NORTHWEST FOOD SHOW
2018 EXHIBITOR PROSPECTUS

APRIL 22-23, 2018
Portland Expo Center
PORTLAND, OR

NWFoodShow.com

The Northwest Food Show is Produced by the Oregon Restaurant & Lodging Association
THE LARGEST 
FOODSERVICE AND BEVERAGE EXHIBITION 
IN THE PACIFIC NORTHWEST!

The Northwest Food Show has been bringing restaurant, foodservice and beverage industry buyers and sellers together for over 50 years in what is recognized as the largest and most established industry tradeshow in the Northwest.

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EXHIBITING DRIVES SALES!

SHOW FEATURES INCLUDE:
• 72% of attendees are key decision makers and have purchasing authority
• Increase your company's exposure in the Show Guide with 40,000+ impressions
• Every year nearly half of the attendees are experiencing the Show for the first time
• Two days of networking opportunities with industry buyers and professionals
• Exclusive on-site “passport” to increase sales and booth traffic
• Upgrade your online directory listing to boost attendee recognition
• VIP invitations for your customers and prospects
• Most exhibitors recoup booth expense within the first few opening hours of the Show
• Maximize your company's exposure with sponsorships and advertising opportunities

2018 NORTHWEST FOOD SHOW INFORMATION
NWFoodShow.com | info@NWFoodShow.com

BOOTH SALES, SPONSORSHIP AND ADVERTISING
Booth Sales: Susie O'Brien Borer | susie@otshows.com | 253.756.2121
Bob O'Loughlin | robert@otshows.com | 503-246-8291
Sponsorship/Advertising: Marla McColly | mmccolly@oregonrla.org | 503.682.4422

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The **NORTHWEST FOOD SHOW** has a **DIVERSE ATTENDEE REACH**.

Exhibiting gets you in front of all **FOODSERVICE** and **BEVERAGE BUYERS**!

**SHOW ATTENDEE DEMOGRAPHICS**

- **Restaurant**: 32%
- **Catering / Concessions / Mobile**: 18%
- **Foodservice Consulting / Brokers / Distributors**: 14%
- **Hospital / Retirement / Government**: 8%
- **Educational / Correctional Foodservice**: 7%
- **Bar / Lounge**: 7%
- **Hotel / Resort**: 6%
- **Coffee House**: 5%
- **Retail Food / Grocery**: 3%

- **72%** of attendees are business owners, executives, chefs and senior managers.
- **51%** returning attendees
- **49%** new attendees
The **NORTHWEST FOOD SHOW** is a **GREAT VALUE!**

### 2018 NORTHWEST FOOD SHOW BOOTH RATES:

- **INLINE BOOTH RATE** – $1,750
- **CORNER BOOTH RATE** – $1,950

### MEMBER DISCOUNT
Oregon Restaurant & Lodging Association members receive a $100 discount off each 100 square feet of exhibit space up to a maximum of $500.

Not a member? Visit ORLA at OregonRLA.org to see the value of membership and join.

### RESERVE YOUR EXHIBIT SPACE
Visit [NWFoodShow.com](http://NWFoodShow.com) to view the interactive floor plan or call 253.756.2121 to talk with us directly.

Space assignments are finalized when both exhibit contract and payment are received.

*average exhibitor purchases one 10’ x 10’ booth plus carpet.

Most exhibitors recoup booth expense within the first few opening hours of the Show.

Many other space configurations available with 100 sq. ft. minimum exhibit size.

Contact us – we’ll help serve your exhibit needs!
DO NOT MISS OUT!

YOUR COMPETITORS HAVE EXHIBITED AT THE NORTHWEST FOOD SHOW

Make sure your brand is represented! Protect your market share and gain new customers!

