

The  
**NAFEM**  
Show. **25** FEBRUARY 26-28 • ATLANTA  
GEORGIA WORLD CONGRESS CENTER

# The NAFEM Show Essentials



# Welcome to WOW!

The NAFEM Show is THE place for foodservice pros to find the latest foodservice E&S innovations.

Use this guide to make the most of your time in Atlanta. You'll find an overview of show floor happenings, special events and more!



**600+ exhibitors • Miles of foodservice E&S • Breakthrough solutions**

## WHAT'S HOT! WHAT'S COOL!™

This popular feature is back! Explore a WOW-worthy product gallery of some of the latest E&S innovations. Products are new since the 2023 show.

*Booth #3520*

## WHAT'S HOT! WHAT'S COOL! Guided Tours

Take a guided tour on the show floor of the latest foodservice innovations. Two tours are conducted per day, on Wednesday and Thursday. Participation is limited to 12 people per tour. Purchase tickets via [registration](#) for \$50. Open to operators, dealers and consultants.

## @CenterStage

The NAFEM Show educational theater features keynote and panel presentations by foodservice industry leaders on today's hottest topics and trends.

*Booth #6442*

## U.S. Culinary Open

See 12 professional chefs from North and South America vie for the title of U.S. Open Champion.

*Booth #6614*

## First-Time Attendee Orientation

Gain insights on navigating the show floor, including show features such as WHAT'S HOT! WHAT'S COOL!, @CenterStage education theater and The NAFEM Show app. Plus, connect with fellow first-time attendees!

*Located @CenterStage  
Wednesday, Feb. 26  
9:45 – 10:15 AM*



---

## Kick-Off Party

Reunite with old friends and make new connections over small bites and drinks. Get your tickets during [registration](#).

Tuesday, Feb. 25 • 6:30 – 8:30 p.m.  
Georgia World Congress Center



---

## The NAFEM Party

Mix, mingle and get WOWED with dinner, drinks and live music from GRAMMY®-nominated OneRepublic! Get your tickets during [registration](#).

Thursday, Feb. 27 • 7 – 11 p.m.  
Mercedes-Benz Stadium

# Your guide to Atlanta

Experience all Atlanta has to offer before and after the show. Check out curated guides to the city from [Discover Atlanta](#):

- [50 Fun Things to Do](#)
- [Atlanta Shopping Guide](#)
- [MICHELIN Guide to Restaurants in Atlanta](#)
- [Atlanta Restaurant Guide](#)
- [What to Know Before You Go](#)

## Ask an Ambassador

Need a helping hand to figure out where to go and what to do in Downtown Atlanta? Or maybe you would like an escort to your parking garage or any other location Downtown? Atlanta's Ambassadors are here to help.

- Find the Ambassador Information Booth at the intersection of Andrew Young International Blvd. and Peachtree St.
- Office: 34 Peachtree St., Suite 200
- Call: +1.404.215.9600
- Text: +1.404.732.4200



## Safety reminder

As with any city, be smart as you move about. Here are some safety tips.

**Be aware of your surroundings • Travel in groups • Do not needlessly display guestroom keys or convention badges in public • Do not give money to panhandlers • Keep valuables safe**

Find more information on [Atlanta's public safety and preparedness plans](#).

# Prepare for a successful show, starting now.

Take advantage of resources designed to support you throughout The NAFEM Show experience.



## Get to know the exhibitors

Check out our [exhibitor list](#) to explore our 600+ exhibitors, including contact information, booth number and product categories.



## Review the floor plan

Familiarize yourself with the show floor so you know where the exhibitors you want to see are located.



## Ask Ginger

Ginger is available 24/7 to answer your questions regarding show details, event policies and more. To start chatting, scan the QR code OR text "Hi" to **+1.855.451.0957**.



## Airport badge pickup

The NAFEM Show airport badge pickup kiosk will be in the West Crossover Arrivals Lobby, located at the top of the escalators from the plane train between the North and South Terminal Baggage Claim areas and adjacent to the ATL Airport Information Desk.



## Connect with exhibitors

New this year! If a booth is crowded or you'd prefer not to speak directly with exhibitor personnel, you can scan the QR code at any booth to receive relevant information and identify yourself as a lead for follow up.



## Coming soon!

The NAFEM Show mobile app is available for download Jan. 13.

# Find your WOW at The NAFEM Show!



**Bring the WOW to your inbox**  
Sign up for our newsletter

