Exhibitor Brochure

LRASHOWCASE.ORG

Jodi Williams
Director of Sales & Sponsorships
504.454.2277 | jwilliams@lra.org
Join us in the BIG EASY for the LRA Showcase

New name, two days, in a city known as one of the nation's culinary capitals.

The Louisiana Restaurant Association Showcase is the largest food and beverage experience on the Gulf Coast, serving both the foodservice and retail sectors. Because this is a private-industry tradeshow and restricted to those 18 and under, your audience is decision makers with buying power. The showcase is one of the only foodservice shows within the Gulf South region, drawing a diverse group of foodservice professionals from across Louisiana and surrounding states. Secure your face-time with key restaurant industry decision makers, generate leads and build brand awareness by becoming an exhibitor.

Take a Look at the Numbers

The restaurant industry is the state’s largest employer with over 214,000 employees

Access to over 8,000+ show attendees 56% with buying power

Over 20 states represented at 2019 show

2020 marks the 67th anniversary of the showcase

Become an Exhibitor

Industry trade shows are still the most cost effective selling tool. They give you the best return on the dollar and allow you to meet a high number of decision makers face-to-face, in one convenient location. Meet with leading restaurateurs, chefs and restaurant and bar managers who make decisions about products and services. Establish hundreds of qualified sales leads in just two days!

Launching a new service or item? Want to test-market a product? Looking to solidify your marketing plan? Generate leads? Increase sales? The LRA Showcase has your audience!

AUGUST 1-2, 2020  |  NEW ORLEANS, LA
CONTACT: LRA EXPO DEPARTMENT  PHONE: 504-636-6551  EMAIL: EXPO@LRA.ORG

249 COMPANIES occupying more than 37,200 SQUARE FEET of exhibit space in 2019
The LRA Showcase sets the standard as the top regional restaurant show in the country. Our retention rate speaks to the success of our exhibitors’ experience at the showcase. Each year, on average 50% of our booths are sold to returning customers.

2020 MARKS THE 67TH ANNUAL CONSECUTIVE TRADESHOW HOSTED BY THE LRA.

Top Reasons to Exhibit:

- Increase your brand visibility.
- Customers can touch, taste, feel and experience your products and services.
- Track record of qualified buyers/attendees.
- Low-cost exhibiting and low off-season accommodation rates.
- Network with attendees.
- Promote existing and new products.
- Get in front of your target market and speak directly with decision makers.
- Generate strong leads, increase sales and ROI.
- Pre-showcase exhibitor party featuring New Orleans’ most notable restaurants.

THE PELI AWARDS

A contest to fuel your competitive spirit and enhance your showcase experience. Peli Award winners will be determined by an impartial team of judges and prizes include varying levels of credit from Freeman towards your 2021 booth décor invoice.

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Overview & Show Information

Exhibit Hall Hours/Venue
Saturday, Aug. 1       10 am – 5 pm
Sunday, Aug. 2        10 am – 4 pm

New Orleans Morial Convention Center, Halls I – J
900 Convention Center Blvd., New Orleans, LA 70130

SAME AFFORDABLE PRICES! RESERVE YOUR EXHIBIT SPACE TODAY!

INLINE 10’ x 10’
$1,995

CORNER 10’ X 10’
$2,249

INLINE 10’ X 20’
$3,990

EXHIBITORS, PICK YOUR BOOTHS!

Our interactive floor plan allows you to tour the Showcase floor to find the best available location for your company. The earlier you reserve, the better your placement opportunities.

To reserve your space, an executed contract (sent once space is approved) and a deposit must be received within 15 days. A confirmation letter and contract will be sent within one week after exhibit space is received. The balance of your booth payment is due June 30, 2020.

Exhibit Space Includes:
• Exhibit space with side and back pipe & drape
• Vendor ID sign
• Company listing in 2020 LRA Showcase Directory
• Five listings by product in 2020 LRA Showcase Directory
• Staff badges (based on # of booths reserved)
• 24-hour exhibit hall security
• Two cleanup areas
• Complimentary ice
• Complimentary Wi-Fi

Enhancements – Coming Soon!
Support your investment by enhancing your booth space with Freeman, the contracted exhibit hall decorator for the Showcase. Freeman can provide customized packages, exhibit space furnishings and additional services for an additional charge.

Refrigeration Space Rental
1-2 booths $250
3-5 booths $300
6+ booths $350

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Plan Your Trip

It’s only fitting that the LRA Showcase is held just steps from the magnificent Mississippi River and the Crown Jewel of New Orleans—the French Quarter. By day, attract new customers and entertain your local clients, and by night, step out into the city and delve into the ever-evolving cuisine that puts New Orleans on the map! The LRA Showcase shares the weekend with the Satchmo Summerfest and Hancock Whitney White Linen Night, so there’s no shortage of entertainment outside the show during your stay.

It pays to book through us – we’ve negotiated specials deals just for exhibitors of the LRA Showcase!

Showcase Headquarter Hotel

The Westin New Orleans
100 Rue Iberville
New Orleans, LA 70130
(504) 553-5127

Reserve your room at The Westin New Orleans for a special rate until July 7, 2020.

Additional room blocks are also available on the LRA Showcase website.

Free shuttle service to and from the New Orleans Morial Convention Center Hall I will be provided from the headquarter hotel and additional pick up points.

Reserve Your Space Today & Save!

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