

National Restaurant Association Show 2027

Prepared for the **National Restaurant Association / Informa** exhibit sales team · May 22–25, 2027 · McCormick Place, Chicago · **226 days out** (as of Oct 8, 2026)

NOT YET REBOOKED

~1,196 of 2,244

of your 2026 exhibitors aren't in the 2027 directory yet. They already know the show. Most just haven't been asked with a clear offer.

Name match of the public 2026 and 2027 exhibitor directories. Read it as approximate. See "How we counted."

YOUR 2026 EXHIBITORS (2,244)

~1,048

~1,196

Rebooked for 2027

Not yet rebooked (53%)

1,170

companies in the 2027 directory so far

~122

new names for 2027 (not in 2026)

226

days until doors open

WHY NOW

Your own deadline already exists: the 2027 rate for 0–799 sq ft steps from **\$49 to \$52 per sq ft on Jan 1, 2027** (2027 Exhibitor Prospectus). That is the natural cut-off for a past-exhibitor offer.

01 Who's on the list

12 of the ~1,196. You see the full list, and can remove anyone, before anything is sent.

- Wonderful Citrus
- WMF Americas, Inc.
- PizzaMaster
- Waiakea Hawaiian Volcanic Beverages
- Alberto's Food Products, Inc.
- Pastabiz Pasta Machines
- Enhanced Beverage Solutions
- Spraymaster
- Gordian
- Elevation Gourmet
- Stannard Farm Vermont Pure Maple Syrup
- BuzzyBooth

03 What a verified past exhibitor would receive

From: Exhibit Sales, National Restaurant Association Show **sender name you approve**

Subject: NRA Show 2027: your booth offer until **your deadline**

Hi **first name**,

Thank you for exhibiting at the 2026 Show. Before 2027 space opens to new exhibitors, past exhibitors get first pick: **package at offer price until deadline**.

Reply to this email and **your staff contact** will hold your space.

Footer: "This is a sponsorship and exhibit sales offer from NRA Show", your legal name and postal address, sent-on-behalf notice and opt-out. Look-alike companies get a different subject and opener and are never told they exhibited. Illustrative; you approve offer and prices before anything is sent.

02 Where new exhibitors could come from

~1,172 Sweets & Snacks Expo 2026 exhibitors appear in neither your 2026 nor your 2027 directory. They'd be filtered for foodservice fit, and you approve each one before outreach.

- AWAKE Chocolate
- Elmer Chocolate
- Ford Gum
- Brimhall Foods Company
- Star Snacks Company
- Greenridge Naturals
- 1UP Candy
- Aaron Thomas Company

04 Scenario math (illustrative, not a forecast)

IF THIS SHARE REBOOKS	RENEWALS	YOUR REVENUE	OUR FEE (20% YEAR 1)
5%	~60	60 × avg. contract	12 × avg. contract
10%	~120	120 × avg. contract	24 × avg. contract
15%	~179	179 × avg. contract	35.8 × avg. contract

Floor reference (estimate, booth only): a 10×10 inline at your published \$49/sq ft is **\$4,900**, so ~60 renewals (the 5% row) ≈ \$294,000 before sponsorships and add-ons. Either way, you keep 80% of first-year revenue from every sponsor we sign, and nothing is owed on companies you exclude.

THE TERMS, IN ONE LINE

✓ \$0 up front

✓ 20% of first-year revenue

✓ Then 12% (10% on a 24-month agreement)

✓ 15-day trial, then a non-refundable \$299 registration fee (administrative set-up)

✓ Month-to-month: cancel anytime

✓ Sent for your event by MorePerLead; from your own domain as an upgrade

Start the 15-day trial →

moreperlead.com/start

Questions first? moreperlead.com/contact

How we counted. We took company names from the public 2026 (restaurant26.mapyourshow.com) and 2027 (restaurant27.mapyourshow.com) exhibitor directories on Oct 8, 2026, normalized them (case, punctuation, "&"/"and",

& Snacks Expo 2026 directory (sse26.mapyourshow.com). "Why now" and pricing: 2027 Exhibitor Prospectus PDF (nationalrestaurantshow.com/home/exhibitor-prospectus/). **About MorePerLead:** a new service run by Jon Odalen in