



ALL of FOODSERVICE

Make the Most of Your Time and Budget

- Connect with heavy-hitters in foodservice that don't have time for the traditional sales call
- 1000s of executives rely on our Expo for their business decisions
- Regional shows outperform national events in tough economies
- Stay in front of buyers – you'll rebound faster and be on top when the economy returns

Make a Smart Investment - Exhibit at the Wisconsin Restaurant Expo.



Ultimate buying power

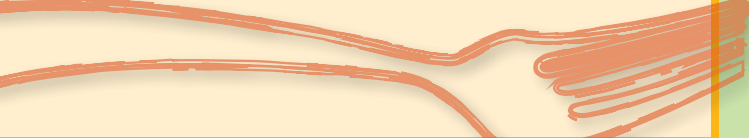


Valuable Investment, Powerful Results

- Reasonable exhibit rates (from \$17.60 per square foot)
- 18 hours of face-to-face time with execs looking for new products
- Non-union hall saves money and allows your own move-in and set up
- FREE year-round advertising and marketing support

Experience the EXPO. Experience RESULTS.

Contact Us to Reserve Exhibit Space
www.everythingfoodservice.org
 800.589.3211 • 608.270.9950



Invest in face-to-face



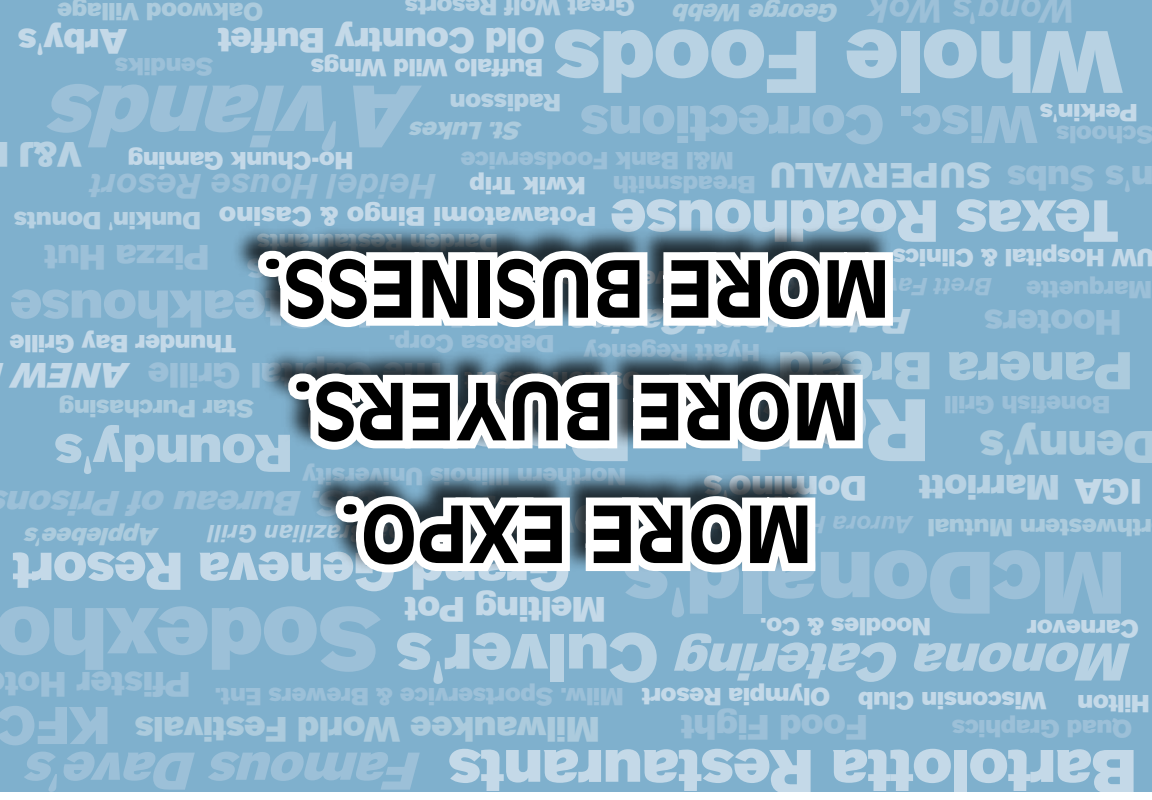
Send me the details on exhibiting!

Name: _____
 Company: _____
 Products: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Website: _____

Please remove me from your database. (Check box, fill in the above and return)



March 8-10, 2010
 Midwest Airlines Center
 Milwaukee, Wisconsin
www.everythingfoodservice.org
 800.589.3211 • 608.270.9950



MORE EXPO.
MORE BUYERS.
MORE BUSINESS.

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WISCONSIN RESTAURANT EXPO • 2010
 March 8-10, 2010
 Midwest Airlines Center
 Milwaukee, Wisconsin
 Wisconsin Restaurant Association
 2801 Fish Hatchery Rd. • Madison, WI 53713
 800.589.3211 • 608.270.9950
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Exhibit at Wisconsin's largest industry event and meet key buyers from every foodservice channel.

- Independent Restaurant • Bar • Catering • Institution • Bakery • Grocery
- Multi-Unit • Coffee • Cafeteria • Hotel/Motel • Deli • Quickservice
- Full Service • Lounge • C-Store • Healthcare • Banquet • Resort • Pizza

One Trade Show Brings you MORE...



Exclusive Access to Top Buyers

- **56%** of attendees only visit ONE show each year – the Wisconsin Restaurant Expo
- **65%** of attendees were business owners, chefs, executives and highly placed managers
- **3 in 4** attendees had buying influence

65% are top execs

56% attend only our show

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 2840 MADISON, WI
 POSTAGE WILL BE PAID BY ADDRESSEE

EXHIBITOR INFORMATION REQUEST
 WISCONSIN RESTAURANT ASSOCIATION
 2801 FISH HATCHERY ROAD
 MADISON WI 53713-9871

NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES

