

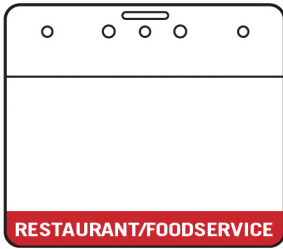
2013 BADGE COLOR DEFINITIONS / SHOW FLOOR ACCESS

NRA SHOW 2013

May 18-21, 2013 | McCormick Place | Chicago, IL USA

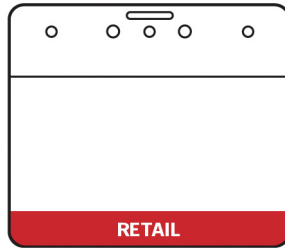
ATTENDEE BADGES

Allows access to Show floor during official Show days and hours ONLY.



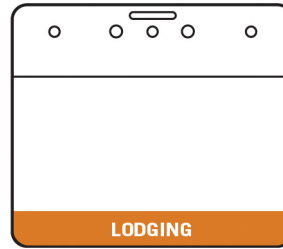
RESTAURANT/FOODSERVICE

Airlines/Commissary
 Bar/Tavern/Pub/Brewery
 Buffet/Cafeteria/Banquets
 Business & Industry/
 Other Contract Foodservice
 Catering - On/Off Premise
 Clubs - Social/Country/Golf
 Coffee Shop/Bakery/Donut/
 Chocolatier
 College/University Foodservice
 Concessions - Theme Parks/
 Sports/Entertainment
 Conference/Convention Centers
 Correctional Institution/Prison
 Fast Casual
 Health Care/Retirement
 Ice Cream/Frozen Novelty
 Lodging/Casino/Cruise Ship/Resort
 Military/Military Clubs
 Mobile Foodservice & Vending
 Pizza
 Quick Service
 School Foodservice
 Table Service - Casual Dining
 Table Service - Family Dining
 Table Service - Fine Dining



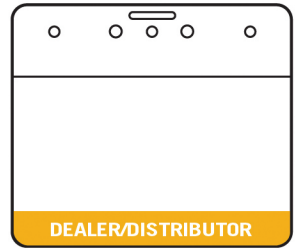
RETAIL

Convenience Store
 Specialty Store/Gourmet/Deli
 Supermarket
 Wholesaler/Warehouse Club



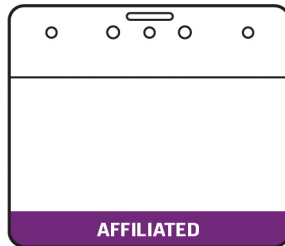
LODGING

Bed & Breakfast
 Casino
 Cruise Ship
 Hotel
 Motel
 Resort/Spa



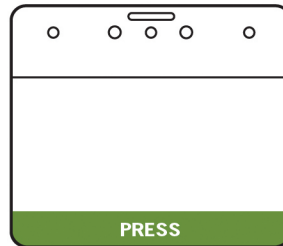
DEALER/DISTRIBUTOR

Beverage Alcohol Distributor
 Beverage Wholesaler
 Equipment Dealer
 Food/Beverage Broker
 Food Distributor
 Supplies Distributor



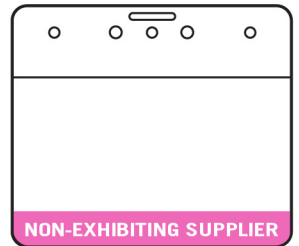
AFFILIATED

Advertising/PR/Publications
 Architect/Designer
 Consultant
 Equipment Service
 Exporter/Importer
 Faculty/Admin/Training
 Financial Services
 Government Agency/Utilities
 Guest
 Information Technology
 *Manufacturers Agent/Rep
 Specifier
 Student - Culinary/Hospitality
 Trade Association



PRESS

Blogs
 Magazines
 Newspapers
 Radio
 Television



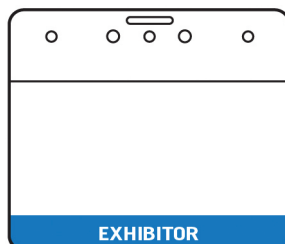
NON-EXHIBITING SUPPLIER

Beverage Manufacturer
 Equipment Manufacturer
 Food/Ingredient Manufacturer
 Supplies Manufacturer

* SEE MANUFACTURERS' AGENTS/REPS POLICY UNDER GENERAL SHOW INFORMATION

EXHIBITOR BADGE

Allows access to Show floor according to the Show Floor Access grid.



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AND BRING TO NRA SHOW 2013
 TO SOURCE LEADS