



NATIONAL RESTAURANT ASSOCIATION SHOW 2023 FINAL REPORT

The Show For Foodservice. The Show For You.



BY THE NUMBERS

The global foodservice community gathered at the annual National Restaurant Association Show to celebrate, learn and connect! Nearly 55,000 professionals across every segment of the industry explored fresh innovations, inspirational insights and fulfilling networking opportunities!

REGISTRATION SUMMARY



34,286 Attendees

20,120 Exhibitors

54,406 TOTAL

8% Increase since 2022

INTERNATIONAL HIGHLIGHTS



4,590 International Attendees

2,383 International Exhibitor Personnel

6,973 TOTAL INTERNATIONAL

15% Increase since 2022

EXHIBITOR HIGHLIGHTS



661,000+ Sq. Ft. of Exhibit Space

12% Expansion In Exhibit Space since 2022

900+ Exhibiting Categories

2,100+ TOTAL EXHIBITORS

With **over 800 exhibiting** for the first time

- a **61%** increase from 2022!

PRESS HIGHLIGHTS



209 Industry Press

178 Publications

3,917 Press Mentions

1,175 Satellite Media Tour Airings

Reaching an audience of **over 78 million**



102nd Annual National Restaurant Association Show

Established in 1919

McCormick Place
Chicago, IL

May 20 – 23, 2023

[NationalRestaurantShow.com](https://www.NationalRestaurantShow.com)

 [@NationalRestaurantShow](https://www.facebook.com/NationalRestaurantShow)

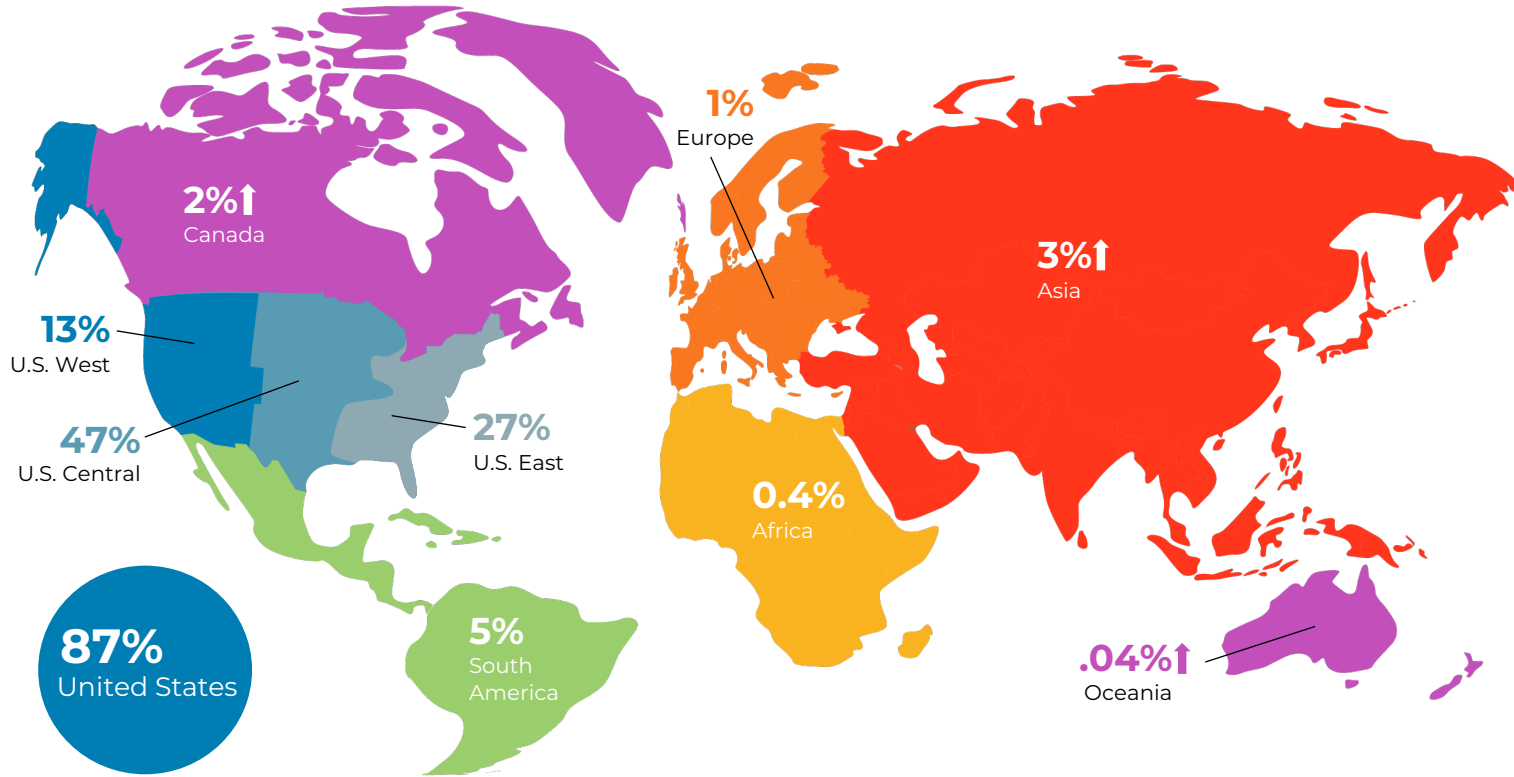
 [@NatlRestShow](https://twitter.com/NatlRestShow)

