

# MICHIGAN RESTAURANT SHOW

1 9 6 7 - 2 0 1 7

Where the Michigan Restaurant Industry Does Business



## BIG BUSINESS IN NOVI!

It's all about Michigan at the 2017 Michigan Restaurant Show! We're celebrating our 50<sup>th</sup> year and pulling out all the stops – committing to the mitten!

### WHAT IS THE MICHIGAN RESTAURANT SHOW?

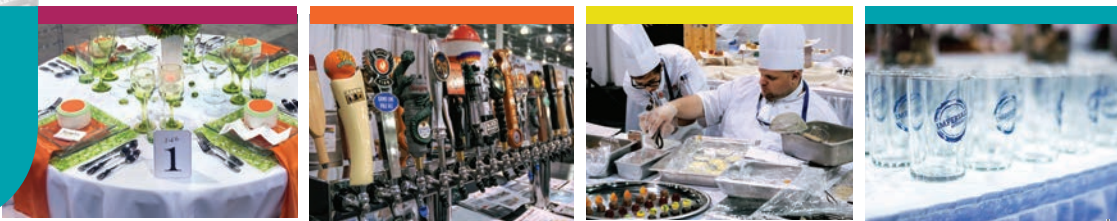
The Michigan Restaurant Show, produced by the Michigan Restaurant Association (MRA), is the premier foodservice industry tradeshow in Michigan. The Show

is where this diverse and dynamic industry comes together – where restaurateurs meet, learn and collaborate to grow their businesses and become more profitable.

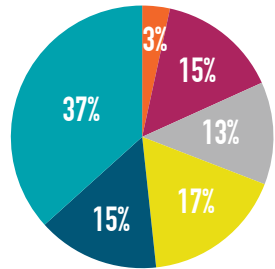
The MRA was founded in 1921, and represents approximately 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing more than 421,500 people and generating \$15.4 billion in annual sales.

Register your booth today to be a part of it all!

October 17-18, 2017 | Novi, Michigan  
Don't Miss Out! Reserve Your Exhibit Space today!  
[michiganrestaurantshow.org](http://michiganrestaurantshow.org) | 800.968.9668 | [concierge@mramail.org](mailto:concierge@mramail.org)

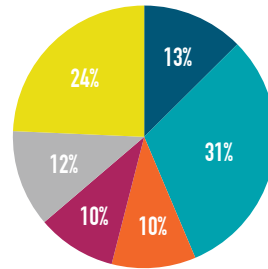


## KEY METRICS



### WHO ATTENDS

- Owner/Partner/President/CEO
- General Manager/Vice President
- Manager/Assistant Manager
- Chef/Kitchen Manager
- Employee
- Caterer/Special Events Manager



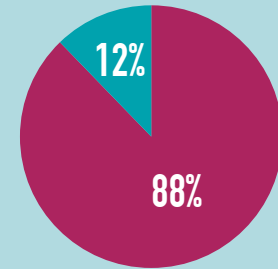
### TYPES OF ESTABLISHMENTS

- Casual Dining
- Quick Service/Fast Casual
- Bar/Tavern
- Other
- Fine Dining
- Catering

### SHOW DECISIONS

Decision Maker

- Yes
- No



## YOUR BEST OPPORTUNITY STARTS HERE

Launching a new service or product? Need a targeted test market? Looking to solidify your brand? Generate leads? Increase sales? There's no better way to achieve your sales and marketing goals than exhibiting at the Michigan Restaurant Show. This must-attend event delivers the full range of Michigan prospects like no

other show can. If you want to do business, and grow your business in the Michigan restaurant industry, then you definitely want to be here. Check out this sample list\* of companies who know that exhibiting at the Michigan Restaurant Show is essential. We deliver the full-range of Michigan prospects like no other show.

\* Adkison Need & Allen, P.L.L.C.  
Ashby's Sterling Ice Cream  
Bell & Sons  
Bell's Brewery, Inc.  
Benepay TECHNOLOGIES  
Cadillac Coffee Company  
CDITECH  
Coffee Express Roasting Company

Custom Sound & Vision  
Detroit Custom Coach  
Eastern Market Corporation  
First Data Corp.  
Frosty Products  
Gordon Food Service  
Great Lakes Wine & Spirits  
Hoshizaki North Central

Imperial Beverage  
Leonard's Syrups / MI CO<sub>2</sub>  
Millis & Associates  
MRL Fund / Regency Insurance Group  
Premier Furniture  
Reliable Choice Energy  
Restaurant Equipppers

Restaurant Logic  
SYSCO Food Companies of Michigan  
Taylor Freezer of Michigan  
The Coca-Cola Company  
United Health Care  
Valley City Linen

## CLAIM YOUR LOCATION

What are you waiting for? Reserve your booth space now!

- Exhibit space with 8' back drape and 3' side divider drape in show colors
- Company identification sign
- Refrigeration space for food and beverage
- Complimentary Ice
- 24-hour exhibit hall perimeter security
- Company listing on michiganrestaurantshow.org, and in the printed Michigan Restaurant Show Program & Directory
- FREE marketing materials to promote your company's participation including show logo, and web banner ads
- FREE Social Media Marketing through the MRA Food Show Page on Twitter and Facebook
- Free registration for your customers and prospects



**BOOK YOUR BOOTH TODAY!**

michiganrestaurantshow.org | 800.968.9668  
concierge@mramail.org