



The hospitality goal at a convention, trade show, or medical meeting:

To create a professional networking area on the show floor that maximizes the interaction between exhibitors and attendees. This face to face contact enriches the convention experience for both groups.

The BISTRO TICKET hospitality concept creates, promotes, and delivers a lunchtime meeting destination on the show floor by offering hospitality services that are not typically available in a convention setting.

Eight key features of the BISTRO TICKET hospitality concept:

1. A convenient location, on the show floor of a convention.
2. A diverse menu that offers a variety of traditional, healthy, and international dining options.
3. A price that represents a value to the guest. (\$20 - \$25 including a beverage and tax)
4. Reservations that are accepted in advance and on site.
5. A show branded website that promotes show floor dining and the purchase of Bistro tickets.
6. An e-mail marketing campaign that highlights this area as the premier dining option for lunch.
7. A host to greet diners and to accept on site reservations.
8. A mix of comfortable seating options located near the exhibits.

Who benefits from the BISTRO TICKET hospitality concept?

The Show Manager – they provide a unique hospitality opportunity on their show floor near the exhibits.

The Exhibitors – they secure 30 minutes of quality interaction with selected attendees for about \$20.

The Attendees – they get free lunch while learning about industry related products and services.

The Food Service Provider – they get a guaranteed guest count for a cash lunch.

The Convention Center – they provide a more meaningful dining experience at a convention.

Advertising Restaurants – this exclusive opportunity offers them access to diners with expense accounts.

How the BISTRO TICKET concept works:

The Show Manager would agree to offer this service exclusively to its attendees and would reserve adequate space on the show floor to accommodate a pre-determined amount of lunch diners. They would also agree to provide: permission to use their show logo, a link on the show association's website, and to e-mail food service related marketing materials to their exhibitors, members, and attendees.

Toque & Bottle Advisory would meet with the food service provider to negotiate a menu at an inclusive price, and to coordinate the hours of service (typically 11:00am – 2:30pm) and the operational details. An online survey will be e-mailed to exhibitors and attendees to help create the perfect menu.

The food service provider would agree to provide: one (1) double sided buffet and one (1) beverage station per 150 reservations, adequate service staff, an ample supply of wholesome food, and one (1) bus person per 50 seats. They will also designate an on site contact person to manage this dining area.

A branded hospitality concept is then created for each convention. A Meeting may choose to include the association name in the title, like "Bistro RSNA", or simply name this café area "Bistro".

"Bistro" would represent a conveniently located networking area with an appealing menu, efficient service, and thoughtful hospitality features, like Bistro hosts to welcome guests and the ability to reserve tables and purchase tickets in advance.

A "Bistro" website is created to advertise key information about the concept including: the menu, the exhibit schedule, a map of the show floor, and the hours of operation. The function of the website is to promote the "Bistro" experience, its features, and to facilitate the purchase of bistro tickets.

As an added service to exhibitors and attendees, local restaurants will be featured on this website. This will allow attendees the opportunity to book lunch and dinner reservations during the same website visit. These Advertising opportunities will be offered at rates competitive with other local online marketing buys, and offer exclusive access to the convention audience during the planning process.

An e-mail campaign will be developed to generate interest in this hospitality concept and to highlight this area as the premier dining option for lunch. Each e-mail will be submitted to the show manager for distribution to its members, exhibitors, and attendees and have a direct link to the "Bistro" website.

The website will go "live" 90 – 120 days before the event with the menu, a show floor diagram, reservation instructions, and the local restaurant links. At this point, reservations will be accepted for "Bistro".

A simple process will allow the guest to select a table size and ticket package for a given meal period and to buy Bistro tickets. Additional tickets can be purchased at this time and there is an option to reserve the same table for the entire show.

Bistro tickets with a table reservation are sold in packages of 20 and 10. A reserved table with 10 chairs would require a purchase of 20 Bistro tickets. A reserved table with 4 chairs would require a purchase of 10 Bistro tickets.

Individual Bistro tickets can also be purchased through this website. These Bistro tickets will be redeemable on any day of the show, but the ticket will not guarantee the guest a specific seat for lunch.

An e-mail confirmation and receipt will be sent to the purchaser within minutes. This receipt will include instructions for: Bistro ticket pick up, ticket redemption, directions to "Bistro", and hours of service.

On site operation:

One day prior to the show opening, a host will be scheduled from 9:00am – 4:00pm. The host will accept on-site reservations and distribute pre-purchased meal tickets at a service kiosk desk positioned near the entrance to the show floor. On opening day, this service kiosk will be moved to the "Bistro" entrance.

Reservations will be cut off at 4:00pm for the following day. At this point, a guaranteed guest count for the following day will be submitted to the food service provider.

The food service provider reserves the right to set up additional seating and offer this lunch option on a first come, first served basis, as long as it does not impede or in any way negatively affect the lunch reservations. On site meals should be priced slightly higher, to encourage advance ticket purchases.

Reserved tables should be set up closest to the entrance of the café on the side nearest to the adjacent exhibits.

Each Bistro ticket will display the name of the show, the name of the purchaser, directions to the show floor Bistro, and its value. The meal ticket will also have a unique, sequential number for tracking purposes. A blank line will be added for the name of the guest and the time of their lunch reservation.

Table numbers and the reservation name would be prominently displayed on each reserved table.

A Bistro host will greet the guests as they arrive for lunch and direct them to their table. This host will also alert the food service provider if buffet items need to be replenished, or if tables need to be serviced.

The guest is free to choose from a variety of menu items, and can visit as often as they wish. The food station concept is designed to provide service in five (5) minutes or less, regardless of volume. Adjustments to the number of tables, the number of food stations, and amount of service staff can easily be made based on the number of pre-sold tickets.

The Bistro Ticket result: Meaningful Interaction near exhibits during a convention.

Role of Toque & Bottle Advisory:

We sell this idea to the show managers, develop websites and marketing materials, sell Ad space, coordinate the lunch area set up, provide hosts, accept payment, print Bistro tickets, and provide a guaranteed guest count and final payment to the food service provider.

To receive additional information, or to offer this service at your convention, please contact: Ben Smock, Toque & Bottle Advisory, ben@toqueandbottle.com or dial (312)656-6849.