



Javits Convention Center
New York City
June 27-29, 2010

2010 Summer Fancy Food Show[®] 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 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 February 2007. Using the Summer Show for this scenario, the 2007 Summer Show was the 53rd 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 #53.

Your company exhibited in the 2007 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 #53.

If your company's first time exhibiting at a Fancy Food Show will be at any of the shows in 2010, the Priority Classification Numbers are as follows:

- 35th Winter Fancy Food Show: Priority Number **35**
- 56th Summer Fancy Food Show: Priority Number **56**

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, or Summer) will increase (worsen) by one (1) point.
2. 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.
3. If your company is delinquent in making a progress payment on your exhibit space contract, 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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