

LRA SHOWCASE 2022

A two-day marketplace for restaurant
& foodservice professionals

AUGUST 6-7

New Orleans Morial Convention Center

Exhibitor Brochure

presented by



LRASHOWCASE.ORG

Join us in the BIG EASY for the LRA Showcase

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.

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.

Top Reasons to Exhibit:



Increase your brand visibility



Promote existing and new products



Customers can touch, taste, feel and experience your products and services



Get in front of your target market and speak directly with decision makers



Track record of qualified buyers/attendees



Generate strong leads, increase sales and ROI



Network with attendees



Pre-showcase exhibitor party featuring New Orleans' most notable restaurants



AUGUST 6-7, 2022 | NEW ORLEANS, LA

CONTACT: LRA SHOWCASE DEPARTMENT PHONE: 504-636-6565 EMAIL: SHOWCASE@LRA.ORG

Exhibitors, Pick Your Booths!

AFFORDABLE PRICES: RESERVE YOUR EXHIBIT SPACE TODAY!

INLINE 10' x 10'

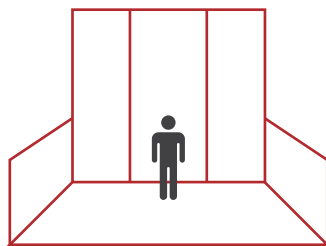
\$2,149

CORNER 10' X 10'

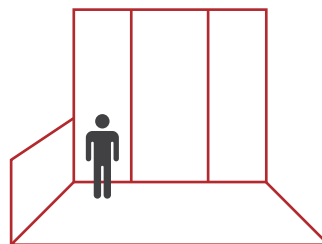
\$2,399

INLINE 10' X 20'

\$4,298



INLINE BOOTH



CORNER BOOTH

EXHIBITORS, PICK YOUR BOOTHS!

Our **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.

EXHIBIT SPACE INCLUDES:

- Exhibit space with side and back pipe & drape
- Vendor ID sign
- Company listing in the 2022 LRA Showcase app & brochure
- Five listings by product in 2022 LRA Showcase app
- Staff badges (based on # of booths reserved)
- 24-hour exhibit hall security
- Two cleanup areas
- Complimentary ice
- Complimentary Wi-Fi

ENHANCEMENTS:

Support your investment by enhancing your booth space with Freeman, our contracted exhibit hall decorator for the Showcase. Customized packages, exhibit space furnishings and additional services are available. Engage your audience by enhancing your space - the options are unlimited.

RESERVE YOUR SPACE TODAY & SAVE!

CONTACT:

Contact the LRA Showcase Team
Call: (504) 636-6565 | Email: showcase@LRA.org



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