

FOR IMMEDIATE RELEASE

CONTACT:

Monica L. Bower - Marketing Director

PaydayPERX

monicab@paydayperx.com

614-471-2435 x 15

## PAYDAYPERX TO EXHIBIT AT NATIONAL RESTAURANT ASSOCIATION ANNUAL CONFERENCE

May 1, 2019 — PaydayPERX, the industry leader in at-work marketing, announced today that they will be exhibiting for the first time in their history at the National Restaurant Association's 2019 conference at Chicago's McCormick Center. The National Restaurant Association Restaurant, Hotel-Motel Show® is the largest annual gathering of foodservice professionals and showcases the latest products, technology, innovation, and trends in the industry. PaydayPERX will be exhibiting from Booth #9564 near the World Culinary Showcase and the west entrance doors.

"Restaurants face a multitude of serious marketing challenges that PaydayPERX helps solve," said Danny Fisher, Senior Vice President at PaydayPERX. "By specifically targeting the demographics that restaurants need, in the workplace where nearly everyone drives 5-10 minutes for lunch, and at a national scale – we're a powerful tool for advertising to an extremely receptive audience, and in a low-clutter, opted-in environment. Getting discount certificates is a perk at work, and comes with the implicit endorsement of HR, too."

PaydayPERX expects to reach out to hundreds of key people at national restaurant accounts with a very persuasive pitch that includes a discount on rates for show attendees, and the endorsement of other attendees who have been PaydayPERX customers and seen fantastic redemption rates.

"Chipotle and, more recently, Steak n' Shake have done campaigns that became benchmarks for outstanding success," said Fisher. "Chipotle's offer was incredible, and they saw a 35% redemption rate, which is just crazy in this kind of a space. More recently, Steak n' Shake was able to see significant lift from the campaign in the down-performing markets they targeted. It's easy to connect the results with the spend using codes, whether to drive even more sales in great markets or to help lift locations that might otherwise struggle in a sea of competitors. PaydayPERX Certificates in the workplace drive business and change behaviors."

Restaurants and agencies interested in more details about participating in PaydayPERX programs should contact PaydayPERX on their contact page at <http://www.paydayperx.com>.

### ABOUT PAYDAYPERX

Founded in 2002, PaydayPERX is the industry leader in at-work marketing. Specializing in connecting national brands with highly targeted customers inside the workplace, PaydayPERX gives advertisers placements inside corporate borders, and delivers great perks to employees on payday – and every day. Find out more at <http://www.paydayperx.com>.