 [@nationalrestaurantshow](https://www.instagram.com/nationalrestaurantshow)

 [@nationalrestaurantassociationshow](https://www.linkedin.com/company/nationalrestaurantassociationshow)

 [@nationalrestaurantshow](https://www.tiktok.com/@nationalrestaurantshow)

NATIONAL COVERAGE, GLOBAL REACH



↑ Indicates an increase in percentage compared to 2022.

Top countries driving attendee registration outside of North America:

- Mexico
- Brazil
- Colombia
- Australia
- Dominican Republic
- Panama
- United Kingdom
- Japan
- China

2023 FAST FACTS

Largest annual gathering of foodservice professionals in the western hemisphere



75%

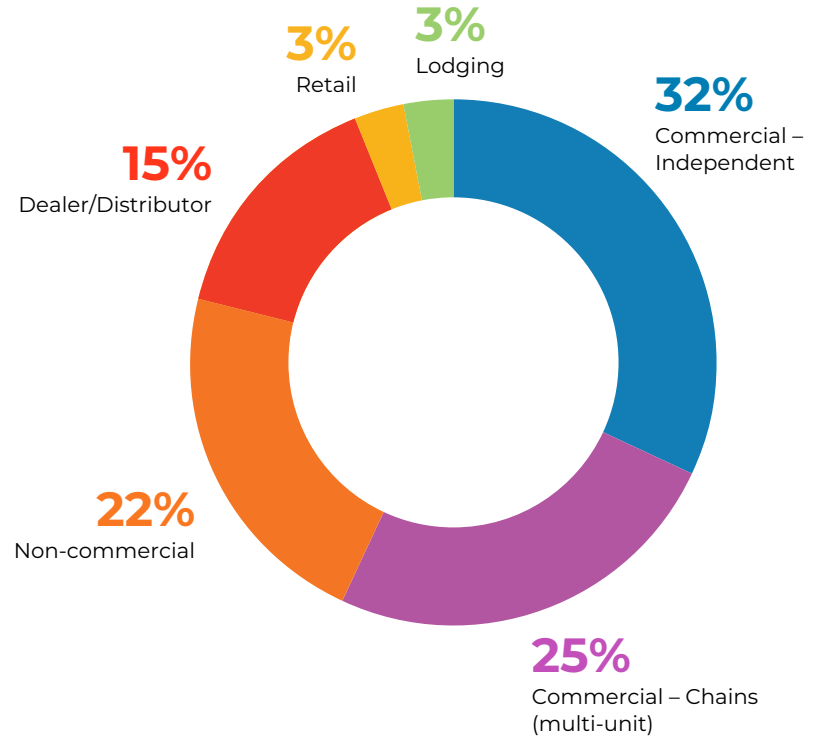
of attendees influence purchasing decisions



\$5M

Nearly 45% purchase more than \$5,000,000 per year

AUDIENCE SEGMENTS



SHOW TESTIMONIALS



You cannot even imagine how many **opportunities** there are **for inspiration, for innovation, for new ways to run your business and new items to put on your menu.**"

– **Chef**, TV Personality, and Hospitality Consultant, 2023 Attendee

Being a participant at the National Restaurant Association Show is absolutely key. This is the **signature event within the industry** and we're incredibly proud to have a presence."

– **CEO**, Eat Meati, 2023 Exhibitor



I love the National Restaurant Association Show because it **showcases every part of the industry from point A to point B**. You see what's trending and get exposure to things you might not even be aware of."

– **Chef and Owner**, Polombia, 2023 Attendee

The National Restaurant Association Show is really important to us because we always have new innovation coming out. As an exhibitor, you get to **show the world what you can do and what your products are all about.**"

– **Director of Food Services**, Oatly, 2023 Exhibitor





SEE YOU IN 2024!

NATIONAL
RESTAURANT
ASSOCIATION
SHOW 2024

MAY 18-21, 2024

McCormick Place | Chicago, IL

Ready To Make Your Reservation?

CONTACT SALES

Call 312-853-2542, or email us at nraexhibitinfo@winsightmedia.com

The National Restaurant Association Show is owned and operated by Winsight LLC in partnership with the National Restaurant Association.