



June 28-30, 2009

summer fancy food show®  
new york city • 2009

# space draw

## How Is My Priority Classification Determined?

Your Priority Classification Number is determined by the number of same-season Fancy Food Shows in which your company has previously exhibited under your existing membership. The Winter, Spring and Summer Fancy Food Shows have their own sets of priority numbers. (i.e.: Summer Show participation only counts for Summer Shows.)

Here's an example: Let's say that your company became a member of NASFT in April 2001. Using the Summer Show for this scenario, the 2001 Summer Show was the 47th annual Summer Show. That was the first Summer Show at which your company was eligible to exhibit. Therefore, your company's Priority Classification Number would have been assigned as #47.

Your company exhibited in the 2001 Summer Fancy Food Show and in each subsequent Summer Show under your current membership. As a result, your company's Priority Classification Number would be maintained at #47.

If your company's first time exhibiting at a Fancy Food Show will be at any of the shows in 2009, the Priority Classification Numbers are as follows:

- 34th Winter Fancy Food Show: Priority Number **34**
- 55th Summer Fancy Food Show: Priority Number **55**
- 11th Spring Fancy Food Show: Priority Number **13**

*Note: The Priority Classification Points for the Spring Show are calculated in a different manner than the Winter and Summer Shows. At the launch of the Spring Show in 1999, Priority Numbers 1,2 and 3 were assigned based on the date a company's Contract for Exhibit Space Rental was received in our office. Priority Number 4 was assigned to companies whose first Spring Show was in 2000. Priority Number 5 corresponds with 2001, and so on.*

## Will My Priority Classification Number Ever Change?

Yes. There are instances where your Priority Number would change.

1. For each year that your company does not exhibit at a Show, your company's Priority Number for that season (Winter, Spring or Summer) will increase (worsen) by one (1) point.
2. **New rule:** If your company exhibits in a distributor's booth, that show would not count towards your priority points. As a result, your company's Priority Number will increase (worsen) by one (1) point.

At the NASFT, we understand that there has been some confusion about the priority system so we hope this will help all of our members better understand the system.

If you have any further questions regarding the Priority Classification Point System, you may contact the NASFT Sales Team at 800.627.3869 or 212.482.6440.

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