

SOUTHWEST FOODSERVICE EXPO SOUTHWEST FOODSERVICE



2010 Southwest Foodservice Expo
June 27, 28, 29
George R. Brown Convention Center
Houston, Texas

- **Increase Brand Exposure**
- **Increase Sales**
- **Build/Maintain Buyer Relationships**
- **Launch New Products and Services**
- **Expand Your Business to New Markets**
- **Meet Face-to-Face with Foodservice Professionals from Across the Country**
- **Get Instant Results from Sales you Make on the Exhibit Hall Floor**

www.swfoodexpo.com



GET RESULTS

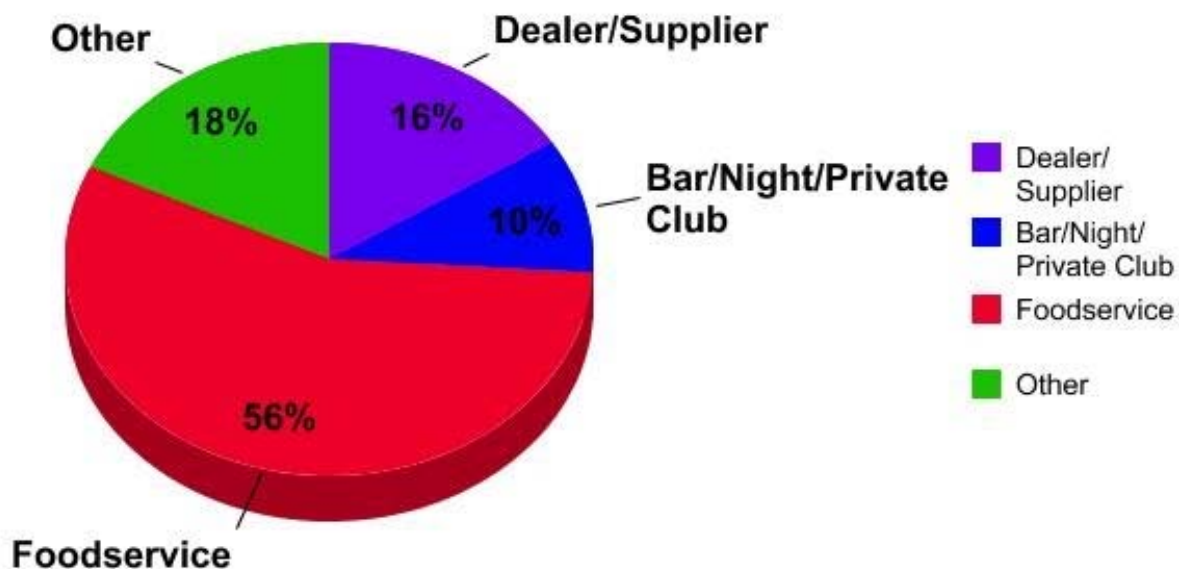
The Southwest Foodservice Expo is the place to grow your business.

If you want a piece of the \$48 billion annual sales in the Southwest region of the United States, exhibit at Expo! Expo provides you with the most efficient networking opportunities, allowing you to strengthen relationships with your existing customers, while cultivating new ones!

National foodservice industry
 \$558 Billion—Restaurant Industry Sales
 945,000—Locations
 13.1 Million—Employees

Southwest foodservice industry
 \$48 Billion—Restaurant Industry Sales
 43,192—Locations
 1.2 Million—Employees
 *2008 Industry forecast, NRA

Buyer Profile



Foodservice includes: Institutional and Lodging
 Other includes: Catering, Retail, and Press/Media

What our Exhibitors Have to Say...

"We had a great show with a 75% conversion rate from leads to opportunities allowing our sales rep to begin following up immediately. We're looking forward to a ROI that will far surpass our booth space investment!"

Linda Carson, Tradeshow Channel Coordinator - Dur-A-Flex, Inc.

"The 2009 TRA show was great. There was a lot of traffic at our booth and we were able to meet up with several existing and potential new clients. See you next year! Thanks!"

Rick Owen, Business Development Manager - Big Red Fountain / Vending

Expo has added these new features to help exhibitors maximize their exposure



The Expo DealCenter is a meeting area on the show floor designed to promote face-to-face interaction between foodservice professionals and exhibitors. This private, conference room-style is available to all exhibitors to help them maximize networking opportunities with attendees. If you have a particular restaurant, chain, or company you want to meet with at the Expo, Show Management can arrange advance appointments for you.



Showcase your best beverages in this exclusive lounge-like environment. This comfortable atmosphere will encourage customers to linger and talk about how your product can help their bar business. Bring your best mixologist to help you serve up great deals!

Restaurant Design— Got a product or service for the foodservice operator looking to design, build and construct or just refresh the interior design of their restaurant? This one-stop shop area on the show floor is dedicated to companies such as construction, architecture, interior design and lighting. Display your expertise on what cost-effective trends are available to those looking to upgrade their existing design.

NRA:

Restaurants will spend \$202.5 Billion on Food and Beverages in 2009

Nearly 40 different foodservice industry segments will fuel restaurant industry sales of \$558 Billion in 2009

Free Marketing Tools for Exhibitors

Expo provides many no-cost marketing opportunities that help draw qualified buyers to your booth.

- Post-it note stickers
- Postcards
- Web banners
- Free exhibit hall passes for your customers and prospects
- Free listing in the Southwest Foodservice Expo Program and Directory
- Link from our website www.swfoodexpo.com to your homepage (www.swfoodexpo.com gets over 60,000 hits between January and June)
- Listing in the TRA Online Buyer's Guide

In Addition:

We promote Expo in major trade publications, Newsletters, Press Releases/Media, on the Web and through Email Marketing Campaigns.

Other Marketing Opportunities::

Advertise in the *2010 Southwest Foodservice Expo Program and Directory*, and connect with influential foodservice buyers. The magazine-style directory is available to attendees on the show floor and used as a reference throughout the year.



Want more EXPOsure? Partnering is a great way to increase your exposure.

Contact Robert Hale, robert@tramail.org for more details.



Exhibit!

The Southwest Foodservice Expo is the largest foodservice tradeshow in the \$48 billion southwest market. Produced by the Texas Restaurant Association, Expo has been held annually for over 70 years. If you want a piece of our extremely lucrative market reserve your booth today!

Who Attends?

Restaurant Owners
Managers & Assistant Managers
Beverage Managers

CEO's
Chefs
Kitchen Managers

Buyers
Dietary Managers
General Managers

The Southwest Foodservice Expo provides the perfect atmosphere to bring vendors and restaurateurs together!

EXHIBIT SPACE - To participate as an exhibitor a company must:

- Offer a product or service directly related to the foodservice industry
- Review the floor plan and select three booth locations
- Complete the exhibit space contract and return with **full payment**
- Book a booth now to insure a premium space

Visit www.swfoodexpo.com to view our real-time floor plan

Mail application with payment to:
Southwest Foodservice Expo
P.O. Box 1429
Austin, Texas
78767-1429
800-395-2872



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