



### **Free Show Special Promotion**

Over 80% of attendees have the decision making power to purchase products for their company!\* Make sure they are buying your product/services.

International Restaurant & Foodservice Show of New York is collecting and showcasing all of the show specials that will be offered at this year's Show. Attendees look for this information when planning their time at the Show.

### **Show Specials Drive Attendees To Your Booth**

International Restaurant & Foodservice Show of New York will promote your show special:

- Web page announcing all Show Specials including a brief description of your offer and Products
- E-mail blast promoting all Show Specials to registered attendees 1-2 weeks before the Show
- Separate page in Official Show Directory & Buyers' Guide listing all booths with Show Specials\*\*

*For additional information, contact your sales representative Or Bill Butler, Sales Manager, (203) 840-5350 or [bbutler@reedexpo.com](mailto:bbutler@reedexpo.com).*

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### **How to Submit Your Show Special**

Submitting your Show Special using the Exhibitor Tool Kit: It's easy using the Exhibitor Tool Kit!

Visit [www.internationalrestaurantny.com/toolkit](http://www.internationalrestaurantny.com/toolkit).

Log-on to the Exhibitor Tool Kit using your Company ID and password (your password is your Company's 5-digit postal code.)

Enter your Show Special submission located in the Company Details field

If you have any questions about accessing the Exhibitor Tool Kit, please contact Dorrie Tokarczyk at (203) 840-5673 or email [dtokarczyk@reedexpo.com](mailto:dtokarczyk@reedexpo.com).

**\*\*Submit your Show Special before January 4 to be included in the Official Show Directory and Buyers' Guide!**

\*Post-show research conducted by the RX NA Research Department.