



PIZZA & PASTA

N O R T H E A S T

Atlantic City, NJ → 2019



September

25 → 26

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HERE'S WHY INDUSTRY LEADERS CHOOSE...



If you're looking to make waves, build your market share, generate new leads, and sales, exhibit at the Pizza & Pasta Northeast 2019, scheduled for September 25-26, 2019, in Atlantic City, New Jersey. If you're looking for new business, Atlantic City is within a few hours drive of one-third of America's population: approximately 100 miles from New York; less than 300 miles from Boston; fewer than 100 miles from Philadelphia; and 150 miles from Washington, D.C.

The New England region plus Delaware, Maryland, New Jersey, New York, Pennsylvania, West Virginia and Washington D.C. are home to 28,000 Italian restaurants and pizzerias whose annual sales exceed \$18 billion! This means one-third of the country's operators, generating 30% of the industry's revenue, are located in one condensed geographic area.

Maximize your opportunity to reach thousands of qualified buyers by purchasing one of our sponsorship opportunities and/or digital marketing packages.

REASONABLE BOOTH RENTAL RATES BRING ADDED VALUE

Base rate is \$21.10 per square foot, with corner, coastline and island rates slightly higher. Booths are 10-feet x 10-feet (unless noted otherwise) and include:

- Your name and products cross-referenced in the show directory
- Your company listed among exhibitors on the Pizza & Pasta Northeast 2019 free mobile "app" for all smartphones and tablets, as well as on our website
- Highly qualified attendance assured by a multi-faceted, pre-show marketing campaign targeting your customers
- Anchor booth floor design with planned non-competing adjacency, assuring a

- productive traffic flow for all locations
- Draped back wall and side rails
- Exhibitor ID sign
- 24-hour security
- Complimentary unlimited show registrations for all exhibitors
- "New Product" recognition

ADDITIONAL SERVICES AVAILABLE

Utilities including electricity, gas, compressed air, refrigeration and freezer storage, water and drainage, and telecommunications. Lead retrieval systems to capture and track sales leads.

THE BOTTOM LINE

Italian and pizzeria restaurateurs will attend 2019 Pizza & Pasta Northeast to find out what's new, what's trending and what's working. Exhibiting at Pizza & Pasta Northeast will give you the competitive edge.

ATTENDEE DEMOGRAPHICS

Attendee Titles

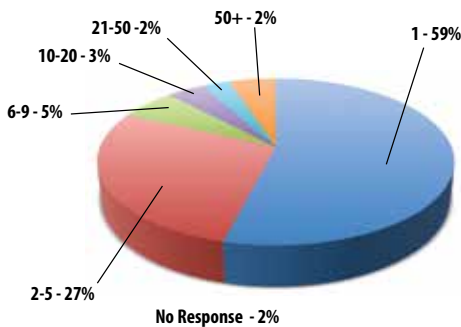


BUSINESS BUILDING

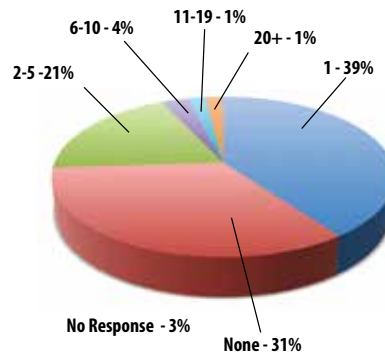
More than 2,000 qualified buyers converged on Atlantic City to attend Pizza & Pasta Northeast 2018!



