



# CREATE

THE EVENT for

**Emerging Restaurateurs**

OCTOBER 9-11, 2024 • OMNI NASHVILLE

# NASHVILLE

## What is CREATE?

Produced by *Nation's Restaurant News*, **CREATE: The Event for Emerging Restaurateurs** is designed to provide insightful presentations, drive meaningful conversations, build new relationships and showcase foodservice innovations through unique experiences. We have ditched the tradeshow format at CREATE. Instead we integrate sponsorship activations into the overall event experience.

## Conference Highlights

- Inspiring Keynote Speakers
- TED-style presentations
- Access to hundreds of industry experts sharing ideas at interactive Table Talk Roundtables, Ask the Experts sessions, Lightning Presentations and Fireside Chats.

## Networking Opportunities

There are plenty of opportunities to make meaningful connections at CREATE. Enjoy trending food & cocktails during our daily networking **Pop-Up Festivals** at breakfast, lunch, breaks, nightly receptions, and VIP dinner.

## Who attends?

**400+**  
EMERGING GROWTH  
RESTAURATEURS

**76%**  
ARE IN C-SUITE AND  
EXECUTIVE LEVEL ROLES

**82%**  
MAKE OR INFLUENCE FINAL  
PURCHASING DECISIONS

**85%**  
250 UNITS OR LESS

**31%**  
FAST CASUAL

**31%**  
QUICK SERVICE

**29%**  
CASUAL

FOUNDING SPONSOR



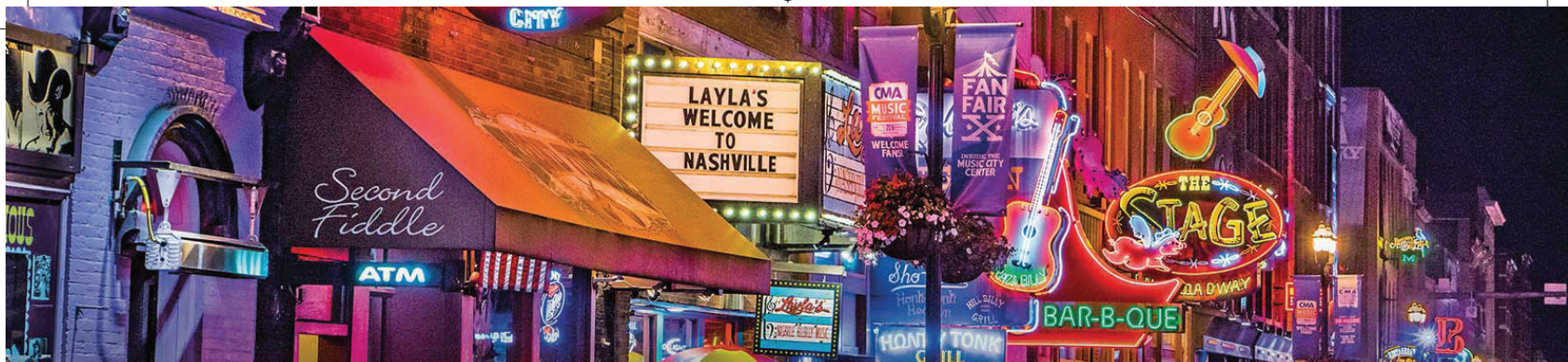
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## Sponsorship Opportunities

- **PRODUCT INTEGRATION**

Pop-Up Festival: Product integration into meal functions

- **SPEAKING OPPORTUNITIES**

Thought leadership opportunities via Lightning Presentations, Fireside Chat or Table Talk Roundtables

- **TECH DEMO OPPORTUNITIES**

Host a Tech Stand in the Pop-Up Festival or reserve a private room for a brand immersive experience.

- **BRAND AWARENESS**

Align your brand with a high impact restaurant operator led session both on main stage and breakout sessions, branded conference lanyard, room drops, conference SWAG and more.

- **INVESTMENT SUMMIT**

Pre-conference sessions dedicated to supporting the emerging restaurateur in their growth journey, connecting them with investors and critical business services.

- **VIDEO/DIGITAL AMPLIFICATION**

Participate in the CREATE Insider digital program and have a custom video filmed at CREATE for your brand and amplify your message post-event in the interactive "Digizine." Lead generation opportunity.

## The Buzz at CREATE

"This conference is approachable and seems to get people talking to one another. That doesn't happen as much at the larger events."

"I feel that CREATE 2023 was the best conference I have ever attended. There was a phenomenal exchange of ideas amongst a great group of entrepreneurs."

"Interesting speakers, good networking opportunities, well-organized; so a great use of my time and investment."

## FOR MORE INFO:

Contact your Informa Sales Rep  
or visit [CREATE.NRN.COM](https://CREATE.NRN.COM)  
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