



# The International Foodservice Marketplace National Restaurant Association 2014

The U.S. Embassy's Commercial Service and Foreign Agricultural Service

Invite you to join our delegation for the

## NRA Show 2014

May 17-20, McCormick Place - Chicago

*"Where more than 2,000 suppliers and tens of thousands of buyers come together to make lasting connections that will drive business profitability and shape the future of the restaurant, foodservice and hospitality industry."*

Each year, more than 60,000 professionals and 2,000 exhibitors gather in Chicago for four days that will shape the foodservice industry for an entire year. Produced by the National Restaurant Association, the NRA Show is the biggest, broadest, and most exciting foodservice show in the United States and the world. That means everything you need to make your business better is here: connections, innovations, ideas, education, products, services, inspiration and food.

The show floor features educational sessions and at-show events addressing your most pressing challenges and most lucrative opportunities, including operations, marketing, sustainability, technology, equipment, menu development, special dietary needs, and health and nutrition.

### Participation fee \$250.00

Delegation benefits:

- Complimentary show registration
- Assistance with show registration and badges
- Accommodation discount
- Assistance with visa appointments
- One-on-One appointments
- Pre-departure Briefing
- Invitation to the International Reception
- International Trade Center special services

### For Additional Cost:

- Back-of the-House Restaurants Tour
- After-Hours Live Events
- Supermarket Tour (tentative)

### Points of Contact

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