

# 2023 NATIONAL RESTAURANT ASSOCIATION SHOW A TASTE OF THE STATES



## Calling Wyoming-based food and beverage producers!

Are you ready to expand your market across the country and the world in 2023? We invite you to exhibit at the [National Restaurant Association Show](#) in Chicago, scheduled for May 20 to 23, 2023.

The Wyoming Business Council has reserved **four, 10' x 10' spaces** to be used by Wyoming-based companies. There will be **no fee** for booth space for first-time exhibitors at this show.

If you are interested in reserving a space, please fill out [this short general interest application](#). Four companies will be selected to exhibit at the show. **Applications are due no later than Friday, Feb. 10, 2023.**

*The State of Wyoming has already purchased booth space, so please do not register using the National Restaurant Association link. Instead, complete the general interest application provided by the WBC and if you are selected to exhibit with us, we will take care of registrations.*

---

## Frequently Asked Questions

**Who attends this show?** This show draws attendees from commercial, non-commercial, dealers and distributors, lodging, and retail industries with representation from 50 states and 112 countries. For more information, visit: <https://www.nationalrestaurantshow.com/why-attend>.

**How do I know if my product is a good fit for this show?** If you are a Wyoming-based food producer ready to expand your market, you're already on track. If you're still not sure, give Jill or Kaley a call (contact information listed below) and we can discuss your product fit in more detail. Please note, at least 51% of your product must be produced in the United States to qualify. Top product interests are also listed [here](#).

**How much does the booth space cost?** - There will be **no fee** for booth space for first time exhibitors at this show. Second, third, and fourth year sub-exhibitors will be responsible for a

portion of the cost after the first year. Please see the cost structure outlined below. The goal is to grow Wyoming companies to the point where they can exhibit in their own space.

Please note, sub-exhibitors will be responsible for the cost of furniture upgrades, shipping, additional badges, etc. Grant funding may be available to help cover the cost of travel and marketing.

<b><u>National Restaurant Association Show Cost Structure*</u></b>		
<b>Year Attending NRA Show</b>	<b>Booth Cost - Exhibiting Company</b>	<b>Booth Cost - WBC</b>
Year 1	0%	100%
Year 2	25%	75%
Year 3	50%	50%
Year 4	75%	25%
Year 5	100%	0%

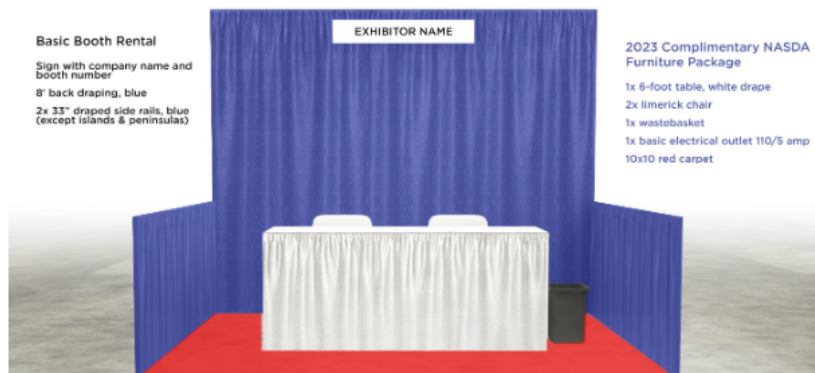
\*Subject to change pending future budget allocations

**How large is the space?** - Each booth is 10 feet by 10 feet. If you would like to reserve two spaces to create a larger 10 foot x 20 foot booth, please indicate this request on the application; however, this is not guaranteed.

**Does my booth space include furniture?** Booths include pipe and drape exterior, carpeting, one table, two chairs, a wastebasket, and a basic outlet. Furniture upgrades may be purchased once the sub-exhibitors are selected.

#### **NASDA Booth Package**

Similar to last year, the NASDA booth package will consist of a pipe and drape exterior with furniture package to include carpeting, a table, two chairs, wastebasket, and basic outlet, as pictured below.



**10' x 10' Inline Booth**

**How many badges will sub-exhibitors receive?** Each booth/sub-exhibitor will be allocated five (5) badges. Additional badges are available for purchase.

**Will exhibiting companies be responsible for travel costs?** Yes. For hotel and air travel discounts, see the NRA site: <https://www.nationalrestaurantshow.com/hotels-travel>.

**Is there any financial support available for an event like this?** Yes! The Wyoming Business Council offers financial support to Wyoming-based companies through our Trade Show and Market Expansion Grant and State Trade Expansion Program (STEP) Grant.

The [Trade Show and Market Expansion Grant](#) will cover 75% of eligible expenses up to \$4,000 and the [STEP Grant](#) will cover 75% of eligible expenses up to \$5,000. Please note that in order to be eligible for STEP Grant funds, a business must be attending the show to pursue export markets.

Please indicate your interest on the general interest application and we will send you the forms and walk you through the application process.

**What are the next steps?** Please fill out the short [general interest application](#) by February 10. We will select four companies to attend the show. If you are selected, we will be in touch regarding next steps. *Do not register using the National Restaurant Association registration link as the State of Wyoming has already purchased booth space.*

**I'm not sure my company is ready to exhibit, but I would like to walk the show.** No problem! Individuals may [register as an attendee](#). The WBC also offers financial support through the Trade Show and Market Expansion Grant to help alleviate the cost of travel to attend trade events.

**My question wasn't answered here.** Check out the show-specific Q&A page [here](#), or reach out to your WBC contacts directly:

**Jill Tregemba**  
Agribusiness Manager  
[jill.tregemba@wyo.gov](mailto:jill.tregemba@wyo.gov)  
307.214.1294

**Kaley Holyfield**  
Business Retention and Expansion Manager  
[kaley.holyfield@wyo.gov](mailto:kaley.holyfield@wyo.gov)  
307.286.3668