



February 28 – March 2, 2010
Jacob K. Javits Convention Center
New York, NY

Put your product “Center Stage” by owning a Demonstration Theater

Why should you participate in a Demonstration Theater?

The Demonstration Theater provides incredible **added exposure** for cooking or product demonstrations at theaters located on the **International Restaurant & Foodservice Show of New York Show** floor. This is a great opportunity to **attract prospective leads** outside of your booth!

Exposure

Pre-Show

- Scheduled listings and descriptions of demos will be promoted in the direct mail, email and fax campaigns resulting in 2.3 million impressions. (*Please note: Deadline date of December 1, 2009 for direct mail campaigns and email/fax campaigns deadline date December 15, 2009*)

On-Site

- Published in the Official Show Directory & Buyers' Guide – used as a buying guide throughout the year. (*Please note –Deadline date of December 15, 2009*)
- Signage with daily schedules throughout the Show floor. (*Please note –Deadline date of January 1, 2010*)
- Exhibitors are encouraged to hand-out literature or samplings during presentation

Post-Show

- Highlights to be included in post-show release sent to trade and consumer press

Demonstration Theaters Furnishings:

- 20' x 30' Carpeted area with 10' back drape and 3' side drape
- 6'x8'x16" Riser
- Mirror with counter top for audience viewing
- Electric Burners
- Dorm size refrigerator
- Sink
- Electrical outlets for small appliances
- Prep Tables
- Cleaning supplies: dish soap, sponges, and brillo pads
- Paper products for sampling: small paper plates, napkins and plastic utensils
- Audio: wireless lavalier microphone
- Overhead banner signifying location
- Seating for 20

Investment: \$15,000

Exhibitor Must Provide:

Food necessary for demo including condiments *Cooking utensils (pots, pans, knives, platters etc.)

*Any additional small appliances required for the demo

**To take advantage of this added exposure, contact Glenn Celentano at
(203) 840-5315 or gcelentano@reedexpo.com**