



GET MAXIMUM RESULTS BOOK YOUR GROUP MEETING!

Hold your next corporate, franchisee, or manager's meeting at the Expo.

- TRA provides complimentary meeting space, room set-up and attendee registration to all related industry groups.
- This is a perfect opportunity for your company or organization to take care of business.
- Attend free education sessions and tradeshow.
- The more staff you bring the more your business will gain from inspired, knowledgeable employees who can help you build bigger profits.
- Meet one, two or all three days of Expo.

THREE DAYS UNDER ONE ROOF!



The new **DealCenter** a meeting spot designed to promote face-to-face interaction between foodservice professionals and exhibitors. Private appointments can be arranged by Show Management in advance.



Café 21's new lounge layout is where you can sample some of the best beverages in Texas. This is the place where restaurant owners and managers can find all of the equipment and supplies needed to create or enhance their bars and the beverage side of the business.

Education Idea Center—The Education Idea Center will offer a wide range of educational sessions for chefs, caterers, bartenders, restaurant owners and all others from the foodservice industry. The Spotlight Sessions will bring together some of the top executives to discuss the hottest topics in the industry. CEU approved sessions.

Culinary Competitions and Showcases— This area will showcase some of the best chefs, demonstrating the latest techniques and trends. Come check out the chef demos and competitions for some culinary inspiration.

George R. Brown Convention Center
Houston, TX, June 27-29, 2010
www.swfoodexpo.com



Produced by : Texas Restaurant Association



SOUTHWEST FOODSERVICE EXPO 2010

June 27—29, 2010
George R. Brown Convention Center
Houston, Texas

FREE Corporate, Franchisee, or Manager's Meeting Room Request Form

Please fill out this form completely. Indicate the days, times, and number of people who will be in your meeting.

Contract Name _____

Company Name _____

Address _____

City _____ St _____ Zip _____

Telephone _____ Fax _____

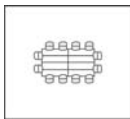
Email _____

Meeting name for complimentary sign

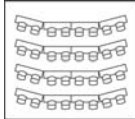
<u>DAY</u>	<u>TIME</u>	<u>ESTIMATED ATTENDANCE</u>
Sunday, June 27	from _____ to _____	_____
Monday, June 28	from _____ to _____	_____
Tuesday, June 29	from _____ to _____	_____

ROOM SET UP

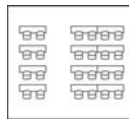
___ Conference



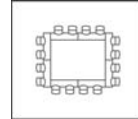
___ Theatre



___ Classroom



___ Hollow-Square



Other Room Set-up _____

Catering ___ Yes ___ No Audio/Visual ___ Yes ___ No

Catering and audio visual services are available for your meeting at your cost.
Contact information will be provided.

Questions? Call: 512-457-4197 or 800-395-2872
FAX completed form to Rosalind Anderson: 512-477-6486