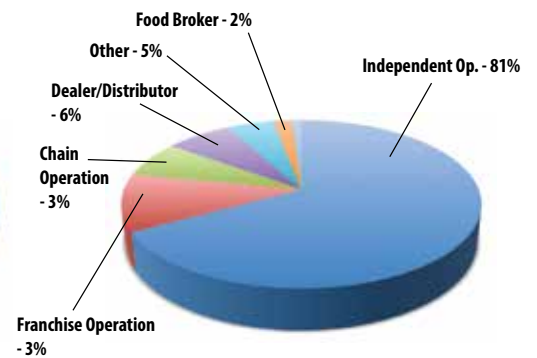
Units Owned/Operated



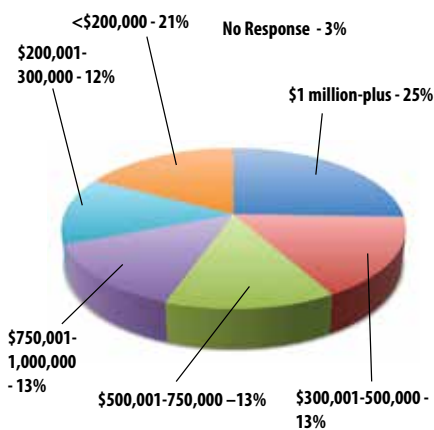
Units Attendees Plan to Open in Next 12 Months



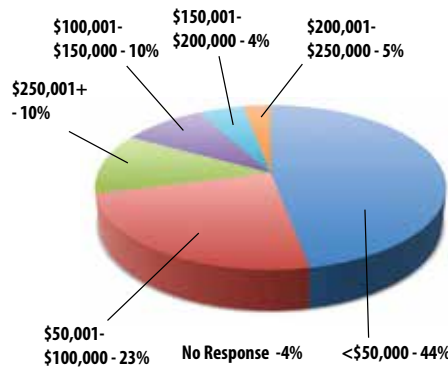
Business Type



Annual Sales Volume per Unit

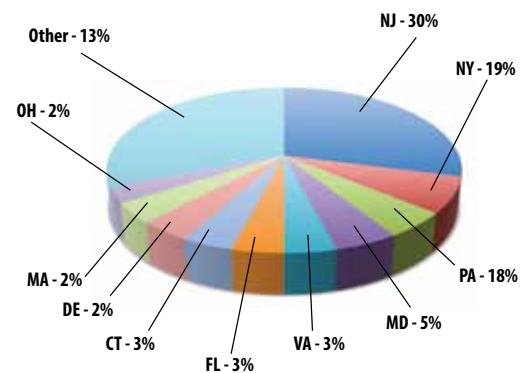


Amount of Planned Spending On New Equipment for Next 12 Months



Top 10 States in Attendance

- Attendees represented all 50 States, Puerto Rico, Canada and 49 other countries.



FLOOR SPACE IS SELLING FAST! To find out about exhibit opportunities contact your event representative:

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FIND YOUR

LOCATION

TODAY



JOIN THE LEADING EQUIPMENT MANUFACTURERS, DISTRIBUTORS, SUPPLIERS AND PROCESSORS in the foodservice segment as they provide the edge to help owners and operators win the race against their competition! This is your chance to be part of a focused gathering of Northeast region Italian and pizzeria restaurateurs.



↓ SHOW SCHEDULE

Move-In Dates:
Sept. 23 : 1 p.m. - 5 p.m.
Sept. 24 : 8 a.m. - 8 p.m.
Sept. 25 : 8 a.m. - 10 a.m.

Show Hours:
Sept. 25 : 11 a.m. - 5 p.m.
Sept. 26 : 11 a.m. - 4 p.m.

Move-Out Dates:
Sept. 26 : 4:30 p.m. - 8 p.m.
Sept. 27 : 8 a.m. - noon

SEE YOU IN ATLANTIC CITY!

September

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“We had a great experience and have already acquired some new sponsors as a result of attending. This was the perfect show for our northeastern franchisees to attend and they loved it.”

Lisa Spencer
Our Town America

THE 2019 PIZZA & PASTA NORTHEAST SHOW in Atlantic City is one tradeshow you won't want to miss! If it's new or exciting, Italian and pizzeria restaurateurs know they will find it here. And the city's unparalleled facilities, coupled with economic travel and accommodations costs, help make Pizza & Pasta Northeast 2019 show one of the foodservice industry's most hardworking shows. This is an outstanding opportunity for your company to personally experience the rush of motivated, highly qualified attendees – YOUR NEW CUSTOMERS! The dynamic marketplace has continued its dramatic growth pace. In a highly competitive environment, restaurateurs seek goods and services that will provide a competitive edge. They are looking for you, and they are ready to buy!

UNITED STATES, TOLL FREE: (800) 489-8324

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