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Mid-Atlantic Food, Beverage & Lodging EXPO Brings Peer-to-Peer Learning Directly to Local Restaurant Operators

*Valuable marketing techniques shared by experts and accomplished
restaurant operators from D.C., Maryland and Virginia*

(Baltimore, Maryland) In these challenging economic times, restaurateurs are continuing to seek out innovative ways to retain customer loyalty, increase profits and encourage dining out. The Mid-Atlantic Food, Beverage and Lodging EXPO, coming to the Baltimore Convention Center this October 7-8, 2009, will offer restaurateurs the necessary marketing 'know how' needed to meet those goals and survive in a wavering economy. The annual trade show's educational line up is set to feature three highly informative marketing focused seminars at no expense to show attendees

"Effective marketing is essential to a restaurant's success from the moment the doors open. With all the new communication tools at our industry's disposal, it's essential operators have the know how to capitalize on those opportunities," commented Paul Hartgen, President and CEO of the Restaurant Association of Maryland. The Association has orchestrated the annual trade show for the past 55 years. "Today's customer has become very wallet conscious. These seminars will help restaurateurs communicate the affordability of dining out as well as the beneficial effect enjoying that affordable meal at their favorite restaurant has on the local economy," added Hartgen.

Below are three marketing focused seminars available for free to show attendees.

"Online Marketing Strategies to Increase Sales & Guest Loyalty"

Presenter: Joe Gabriel (Fishbowl Marketing)

October 7, 2009 11:15 am – 12: 15 pm

Learn how easy it is to maximize your online marketing efforts to increase sales and drive traffic to your operation. Fishbowl will guide you through how to navigate the online marketing world and teach you how to implement innovative strategies to create an online marketing buzz for your business. Topics will include email marketing, online marketing, and social media.

"Maximizing Restaurants On-line Presence, Promises and Pitfalls"

Presenter: Patti Neumann (CITYPEEK.com)

Panelists: Susan Gordon (Lebanese Taverna), Bridget Forney (Profiles, Inc.),
William Irvin (Fells Point Hospitality Management LLC)

October 7, 2009 12:30 pm – 1:30 pm

"To tweet or not to tweet?" Is that a question you have asked yourself lately? With all the technological advancements in communication methods how does the average restaurant operator truly know if utilizing these various online tools will assist in increasing an operation's public profile. Seminar attendees will take an insightful look into the different communication options available to businesses today as well and the time and efforts necessary to ensure they pay the promised dividends of increased traffic and customer loyalty. Be sure to check this out!

(continued)

“Reinventing Your Beverage Program through Cocktail Marketing”

Presenter: Michael Birchenall (Foodservice Monthly)

Panelists: Peter Smith and Gina Chersevani (PS 7's in Washington DC),

Brendan Orr (B & O American Brasserie)

October 7, 2009 4:30 pm – 5:30 pm

Learn how to shake up your beverage program and your business through cocktail marketing! Cocktail professionals will share their knowledge in creating exciting new marketing plans to help reinvent a watered down beverage program while adding a competitive edge to your business model. Don't miss this

As the hospitality industry faces these unique economic times, show producers have brought on new partners, Virginia Hospitality & Travel Association and Restaurant Association Metropolitan Washington, to expand the show's reach helping an even greater number of restaurateurs succeed. In addition to educational seminars, a chef demonstration stage, the ACF Chef Competition and a beer garden the Mid-Atlantic Food, Beverage and Lodging EXPO will bring together various local and national manufacturers, distributors, brokers and suppliers with products and services designed specifically to help restaurant businesses save on their bottom line.

Additional seminars targeting various hospitality relevant topics including farm-to-table, beverage education and server training, communication, sustainability and more will also be offered onsite during the two day show. For more information about the additional seminars offered or to register please visit www.midatlanticexpo.com.

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The Mid Atlantic Food, Beverage & Lodging EXPO is an annual restaurant and hospitality tradeshow that features local, national and international manufacturers, distributors and brokers with samples and demonstrations of food, beverages and services for sale to the region's hospitality industry. Featuring free parking, special events, speakers and free admission for foodservice professionals! Event dates are October 7-8, 2009 at the Baltimore Convention Center. Must be 21 to attend. For more information please visit www.midatlanticexpo.com.