ACRANET
ALOHANCR
ALPENROSE DAIRY
AMERICAN BEVERAGE MARKETERS
AMERICAN TRADING COMPANY
ANKENY LAKES ST MARIES WILDER RICE COMPANIES
ATLAS CIDER CO
AUPHAN SOFTWARE
AUREL LLC
AZURE STANDARD
 BAKER COMMODITIES
BARI STYLE SPECIALTY FOODS
BARSURANCE
BASF CORPORATION
BELL ANDERSON INSURANCE
BLACK ROCK SPIRITS
BLOUNT FINE FOODS
BOYLAN BOTTLING INC.
BOYDS COFFEE
BORTON & SONS
BREDS TEE GOURMET MIXES
BELL ANDERSON INSURANCE
BASF CORPORATION
BAR HYTE SPECIAL FOODS
BAKER COMMODITIES
AZURE STANDARD
🌋 HIHIT SERVICES
FOODSERVICE BOARD
CARD BOARD
FOODGUYS
FOOD SERVICES OF AMERICA
FOOD GUYS
FORTUN FOODS INC
FOSTER FARMS
FOURNIER GROUP
FRANZ FAMILY BAKERY
FRESH CUP MAGAZINE
GALANT FOOD COMPANY
GARTH ROUSE & ASSOCIATES
GENERAL MILLS
GENERAL PARTS GROUP
GILES FOODSERVICE EQUIPMENT
GIGAMESH BREWING
GLASTENDER
GLUTEN FREE CONCEPTS
GO GREEN DISTRIBUTION
GO DROHILLS QUALITY MEATS INC
GRAND TEMPLE LLC
GREEN AIR SUPPLY INC
HARDMILL
HAT TRICK NORTHWEST
HEARTLAND
HENRY ESTATE WINERY
HERITAGE DISTILLING CO
HERITAGE SPECIALTY FOODS
HOTLEN MEAT INC
HONEY SMOKED FISH CO
HOOD RIVER COFFEE ROASTERS
HOUSE OF SPAIN
HOKIO POTATO COMMISSION
INFORMATION SYSTEMS & SUPPLIES
INSINGER
INTER NATIONAL FOOD PACKAGING
IVARS SEAFOOD SOUP & SAUCE CO
JETROCK INC
JUICE MARKETING NORTHWEST
KATD ENTERPRISES LLC
KHUN JO’S SAUCE & SPICE
KINGS HAWAIIAN
KMN FOODS LLC
KOMBUCHA WONDER DRINK
LAHEY & ASSOCIATES
LAUREL FOOD LLC
LEGALY MINE
LIBERTY MUTUAL INSURANCE
LLOYD PANS
LLOYD PANS
LUNA & LARRY’S COCONUT BLISS
MAGIC MASSEUSE
MANNINS
MCDONALD WHOLESALE
MEXISWEET FARMS
MEXLINK INC
MORA LLC
MRS GERRYS KITCHEN
NADKED WINERY
NEIL JONES FOOD COMPANY
NEW DEAL DISTILLERY
NICKY USA
NISBET OYSTER CO INC
NOBULL SPECIALTY FOODS
NORTH COUNTRY BUSINESS PRODUCTS INC.
NUESKES APPLEWOOD SMOKED MEATS
OFFICE DEPOT
OLD WORLD CONE
ORACLE HOSPITALITY
OREGON POINT OF SALE
ORKIN
ORLA
OVERSEAS FOOD TRADING LTD
OWL’S BREW
PACIFIC DIGITAL SIGNS
PACIFIC SEAFOOD CO
PANSAYER / M & Q PACKAGING CORP
PCOMUSIC
PENNYS SALSA INC
PEPSI BEVERAGES
PHILIPS SOYA WORKS
PLATE MATE
POK POK SOM
PORTLAND ROASTING
POSITIVE TECHNOLOGIES INC.
QSR AUTOMATIONS
RED PLATE FOODS INC
RESTAURANT 365
REVERSE TAP
RHINELAND CUTLERY PNW
RL SCHREIBER INC
ROSES EQUIPMENT & SUPPLY INC
ROSES EQUIPMENT & SUPPLY INC
ROYAL RIDGE FRUITS
SAMURAI NOODLE INC
SANGUINE FARM
SAPORIZA
SERIES AL
SALSA LOVERS INC.
SOLANA BAY FOODS
SUNSHINE DAIRY FOODS
SYSCO PORTLAND
TILLAMOOK COUNTY CREAMERY
TOAST
TRUE FOOD SERVICE EQUIPMENT INC
ULTRAFRYER
UMPQUA OATS
UNCLE DANS
US FOODS
UTILITY
UZ QUALITY FOODS INC
VACMASTER
VINN DISTILLERY
VISITUS
WALLA WALLA SWEET ONION MARKETING
WESTMINSTER FOODS
WILD ROOTS VODKA
WILD BRINE
WILEYS COOKING WOODS
WILLAMETTE VALLEY VINEYARD
WISCONSIN MILK MARKETING BOARD
WORLD CENTRIC
YOUNG’S MARKET COMPANY
ZACS TAPS LLC
## Online EXHIBITOR DIRECTORY UPGRADE

Increase your product and service awareness in the weeks and months prior to the Show.

### Mountain Crest Farms

**Business Card** | **Profile** | **Categories** | **Contacts**
---|---|---|---
**Mountain Crest Farms**  
5034 SE Woodencrest Drive  
Buckley, WA 98321  
Phone: (360) 201-7860  
Send Email  
www.MountainCrestFarms.com

#### STANDARD | Included in booth reservation

Includes all of the following on your unique virtual trade show company page:

- Your online “business card” listing, available by clicking on your company name in the exhibitor directory, or on your booth on the floor plan. A “business card” includes your company name, address, phone, email address and link to your social media pages.
- Your company profile description.
- Your selected product/service categories.

Questions? Call the Show office at 800.645.7350.

