



FOR IMMEDIATE RELEASE:

**CLARION EVENTS FOOD & BEVERAGE SHOWS ENTER INTO AGREEMENT WITH THE
INTERNATIONAL FOOD AND BEVERAGE TECHNOLOGY ASSOCIATION**

NEW YORK, NY, March 8, 2020 - [Clarion Events](#), producers of three leading restaurant & foodservice trade shows and conferences announced today at the International Restaurant & Foodservice Show of New York that they have entered into a partnership with the International Food and Beverage Technology Association ([IFBTA](#)).

Through the partnership, the IFBTA will offer technology education sessions and networking at the International Restaurant & Foodservice Show of New York at the Javits Center in New York City. This will be followed by subsequent events -- the Western Foodservice & Hospitality Expo (Anaheim, August 9-11, 2020) and the Florida Restaurant & Lodging Show (Orlando, September 22-23, 2020). Produced by TechBytes, each event will have its own unique "flavor" highlighting the latest technology trends and offerings paired with exhibits to allow operators to experience the full spectrum of innovative ideas and products.

"We look forward to working with the Clarion Events team to provide technology solutions, through educational programming and exhibits on the show floor, to advise and direct food and beverage professionals on the latest in foodservice technology," said Robert Grimes, Founder and CEO the IFBTA. "The IFBTA provides networking and education, including a certification program, aimed at introducing a wide range of IT initiatives to the global food and beverage industry. We know Clarion Events deliver an influential audience, so the partnership allows us to include IT professionals in the conversation on the ever-changing technology landscape at each event."

Technology sessions being offered this week include *Navigating Delivery Through Technology*; *Maximizing Instagram*; *Profits in Email Marketing*; *SEO Strategies*; *Affordable Tech Innovations to Book Profits*; *How Apps Have Changed the Way We Eat*; *Technology's Role in Creating Memorable Guest Experiences*; *How the Independent Restaurant can Leverage Technology*; and many more.

"The IFBTA addresses all areas of technology that is important to our attendees and we look forward to them bringing their subject matter experts to our events to share their knowledge about infrastructure, front and back of the house, equipment and services," said Tom Loughran, Vice President for the Clarion Events Food & Beverage Portfolio. "For the NY event we will already reap the rewards of this alliance as the IFBTA has been provided insight, content and speakers in the technology portion of our extensive education program."

The 2020 International Restaurant & Foodservice Show of New York held Sunday, March 8 - Tuesday, March 10 at the Javits Center in New York. The tradeshow and conference will provide thousands of industry professionals with access to the hottest menu trends, state of the art design and decor, a renowned education program, special events including Hip Sip: Battle of the Modern Bartender, Rapid Fire Challenge, Cake Decorating & Gelato Competitions, and several culinary demonstrations, as well as, hundreds of leading vendors and purveyors dedicated to serving the restaurant & foodservice community. For more information, visit www.internationalrestaurantny.com.

Clarion Events also runs [The Western Foodservice & Hospitality Expo](#) taking place on August 9-11, 2020 at the Anaheim Convention Center, will feature a pavilion with technology exhibitors; and [The Florida Restaurant & Lodging Show](#) taking place on September 22-23, 2020 at the Orange County Convention Center in Orlando. The IFBTA will feature a pavilion with technology exhibitors and offer a Techbytes workshop targeted to those who operate within the foodservice and hospitality markets at both events.

The International Food and Beverage Technology Association (IFBTA), a nonprofit trade association, promotes the use of technology within the global food and beverage industries with a specific focus on education, certification, standards, research and networking, while aligning with other industry associations and groups in support of their technology related initiatives; and to further the common business interests of the information technology industry by promoting the utilization of technology within all segments of the global food and beverage industry, including restaurant/ foodservice, hospitality/lodging, gaming, onsite, beer/wine/spirits retailing, c-stores, catering, travel and other related segments of the food and beverage industry. For more information, visit www.ifbta.org.

###

For further information, Contact:

Amy Riemer, Media Relations

978-475-4441 (office) or 978-502-4895 (cell)

amy@riemercommunications.com

