

CALL FOR PRESENTATIONS FOR THE 2010 FANCY FOOD SHOWS

Share your expertise and experience in the specialty food industry

Proposal Submission Details

Benefits of Participating in the Program

- Pre-Show promotion of sessions to 100,000+ potential and registered attendees, NASFT members/exhibitors and press
- Promotion of sessions via emails, press releases, www.fancyfoodshows.com, the onsite Show Directory and other marketing pieces
- Recognition as a program speaker and subject matter expert
- Access to NASFT members and exhibitors
- Complimentary Educational Program and Show admission

Educational Program Audience

The Fancy Food Show® Educational Program is designed to meet the needs of all members of the diverse specialty food industry. Our audience experience level is varied and sessions are designed for all skill levels within the following three categories:

- Supplier (specialty food manufacturers, importers, marketers, distributors)
- Retailer (small-to-medium sized specialty food stores, regional chains, independents)
- General Show Audience (previous groups as well as caterers, restaurants, foodservice professionals, and other food businesses).

Educational Program Structure

The Program features 20+ sessions with audiences ranging from 25-100 people.

Formats include:

- Workshop: interactive, activities based; 3 hours
- Seminar: lecture-style, interaction limited to Q&A; 1-2 hours
- Panel: multiple speakers, discussion oriented; 90 minutes-2 hours
- Tasting Seminar: product/category/ethnic/etc. theme with tasting activities; 90 minutes-2 hours

Suggested Topics

Topics that benefit both suppliers and retailers are best. Hot topics include:

- Industry Trends, Particularly the Economy and Money Saving Tips
- Consumer Trends
- Marketing and Promotion
- Branding
- Technology



2010 Winter Fancy Food Show®

Moscone Center,
San Francisco
Education:
Fri 1/15-Tue 1/19

2010 Summer Fancy Food Show®

Javits Center, New York City
Education:
Fri 6/25-Tue 6/29

The Fancy Food Shows® have been the premier marketplace for reaching the specialty food trade since 1955. The Shows attracts 16,000 to 24,000 attendees from specialty food, wine, gift and department stores, supermarkets, natural food stores and restaurants, as well as distributors, brokers, mail order suppliers and other industry professionals.

Submission Deadline: July 17

Questions and submissions should be addressed to Laura Lozada at 646.878.0148 or llozada@nasft.org

www.specialtyfood.com

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Presenter/Content Eligibility

Industry experts, consultants, educators, related industry associations and non-profit organizations, attendees and NASFT members are invited to submit proposals. Related industry associations and non-profit organizations may "sponsor" a session; NASFT members and exhibitors may not. NASFT exhibiting members and Fancy Food Show exhibitors are only eligible to participate as panelists in discussions and tasting seminars, and may not deliver a standalone session related to their product.

Non-Commercial Policy

NASFT Fancy Food Show® encourages speakers to provide the audience with handouts that highlight important pieces of their personal learning experience. However, promotional literature cannot be included in these materials or in the presentation itself as this would compromise the unbiased nature of NASFT's educational program. Review of handouts and PowerPoint presentations by NASFT Education Department staff prior to the session is required.

Selection Process

Proposals submitted by the July 10th deadline will be reviewed for relevance at both the Winter and Summer Fancy Food Show. Selections will be made based on relevance, audience interest, appropriateness, session objectives and expertise of the presenter. Due to the volume of submissions, we can only respond to proposals that are accepted. Rolling submissions will continue to be collected throughout the year. Final selections will be made in August for the Winter 2010 Show and January for the Summer 2010 Show. These submissions will also be reviewed by the Committee for possible inclusion in our webinars @ work online learning series.

Honoraria/Reimbursement

If you are invited to participate in the program, NASFT may provide you with round-trip coach airfare (or reimburse for mileage if driving) and two nights hotel accommodations at a NASFT selected hotel. Arrangements must be made through NASFT's travel planning service before the designated deadline. NASFT will reimburse for parking and airport transfers; NASFT will not reimburse for meals, hotel incidentals (such as room service or internet use) or any personal expenses incurred during your Educational Program participation. All speakers will be asked to complete a standard contract outlining these provisions.

Submission Guidelines

Please provide the following information in your proposal:

1. Presentation Title suggestion: 10 words or less
2. Brief description of session—aimed at audience recruitment (approx 200 words)
3. Target Audience and rationale: Target audience and rationale: retailers, suppliers, general show audience or other
4. Presenter(s) contact information: name, title, company name, address, city, state, zip, phone, fax, email, website



NASFT is a not-for-profit trade association established in 1952 to foster trade, commerce and interest in the specialty food industry. The organization has more than 3,000 current member companies throughout the U.S. and overseas.

Submission deadline for 2010 proposals was July 10, 2009.

You can continue to submit proposals and they will be considered on a case by case basis throughout the year. Questions and submissions should be addressed to Laura Lozada at 646.878.0148 or llozada@nasft.org