



presented by  
**Eat Local.  
Eat Often.**



**2026 BRANDING  
OPPORTUNITIES**








## ABOUT THE SHOW

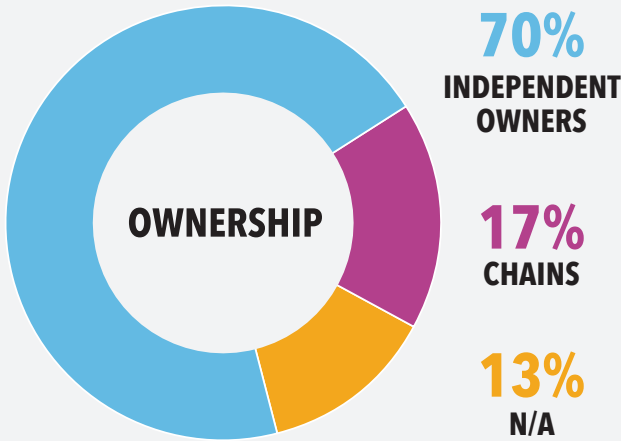
The Texas Restaurant Show, presented by Eat Local. Eat Often., is the Texas Restaurant Association’s annual restaurant and foodservice show. The largest of its kind in the Southwest, the Texas Restaurant Show dazzles visitors with state of the science products and equipment, cutting edge technology and the very latest news, trends and advice from dynamic industry leaders. Thousands of restaurateurs, chefs, and industry executives attend over the two-day period and over 550 exhibitor booths and 400+ companies participate, showcasing everything from artisan food products and craft beverages to linens, mobile technology, security, kitchen equipment, supplies, and much more.

Part trade show and part conference, the Texas Restaurant Show motivates and inspires everyone – from first time restaurateurs to industry veterans. Engaging seminars and interactive panels are offered by industry thought-leaders on trending topics and specialty pavilions offer an exciting, diverse and valuable glimpse into the latest products and services that the market has to offer.

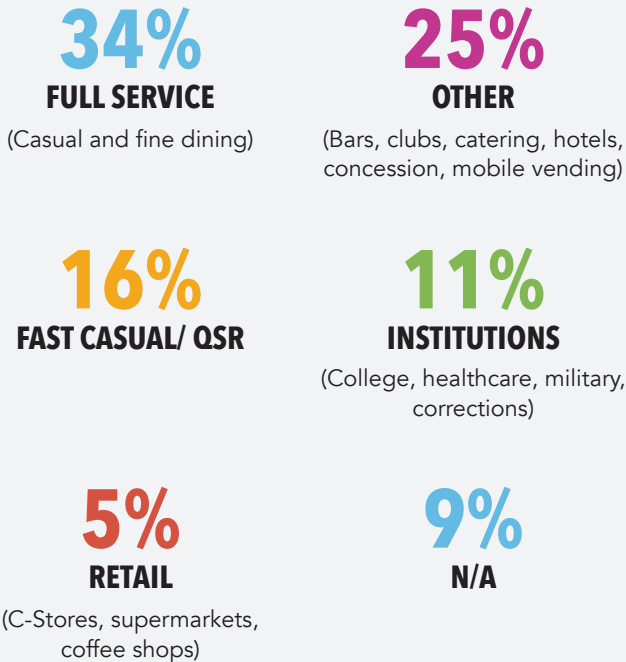
Texas is one of the most sought-after dynamic and growing markets in our industry with **sales of \$136 billion** and more than **1.5 million employees** across more than **57,000 foodservice units**. TRA’s mission is to be the advocate and indispensable resource for the industry. The Texas Restaurant Show is an essential and vital part of that mission. Discover the Texas Restaurant Show -- where this diverse and dynamic industry comes together to meet, learn from and collaborate with people who can help restaurateurs run a better business.

 <p><b>2 DAYS</b> INDUSTRY EDUCATION</p>	 <p><b>8,000+</b> INDUSTRY DECISION-MAKERS</p>	 <p><b>550+</b> EXHIBITOR BOOTHS</p>	 <p><b>4 STAGES</b> ON THE SHOW FLOOR</p>	 <p><b>20+</b> INDUSTRY SPEAKERS</p>
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# ATTENDEE DEMOGRAPHICS



## TYPES OF ESTABLISHMENTS



## MOST IMPRESSIVE

**63%** of attendees make or influence purchasing decisions



# YOU'RE IN GOOD COMPANY

## PAST BRANDING PARTNERS





## TITLE SPONSOR - SOLD

- Recognition on website, advertisements, email, and all applicable signage
  - Speaking opportunity at ribbon cutting ceremony
  - Panelist opportunity on multiple panels
  - 10 (ten) tickets to the Texas Restaurant Awards
  - Website advertisement
  - Includes a 20x20 Booth
  - Branding opportunities on: Lanyards, Attendee bags, Window clings
- 



## MAJOR SPONSOR \$30,000

- Premium sponsor tier listed on all communications
- Recognition on website, advertisements, email, and all applicable signage
- Panelist opportunity on a panel
- 6 (six) tickets to the Texas Restaurant Awards
- Includes a 10x10 booth

# STAGE PRESENCE OPPORTUNITIES

## MAIN STAGE \$50,000

- Center education stage
- Opportunity to address each panel discussion
- 10+ panels throughout the show drawing thousands of attendees to stage
- Recognition on website, advertisements, email, and all applicable signage pertaining to the stage

## TASTE OF TEXAS CULINARY STAGE \$35,000

- Prominent stage that discusses the latest culinary trends
- Opportunity to address each panel discussion
- 10+ panels throughout the show drawing thousands of attendees to stage

## OPERATOR'S ARENA STAGE \$35,000

- Prominent stage that discusses the latest operational trends
- Opportunity to address each panel discussion
- 10+ panels throughout the show drawing thousands of attendees to stage

## PROFIT LAB STAGE \$35,000

- Prominent stage that discusses how to make your restaurant or bar more profitable
- Opportunity to address each panel discussion
- 10+ panels throughout the show drawing thousands of attendees to stage





## TARGETED BRANDING OPPORTUNITIES

### BRANDED HOTEL KEY CARDS

**\$15,000**

- Exclusive sponsorship
- Your logo (1-color) featured on all attendees' keycards at official show hotel
- Estimated 1,000+ keys
- Deadline of May 15 for contract and artwork

### BRANDED LANYARDS

**\$15,000**

- Exclusive sponsorship
- Your logo (full color) featured on all lanyards (TRA and TRS logos will also be on the lanyards)
- Estimated 6,000+
- Deadline of May 15 for contract and artwork

### REGISTRATION AREA CLINGS

**\$15,000**

- Locations along sky bridge of the George R. Brown Convention Center
- Dimensions: 8' x 4'
- Your company's artwork displayed on a durable plastic cling on highly traffic areas of attendees

### ACTIVATIONS UPON REQUEST

**\$15,000**

- Company can request a sponsorship activation that must be approved by TRA



## INTERESTED IN PARTNERING TOGETHER? LET'S GET STARTED...



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**LEARN MORE**