

### True Partnership.

The Western Foodservice & Hospitality Expo is the largest regional restaurant, food-service, and hospitality show in the United States. Reed partnered with the California Restaurant Association in 2000. Working together, Reed and the CRA have grown the business and strengthened the partnership each year. Through sharing ideas, contacts and resources, the best of both organizations have come together, and the Show is significantly stronger as a result.

Reed Exhibitions is proud to have been named 2004 Corporate Partner of the Year by the California Restaurant Association Educational Foundation. This prestigious award is presented in appreciation of Reed's "standard of excellence through its superior business practices, support of the hospitality industry and continued commitment to the Association."

**ASSOCIATION PARTNER:** California Restaurant Association

**INDUSTRY SERVED:** Restaurant, Foodservice & Hospitality

**YEARS IN BUSINESS:** 68

**MANAGEMENT:** Owned and managed by Reed Exhibitions

**LOCATION(S):** Los Angeles, CA

**SQUARE FEET:** 152,000 sq. ft. (2003)

**TYPES OF EXHIBITORS:** Suppliers to the Restaurant, Foodservice & Hospitality including equipment manufacturers, beverage suppliers, prepared food and ingredients distributors, wineries, breweries, point of service providers, designers and decorators, from around the world.

**TYPES OF ATTENDEES:** Restaurant owners, managers, chefs, servers, bartenders, caterers, foodservice professionals from schools, corporate dining services, retail stores, supermarkets, delis, coffee bars, ice cream parlors.