


NATIONAL
RESTAURANT
ASSOCIATION
EDUCATIONAL
FOUNDATION

TREND

THE FUTURE OF
FOODSERVICE
FASHION

A FASHION SHOW
TO BENEFIT THE NATIONAL
RESTAURANT ASSOCIATION
EDUCATIONAL FOUNDATION

PRESENTED AT

SALUTE TO EXCELLENCE

MAY 22, 2010 HILTON-CHICAGO



TREND

GIVING BACK IS ALWAYS IN FASHION

SALUTE TO EXCELLENCE PRESENTS **TREND:**
THE FUTURE OF FOODSERVICE FASHION

**A FASHION SHOW TO BENEFIT THE
NATIONAL RESTAURANT ASSOCIATION
EDUCATIONAL FOUNDATION**

Bring a little chic to the 2010 NRA Show—participate in a one-of-a-kind fashion show at Salute to Excellence, the industry's premier black-tie gala. This is an exclusive opportunity open to **NRA Show Exhibitors only**. Put your products in front of 1,000 restaurant and foodservice industry current and future leaders and support the National Restaurant Association Educational Foundation (NRAEF) Scholarship Program.

Trend, a high-energy, innovative fashion show, will be featured during the NRAEF's 2010 Salute to Excellence and will include the latest trends and styles in foodservice and restaurant apparel and gear. Industry legends, student scholarship recipients, Salute to Excellence award honorees and

foodservice celebrities will walk the runway modeling participating apparel and small wares items.

Ever imagine a dress made of whisks? How about a uniform constructed from recycled plastic bottles? Or a gown created entirely of spatulas? Let your imagination run wild!

Trend will be an integral part of the 2010 Salute to Excellence event, which is a fitting kick-off to the annual NRA Show in Chicago. Honoring the achievements of industry leaders, the event enables the National Restaurant Association and NRAEF to celebrate our industry's finest achievements while also raising funds for the NRAEF Scholarship Program.

This unique event also provides a forum to recognize the top restaurant management, hospitality, and culinary students and educators from across the country.

Don't miss your chance to be a part of Trend.

SPONSORSHIP OPPORTUNITIES

TREND SPONSOR: \$2,500

- Opportunity to include up to five (5) products in fashion show
- Opportunity to showcase your product to more than 1,000 industry leaders, students and educators attending Salute to Excellence
- Company name/logo featured on screen during Trend
- Company name/logo included in collectible event program
- Live product announcements by celebrity emcee
- Company name promoted in Trend press release which reaches our comprehensive media database of more than 1,500 journalists and will be featured on the NRA Show Web site, www.restaurant.org/show
- Company name featured in Floored!, the NRA Show's blog, the NRA Show's Facebook fan page, and the NRA Show's Twitter account.
- Lit display space in cocktail reception
- Opportunity to include promotional item and/or material in event swag bag
- Two event tickets

UNIFORM SPONSOR: \$5,000

- Exclusivity to dress event staff in branded uniforms to include: 30 banquet servers, 20 bartenders, etc.
- Opportunity to include up to five (5) products in fashion show
- Opportunity to showcase your product to more than 1,000 industry leaders, students and educators attending Salute to Excellence
- Company name/logo featured on screen during Trend
- Company name/logo included in collectible event program
- Live product announcements by celebrity emcee
- Company name promoted in Trend press release which reaches our comprehensive media database of more than 1,500 journalists and will be featured on the NRA Show Web site, www.restaurant.org/show
- Company name featured in Floored!, the NRA Show's blog, the NRA Show's Facebook fan page, and the NRA Show's Twitter account.
- Lit display space in cocktail reception
- Opportunity to include promotional item and/or material in event swag bag
- Four event tickets

CONTACT INFORMATION

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