



## Get your slice of the A\$900 billion US food service market

National Restaurant Association Show - connect with US and international buyers, distributors, importers and manufacturers

### About this tradeshow

Austrade would like to invite you to participate in the 2009 National Restaurant Association Show (NRA), the largest foodservice show in North America and the premier international marketplace for the restaurant and hospitality industry.

NRA 2008 attracted over 71,000 industry professionals from 115 countries and buyers from 92 per cent of the top 200 restaurant chains in the US.

### Market insights

- Restaurant industry sales are forecast to increase by 4.4% in 2008 to US\$558 billion.
- There are around 945,000 restaurants in the US serving more than 70 billion meals per annum.
- With over half of all food consumed away from home in the US, opportunities exist for Australian companies to supply high quality food and beverages to restaurants, hotels, cruise lines, military, casino, catering, hospitals and schools.

### Why should you participate?

- Save time and money with concentrated access to senior-level decision makers from around the world (5000 international buyers in 2008).
- Canadian buyers are always well represented at NRA looking for new products for Canada's C\$59 billion hospitality and foodservice industry.
- Stand out as part of the Australian National Pavilion with distinctive branding located on the main floor – increasing both media attention and foot traffic.
- Introduce and demonstrate new products and services to the entire food service industry.
- Obtain market intelligence to stay one step ahead of your competition.
- Increase awareness of your brand and increase export sales.
- Receive one-on-one assistance from Austrade prior to, during and following NRA to meet your business development objectives.

### Important information

**Date:** 16-19 May 2009

**Location:** Chicago, IL, US

**Deadline:** 29 December 2008

### Who should attend?

Australian companies in the following segments:

- Specialty/gourmet
- Meat and seafood
- Dairy products
- Organics
- Wine and beverages – alcoholic and non alcoholic
- Snack foods
- Restaurant and kitchen equipment
- Sustainable/green
- Services
- Technologies

### Testimonial

*"For us, the NRA Show is the mother lode of all shows. It's the biggest one out there and you've got to come, exhibit and be seen here."*

**Chris Muir - President**  
Wild Hibiscus Australia



## NEW – Australian Food USA website

If you participate as part of the Australian Pavilion at NRA 2009 your business will feature on the new Australian Food USA website, [www.australianfood.net](http://www.australianfood.net). Developed by Austrade, the website is designed to raise the profile of Australia’s export capability and to provide new channels to showcase Australian food and beverage products. The website will provide:

- An online catalogue containing information on tradeshow, retail and foodservice promotions, recipes, products, company profiles and the latest news;
- Updated information on unique and innovative products from Australia targeted at US food industry professionals and;
- Exposure throughout the year to media and industry contacts particularly during Austrade supported tradeshow, events, retail and foodservice promotions.



Left: website opening page with dynamic background photos (slideshow of different foods). Right: sample content page (will include your logo, product shot, contact details and a small product description).

## Cost of participation

Total cost	Direct costs	Austrade Service Fee
<b>\$8,440</b>	<p>Direct costs of <b>\$7,300</b> includes:</p> <ul style="list-style-type: none"> <li>• Fully equipped ‘turn-key’ exhibit space including graphics and signage, kiosk, chairs, bin, electricity, lighting, storage, refrigeration etc</li> <li>• Listing in the NRA Show Guide and on the official website</li> <li>• Listing in the Australian Pavilion Buyers Guide</li> <li>• Exhibition related fees and attendance at official NRA functions and seminars</li> <li>• Access to Pavilion facilities including fully equipped kitchen</li> <li>• Attendance at Australian Business Reception.</li> </ul>	<p>Austrade service fee of A\$950 (5 hours @ A\$190 per hour) and website maintenance (1 hour @ \$190 per hour) total of <b>\$1,140</b> includes:</p> <ul style="list-style-type: none"> <li>• Organisation of stand-alone Australian Pavilion and complete trade show services.</li> <li>• Media exposure and publicity as part of Team Australia (including web presence and Buyer’s Guide)</li> <li>• Marketing, business matching* and logistical support during the show</li> <li>• Targeted networking including an official invitation-only Australian Reception</li> <li>• One-on-one business development assistance prior to, during and following the show as required</li> <li>• Exposure on <a href="http://www.australianfood.net">www.australianfood.net</a>.</li> </ul> <p><i>* This will include introductions to key buyers attending the show from Canada through Austrade’s Food &amp; Beverage specialists.</i></p>



The direct stand cost and Austrade service fee form part of a total package and you cannot purchase one without the other.

- If you are part of the New Exporter Development Program, speak to your export adviser about using NEDP hours.
- You may also be eligible to claim some of your marketing and promotion costs associated with this tradeshow through the Export Market Development Grants scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.

The package does not include:

- Transportation, accommodation, meal or personal expenses, insurance, tariffs and duties
- Expenses associated with shipping, storing or handling your products and merchandising materials to, at or from the show.
- The cost of supplying food samples to the trade.
- Rental costs of additional equipment (e.g. cook tops, fridges, euro-deli cases) along with the additional electricity required to run the equipment.

## Apply before Monday 29 December 2008

Space is allocated on a first-come first-served basis so apply online at [www.austrade.gov.au/NRA09](http://www.austrade.gov.au/NRA09) to have our country and industry specialists assess whether this tradeshow offers opportunities that are well-matched to your business.

If your application is successful we will send you an Event Participation Kit to give you all the information you need to prepare. Visit [www.restaurant.org/show](http://www.restaurant.org/show) for more information about this tradeshow.

Please note: Austrade cannot guarantee a space will be available for your company. It is important that the Australian Pavilion showcase food and beverage that reflects the broad range of specialty products available from Australia. Austrade reserves the right to assign booth space to companies within the pavilion to ensure products from as many categories as possible are represented. Booths will only be reserved once accepted companies have sent their completed Exhibitor Contract online with payment details to Austrade. Please note that to ensure a cohesive and consistent pavilion, visual guidelines will apply as a condition of participation.

## Key contacts

For further information, please contact:

### USA

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