

## SECTION 10



### SOUTHWEST FOODSERVICE EXPO

#### **Largest Foodservice Show in the Southwest.**

With well over 650 companies exhibiting, the Southwest Foodservice Expo serves as a buying and selling arena for the foodservice professional. You will see exhibits showcasing the latest equipment and products in the industry.

**As a TRA member you receive complimentary registration to the Expo.** Admission to the education program held on the show floor, culinary showcase theater demonstrations, chef competitions and the opening party are all included with free registration.

The Southwest Foodservice Expo rotates between Dallas and Houston each year. Don't hesitate to take advantage of this colossal business and networking opportunity!

Houston, TX	June 22-24, 2008
Dallas, TX	June 28-30, 2009
Houston, TX	June 27-29, 2010
Dallas, TX	June 26-28, 2011

**Mark your calendars today!**

### EXPO-CORPORATE MEETING PACKAGE

#### **Connect with your Company in Houston or Dallas**

Expo continues to grow, attracting top manufacturers and suppliers in the industry and averaging 10,000 attendees per day on all three days of the show. In addition to the Texas attendees, individuals come from many southwestern states and Mexico.

Expo attendees include:

Independent owner/operators; chain restaurant executives and managers; hotel/motel owners and operators; professional chefs; caterers; institutional, hospital and school foodservice operators; private club managers; supermarket and grocery store buyers; and convenience store owners and operators

The Expo is also a tremendous opportunity for the industry to showcase the latest in trends...employee talents...contributions...as well as the industry's positive economic impact in Texas to not only the media...public officials...our employees...but also to ourselves.

Join us in Houston or Dallas for one, two or three days to help celebrate our industry. **We encourage you to be an active participant and have your next corporate, franchisee or managers' meeting FREE when you attend the Southwest Foodservice Expo.**