERSION  
OF THE OSCARS FOR EXHIBITORS



A contest to generate more activity & engagement for your EXPO experience. A secret panel of judges will award a PELI to the best interpretation of the theme: Up in the Air - in the following categories:

## BAYOU PELI

Awarded to the company with the best interpretation of the theme in a 10' x 10' booth space. Winner of the BAYOU PELI will receive a \$250 credit on their booth decorations for LRA EXPO 2020.

## LAKE PELI

Awarded to the company with the best interpretation of the theme in a 20' to 40' booth space. Winner of the LAKE PELI will receive a \$500 credit on their booth decorations for LRA EXPO 2020.

## GULF PELI

Awarded to the company with the best interpretation of the theme in a 60' or larger booth area. Winner of the GULF PELI will receive a \$750 credit on their booth decorations for LRA EXPO 2020.

## TECH PELI

Awarded to the company with the best use of technology regardless of booth size. Winner of the TECH PELI will receive a \$250 credit on their booth decorations for the LRA EXPO 2020.

## SOCIAL PELI

Awarded to the company with the most engaging booth staff! Winner of the SOCIAL PELI will receive a \$250 credit on their booth decorations for the LRA EXPO 2020.

**PELI WINNERS WILL RECEIVE A CREDIT ON THEIR  
BOOTH DÉCOR USING FREEMAN IN 2020.**



*“Restaurant people are relationship driven. It’s the greatest opportunity for you to build new relationships and expand and enhance existing relationships with people in your supply chain, with people you’d like to meet that can add to your supply chain, and really to help you operate your business more profitably.”*

- Stan Harris, LRA President & CEO



## **HOTELS & PARKING**

### **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 10, 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.*

## **THANK YOU TO OUR SPONSORS!**

### **Diamond**

**Capital One**

### **Platinum**

**Heartland Payment Systems • Pan-American Life Insurance Group  
Republic National Distributing Company • United HealthCare Group**

### **Gold**

**Auto-Chlor • Ecolab • Goldman Sachs 10,000 Small Businesses**

**Midland Management**

### **Silver**

**Bourgeois Bennett CPAs & Consultants • Fisher Phillips, LLP • Johnson, Yacoubian & Paysse**