

# NATIONAL PIZZA & PASTA SHOW

**TUESDAY & WEDNESDAY, AUG. 22-23, 2023: STEPHENS CONVENTION CENTER**

**EVENT TITLE:** *National Pizza & Pasta Show* – Restaurant Trade Show with Seminars/Workshops

**EVENT FOCUS:** This 2-day foodservice trade show and conference is designed to attract restaurant operators for seminars, workshops and exhibits to the city Frank Sinatra referred as, *My Kind of Town*.

**SHOW MANAGEMENT:** Expo Media, Inc. – Show Producer with over 35 years of convention planning trade show management experience in various major markets and venues, including: Madison Square Garden, Jacob Javits Convention Center, Broward County Civic Center, Los Angeles Convention Center, Santa Clara Convention Center, Orange County Convention Center, and McCormick Place in Chicago. We were the original producers of the National Pizza & Pasta Show in Chicago, New York City and California, as well as, the International Gourmet Show, Midwest Gourmet Show and the Florida Foodservice Show. Expo Media has produced events in the healthcare, marine, travel, foodservice, computer technology & event industries.

**ATTENDEE PROMOTIONS:** Our unique advertising campaign, press releases, direct mail and e-mail distribution will be broad-based and will encompass multiple major foodservice and restaurant trade publications, including: *PMQ Pizza Magazine*, *Food Industry News*, *Nation's Restaurant News*, *Night Club & Bar Magazine* and *Baking Industry magazines*. *PMQ Pizza Magazine* – as the technical leader in pizza-related publishing and industry trends - will provide a SHOW ISSUE in conjunction with the 2023 National Pizza & Pasta Show. Digital promotions will feature: Google, Facebook, Instagram, Constant Contact, Eventbrite advertisements.

**TARGETED AUDIENCE:** 85,000 pizza restaurants in the U.S. and Canada. Additionally, all distributors, brokers, institutions, manufacturers, dealers, chain buyers of pizza, pasta, Italian foods, and fast food. Expo Media will canvas the entire foodservice industry, which prior to the pandemic boosted more than 1 million restaurants in the U.S. International coverage will reach operators in foreign countries with high pizza consumption, including: Great Britain, Germany, Italy, Australia, South America, Japan and China.

**SHOW LOCATION:** 5 minutes outside of O'Hare International Airport and 20 minutes from downtown Chicago, at the Donald Stephens Convention Center, 5555 N. River Road, Rosemont, Illinois. Rosemont/Chicago is more centrally located than any other pizza convention and Chicago is one of the pizza capitals of the world!

**SHOW DATES:** Tuesday, August 22, Seminars & Workshops - Wednesday, August 23, Seminars & Exhibits. Trade Exhibits, Seminars, Workshops, Roundtables & Live Demos.

**MARKET AREA:** Chicagoland, the Midwest, National and International. Focusing on pizza operators – of all types and styles - from the Midwest, around the United States and throughout Canada.

**ANTICIPATED EXHIBITORS:** 200-250 foodservice companies with related products and services.

**ANTICIPATED ATTENDANCE:** 2500-3500 restaurant operators, distributors and foodservice buyers.

**COST TO EXHIBIT:** \$2200 for a single 10' x 10' booth and \$2000 for multiple booths.

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