#### GOLD | Upgrade for only $100

Includes all of the features of the standard listing, and also adds:

- Priority placement
- Company logo
- Booth wallpaper photo
- Company brochure link
- Company contact photo
- Product listings
- Coupon
- Visitor report
- YouTube embedded video
Exhibit in our **TASTING PAVILION** for targeted **ONE-ON-ONE** CUSTOMER interactions.

THE TASTING PAVILION – breweries, wineries and distilleries

Wineries, Breweries and Distilleries exhibit in the newly expanded Tasting Pavilion in 2018. Two concentrated days of meeting the right buyers that will elevate your company to the next level. Meet your customers face to face to help build a loyal Brand following of new products or continue to build with your best sellers. Differentiate your Brand to thousands of pre-qualified buyers by being in front of them to sample, sell and stand out.

Cost of booth space in the Tasting Pavilion is greatly reduced from the regular booth rate to help you stretch your marketing dollars. Sign up now to secure a space in the Tasting Pavilion. Space is limited.

**COUNTER (6’ COUNTER SPACE) – $500**

**BOOTH (10’X10’ BOOTH SPACE) – $1,000**
Take advantage of **ADDITIONAL PROMOTION** by **SPONSORING**.

Maximize your company’s exposure in front of 5,000+ hospitality and foodservice industry members at the region’s largest food and beverage show! Boost your brand, reinforce name recognition and gain added exposure with attendees – become a sponsor!

**PRESENTING SPONSOR**
Position your company as a supporter and leader in the foodservice industry and show your commitment by helping to make the Show possible.

**TASTING PAVILION SPONSOR**
The Tasting Pavilion is one of the most popular Show features offering a unique opportunity for attendees to sample some of the finest beer, wine and liquor.

**EDUCATIONAL SEMINARS SPONSOR**
Present the Show’s free educational seminars that will address the industry’s most current issues and trends. Position your company as a thought leader in the industry with this highly visible sponsorship.

**SHOW BAG SPONSOR**
Your company’s logo will be prominently displayed on the Show Bag given to every attendee at check-in. Hundreds will continue to advertise for you throughout the region as they take their bag home and use it again and again.

**LANYARD SPONSOR**
Worn by participates at the show. This sponsorship offers great visibility with your company’s name displayed on the name badge lanyards.

* Sponsorship must be confirmed and company logo received by the following deadlines to ensure recognition in printed materials:
  - **Attendee Brochure**: January 1, 2018
  - **Show Guide**: April 1, 2018

**Please contact Marla McColly for sponsorship opportunities at 503-682-4422 or mmccolly@oregonla.org.**
MAXIMIZE YOUR CIRCULATION AND EXPOSURE

The Show Guide is the official publication of the Northwest Food Show and a valuable resource guide for attendees to take home and use year round. Your ad message will be placed in the hands of 5,000 foodservice professionals at the Show. Advertisers will be featured in a special passport-style listing encouraging attendees to visit their booths on the tradeshow floor for a chance to win raffle prizes. Additionally, the Show Guide will be made available for download on the Show website as well as the ORLA website, creating thousands of impressions.

READERSHIP DEMOGRAPHIC

- Quick Service / Fast Casual
- Casual / Family Dining
- Bar / Tavern
- Purveyor / Supplier
- Fine Dining
- Lodging with full service restaurants
- Hospital / Retirement / Government Institutions
- Catering

ADVERTISING POLICY:

Full payment is due immediately upon signing advertisement agreement. Cancellation of ad space must be directed in writing to Northwest Food Show; however, all payments are final and no refunds will be given. The Northwest Food Show reserves the right to decline any materials which in its sole judgement are considered inappropriate due to wording or appearance. Submission of materials is the responsibility of the advertiser. Advertisements must be received by March 1, 2018 to ensure placement.

FILE FORMAT:

High resolution, print optimized PDFs are preferred. In all formats, fonts (printer and screen) and graphics must be included (no OPI data), along with a final laser proof for comparisons.

RESOLUTION:

Size and rotate graphics within original application before placement into ad. Line artwork should be 1200 dpi. Color and grayscale photos should be 300 dpi.

COLORS & GRAPHICS:

Avoid using white boxes to eliminate objects. Remove unwanted objects within original application. Convert all RGB and Pantone colors to CMYK. Eliminate unused colors from color palette. Same-colored objects and text must be named and defined exactly. Line weight should be at a minimum of .5 point (not hairline).

AD RATES

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<th>Cost</th>
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<td>Half Page</td>
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FULL PAGE PREMIUM PLACEMENT COLOR:

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<td>Center Spread</td>
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PRINT ADVERTISING SPECIFICATIONS

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<tr>
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* TRIM SIZE = 5.375" x 8.375"  (Back cover is bleed only.)
The Northwest Food Show is Produced by the Oregon Restaurant & Lodging Association and managed by O’Loughlin Trade Shows.