

THE NEW CULINARY CAPITAL OF THE SOUTH



TEXAS RESTAURANT ASSOCIATION



MARKETPLACE
JULY 14-15, 2019

produced by



TRA Marketplace Returns to a NEW Houston!

It'd be easy to think you know Texas, with our cowboy boots, big hats, and fondness for armadillos. And that's all true. But in Houston, the country's 4th largest city, the mix of international business and southern charm has caught the world's attention and headlines, for more than just stereotypes.

For the 2019 TRA Marketplace, July 14-15 at the George R. Brown Convention Center, all eyes are on Houston for two days of groundbreaking ideas, creative food, and our best trade show and educational conference to date.

Countless cutting-edge chefs have made a home here where the diversity of its people has transformed menu design. Just last year, Houston restaurants managed to bring home 12 James Beard nominations. As a destination city, Houston is the perfect place to come early or stay late to enjoy all the food, art, and attractions the city has to offer.

"Houston is the most exciting food city in America."

David Chang,
Ugly Delicious

NETFLIX

"Houston is a proper Texan city. In other words, it's massive, folksy, and utterly charming."

goop

"Houston, is, in fact, about as multicultural a city as exists in the country."

Anthony Bourdain,
Parts Unknown

CNN

Launching a new solution or product? Looking to generate leads and increase sales? The Texas restaurant industry is booming and there's no better way to reach your restaurant audience than through TRA Marketplace.

Be prepared for new solutions... bold flavors... and unparalleled hospitality in the Bayou City. Everything's bigger in Texas, and there's plenty of room for your business.

GEORGE R. BROWN CONVENTION CENTER

HOUSTON, TX

tramarkeplace.com

Reserve your place at the table now!

expoinfo@tramail.org • 800.395.2872



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TEXAS-SIZED OPPORTUNITIES!

Texas is one of the hottest growth markets for the restaurant industry with sales projected to be \$54.1 billion in 2018. With more than 45,418 eating and drinking establishments in the state, there are 1.32 million restaurant and foodservice jobs in Texas, accounting for 10% of the state's employment.

TRA Marketplace is where this diverse and dynamic industry comes together to meet, connect and collaborate with people who can help restaurateurs run a better business.

Produced by the Texas Restaurant Association, this well-established event is now in its 82nd year. It is the largest gathering of restaurant and hospitality professionals in Texas and the Southwest, with more than 600 exhibiting companies.

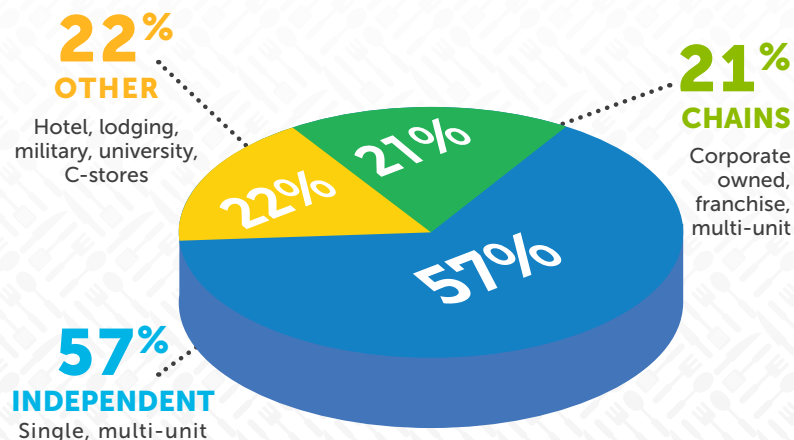
Meet your target audience — decision makers including restaurant owners and managers, purchasing agents, directors of food and beverage, catering companies, chefs and franchisees/franchisors will be present.

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HOUSTON, TX
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ATTENDEE PROFILE

5,000 + FOODSERVICE PROFESSIONALS

ATTEND OVER THE COURSE OF TWO DAYS



78% of attendees are senior level management
 Managers, Owners, C-level Executives, Chefs

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2019 TRA MARKETPLACE EXHIBITOR PRIVILEGE

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Your best opportunity for 2019 starts here.

Claim a prime location at next year's event in Houston by reserving space now. Ask a sales representative about available discounts, including early-bird pricing, which closes September 28, 2018.

Exhibit space starts at \$28 per square foot and booth fee includes:

- Exhibit space with 8' back drape and 3' side divider drape in show colors
- Company identification sign
- 24-hour Exhibit Hall perimeter security
- Company listing in the TRA Marketplace Program & Directory, on tramarketplace.com and mobile app
- Over \$1,000 in FREE marketing materials to promote your company's attendance, including customizable digital postcard, show logo and web banner ads
- Free registration for your restaurant foodservice customers and prospects

"As a company owner, I have been extremely pleased with the relationship we have with the TRA Marketplace. When Southern Patio Enclosures first exhibited with TRA many years ago, it made a tremendous sales impact on our company's revenue, it was amazing! As Southern Patio Enclosures has continued to grow nationally, it seems that some of the best customers always find us through their relationship with TRA. It is truly a blessing to be involved with the TRA Marketplace.

— Mark Chandler, Southern Patio Enclosures



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COME POUR WITH US!

CRAFT BEVERAGE GARDEN

Connect with those who hold purchasing power — **ONLY \$775!**

The Craft Beverage Garden is an exciting and affordable way to:

- Meet and showcase your product face-to-face with buyers
- Compete more effectively in an expanding market
- Elevate your presence with beverage writers, bloggers, media, and tastemakers
- Strengthen industry relationships and generate leads



GET MAXIMUM RESULTS WITH YOUR TARGETED INVESTMENT!

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A limited number of opportunities are available on a first-come, first-served basis. \$775 includes an 8' burgundy skirted table (three sides), gray carpet, 8.5" x 11" foam core sign with easel back.



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Yes? Don't miss this **exclusive opportunity** designed just for you!

CULINARY INNOVATION STATION

Connect with Thousands of Foodservice Buyers for Just \$1500
DISTINCTIVE • BUDGET-FRIENDLY • HIGH-IMPACT

The Culinary Innovation Station is an opportunity to **present your brand in a new, creative way** to buyers looking for cutting edge products.

Will your product soon top the next **Hottest Food & Beverage Trends** list?

Are you a **small business** that has hit the foodservice scene in the last 2 years?

Are you bringing a **new healthy alternative or creative ethnic flare** to the culinary scene?



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A limited number of opportunities are available on a first-come, first-served basis. \$1500 includes 2' X 8' counter table, one chair, 500W electric, lead retrieval unit, company ID sign, common prep area, no booth set-up.

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