

The logo features the text "International Restaurant & Foodservice Show of New York" in a classic serif font. "International" is at the top, "Restaurant" is the largest word in the center, and "& Foodservice" is smaller and positioned between "Restaurant" and "Show". "of New York" is at the bottom. The text is framed by elegant, flowing flourishes.

The **16th annual International Restaurant & Foodservice Show of New York** will be taking place **March 1-3, 2009 at the Jacob K. Javits Convention Center**. This event is owned and sponsored by the New York State Restaurant Association; and produced and managed by Reed Exhibitions.

The Show floor will offer focused product areas, information-packed seminars, and many renowned special events. Over 18,000 industry professionals come to discover nearly 10,000 new products at the New York restaurant and foodservice arena's place to gather for trends, education, and solutions. The educational opportunities presented at this event offer access to the sizzling food trends to tantalize guests, as well as up-to-the minute business practices and strategies to optimize operations and stay profitable.

Media registration is now open! To register, please fill out this [form](#) and fax it back to Patrick Parnoff at 203-840-9536 by February 16th.

The International Restaurant & Foodservice Show of New York public relations team is here to help you cover the restaurant and foodservice industry. Please let us know if there are additional services or assistance we can provide during the year or at next year's show. If you have any questions, please contact Patrick Parnoff, at (203) 840-5536 or at pparnoff@reedexpo.com.

We look forward to seeing you in New York in March!

Sincerely,

The International Restaurant & Foodservice Show of New York team