



35<sup>TH</sup> WINTER FANCY FOOD SHOW®

# EDUCATION PROGRAM ORDER FORM

SHOW DATES: JANUARY 17-19, 2010 • SAN FRANCISCO

EDUCATION PROGRAM DATES: JANUARY 15-19, 2010



Please circle the SESSION CODE of each session you would like to attend. Use a separate form for each registrant.

| EDUCATION SESSION   | DATE                 | TIME              | PRE-SHOW MEMBER | PRE-SHOW NON-MEMBER |
|---|----------------------|-------------------|-----------------|---------------------|
| <b>FR2</b> New to the Industry Value Pack: Includes FR1, SA1, SA2, SA4, SA5 and attendee badge (includes lunch Fri & Sat) |                      |                   | \$250           | \$500               |
| <b>SA9</b> Start Up Saturday Series: Includes SA1, SA2, SA4 and SA5 (includes lunch on Sat)                               |                      |                   | \$150           | \$300               |
| <b>FR1</b> The Basics: The Business of Specialty Foods  | Fri., Jan. 15, 2010  | 8:00 AM–3:30 PM   | \$120           | \$240               |
| <b>SA1</b> Learning the Specialty Food Lingo  | Sat., Jan. 16, 2010  | 8:00 AM–9:45 AM   | \$40            | \$80                |
| <b>SA2</b> Taking Your Products to the Marketplace  | Sat., Jan. 16, 2010  | 10:30 AM–12:00 PM | \$40            | \$80                |
| <b>SA4</b> Online Marketing for the Internet Impaired   | Sat., Jan. 16, 2010  | 1:30 PM–3:00 PM   | \$40            | \$80                |
| <b>SA5</b> Understanding Pricing for a Beginning Manufacturer   | Sat., Jan. 16, 2010  | 3:30 PM–5:00 PM   | \$40            | \$80                |
| <b>SA6</b> Chocoholic's Tour of San Francisco   | Sat., Jan. 16, 2010  | 10:30 AM–5:00 PM  | \$100           | \$200               |
| <b>SA7</b> The Trend Toward Private Label   | Sat., Jan. 16, 2010  | 10:30 AM–12:00 PM | \$40            | \$80                |
| <b>SA8</b> How to Sell to Foodservice   | Sat., Jan. 16, 2010  | 1:30 PM–3:00 PM   | \$40            | \$80                |
| <b>SN1</b> Free and Low Cost Tech Tools You Can't Live Without  | Sun., Jan. 17, 2010  | 8:00 AM–8:45 AM   | \$30            | \$60                |
| <b>SN2</b> Industry Trends in Specialty Gourmet:<br>What's Driving Growth at Retail?                                      | Sun., Jan. 17, 2010  | 9:00 AM–9:45 AM   | \$30            | \$60                |
| <b>SN3</b> Guerilla Marketing to Increase Web Site Sales  | Sun., Jan. 17, 2010  | 8:00 AM–9:45 AM   | \$40            | \$80                |
| <b>SN4</b> The Intricacies of Specialty Rice: A Tasting   | Sun., Jan. 17, 2010  | 1:30 PM–3:00 PM   | \$50            | \$100               |
| <b>SN5</b> Specialty Food Retailers of San Francisco Tour   | Sun., Jan. 17, 2010  | 1:30 PM–5:00 PM   | \$60            | \$120               |
| <b>MN1</b> Marketing Food with a Higher Purpose:<br>Harnessing the New Niche Nation                                       | Mon., Jan. 18, 2010  | 8:00 AM–8:45 AM   | \$30            | \$60                |
| <b>MN2</b> Today's Specialty Food Consumer 2009   | Mon., Jan. 18, 2010  | 9:00 AM–9:45 AM   | \$30            | \$60                |
| <b>MN3</b> Comfort by Numbers: Understanding and Leveraging<br>Generational Comfort Food Craves                           | Mon., Jan. 18, 2010  | 8:00 AM–9:45 AM   | \$40            | \$80                |
| <b>MN4</b> Wrap Stack and Go: Gift Baskets  | Mon., Jan. 18, 2010  | 1:30 PM–3:00 PM   | \$40            | \$80                |
| <b>MN5</b> Miso and Natto: The Two Up-and-Coming Foods from Japan   | Mon., Jan. 18, 2010  | 1:30 PM–3:00 PM   | \$30            | \$60                |
| <b>TS2</b> Positioning and Packaging Your Product:<br>10 Critical Dos and Don'ts  | Tues., Jan. 19, 2010 | 8:00 AM–9:45 AM   | \$40            | \$80                |

**BUY IN ADVANCE & SAVE!**

**TOTAL \$ \$**

## PAYMENT INFORMATION

NAME \_\_\_\_\_ COMPANY NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_  
 COUNTRY \_\_\_\_\_ ZIP \_\_\_\_\_ E-MAIL \_\_\_\_\_  
 PHONE \_\_\_\_\_ FAX \_\_\_\_\_

I AM AN NASFT MEMBER \_\_\_\_\_  
 (Provide Member ID number as seen on your dues invoice)

CHECK ENCLOSED FOR \$ \_\_\_\_\_ (MADE OUT TO NASFT) or

CHARGE MY CREDIT CARD:  AMEX  MASTERCARD  VISA

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ / \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_

BILLING ZIP CODE \_\_\_\_\_ AUTHORIZED SIGNATURE \_\_\_\_\_

1. Educational Program Tickets do not provide access to the Show Floor.
2. Seating is limited and on a first-come, first-served basis.
3. If you must fax or mail deadline to receive forms is Dec. 18, 2009. Forms received after this date will not be processed.
4. Tickets purchased are non-refundable. Orders placed by Dec. 18, 2009 will receive tickets by mail. After Dec. 18, 2009, tickets can be printed onsite at the registration counter.

### MAIL OR FAX YOUR ORDER BY DECEMBER 18

FAX: 708.344.4444 MAIL TO: Winter Fancy Food Show, 2805 S. 25th Ave., Broadview, IL 60155  
 PAYMENT MUST ACCOMPANY ORDER

**Questions?** Call Customer Service:  
 708.486.0710 Mon.–Fri. (9 am–5 pm CT)  
 If you require ADA services, please call  
 212.482.6440 ext. 105

Register online TODAY at fancyfoodshows.com