

Dawn Sweeney Remarks
McCormick Place/Chicago Press Conference
November 15, 2010

Thank you, Jim, for that introduction.

I am extremely pleased to announce that the National Restaurant Association, after a review of options, has selected Chicago as the location of our annual National Restaurant Association Restaurant, Hotel-Motel Show through the year 2016.

The restaurant business has always been, and continues to be, all about warm hospitality, extraordinary service and great taste. Therefore, it is critically important to the National Restaurant Association that we hold our industry's leading trade show in a location that possesses those characteristics.

We continue to strongly believe that Chicago, Illinois, is a world-class destination that provides outstanding business facilities, along with sensational culinary, cultural and entertainment assets.

Our 66,000 attendees and exhibitors from all 50 states and more than 100 countries deserve and expect excellence - and Chicago delivers.

Along with all that the city of Chicago has to offer, McCormick Place - with the new legislation being implemented - will now provide an exhibitor-friendly, hassle-free and cost-effective facility that makes for an outstanding trade show environment.

It is impossible to name all of the many people that worked so hard to make the positive changes at McCormick Place a reality, but I want to give special recognition to

- Governor Pat Quinn,
- Chicago's Mayor Richard M. Daley,
- Illinois Speaker of the House Michael Madigan,
- Illinois Senate President John Cullerton, and
- all the members of the Illinois Legislature that supported the far-reaching changes.

Thank you all for your pragmatism, foresight and diligence. Your efforts will help make NRA Show-related experiences much more attractive for all our customers.

The legislation includes many important provisions that will help us grow our trade show – already the Western Hemisphere's, and arguably the world's, largest foodservice and hospitality event.

Importantly, our growth directly translates into clear and measurable benefits for Chicago.

McCormick Place has made a commitment to enhance its service and value at the NRA Show. Allowing exhibitors the option to undertake a number of tasks they were previously precluded from engaging in, along with decreased foodservice and electrical costs, are among the concrete positive steps that will make the venue highly attractive, and that will place it on a level playing field with other cities.

Additionally, the Chicago Convention and Tourism Bureau has committed to the National Restaurant Association that it will continue to help us grow our trade show audience with its industry-leading marketing and attendance-building initiatives

We look forward to the changes being fully implemented and becoming part of the “standard McCormick Place practices and deliverables.”

We are in a global marketplace with instant communications and intense competition. With that reality as a backdrop, the National Restaurant Association is pleased with the direction the recent legislation has taken, and we encourage labor leaders to continue working to provide an unsurpassed experience to attract an ever greater number of trade show exhibitors from across the United States and around the world to Chicago.

It is indeed a pleasure to introduce a great friend of the National Restaurant Association and the convention industry - Mayor Richard M. Daley. As a result of the hard work of the Mayor and his team, and other leaders of Chicago and the state, the National Restaurant Association is pleased to continue calling Chicago home beyond the 61 consecutive years that our trade show has been held here.

The continuation of this amazing tradition will bring more that \$600 million - that's in excess of one half of a billion dollars - to Chicago through 2016.

Mayor Daley, on behalf of our NRA Show exhibitors and attendees, I want to thank you again for your part in this win-win agreement.

Ladies and Gentlemen, Mayor Daley.