

first time exhibitors guide



First Time Exhibiting at Fancy Food?

The Show can seem like an intimidating venture, but one of our main goals is to ensure that your experience goes as smoothly as possible. This document will give you a quick overview of some of the unique things you will find while exhibiting at the show.

We hope you find this information useful and please let us know if we can help in any way. We look forward to seeing you at the show!

Some unique things about the Show...

- There is a **complimentary booth package** you can order if submitted by the deadline date (NASFT Members Only). **See Freeman Overview** in the Online Exhibitor Manual for the form. (Cost savings of \$700!)
- **Members** can receive **free electricity for the sales lead machine** if you order by the deadline date. **See Freeman Overview** in the Online Exhibitor Manual for the form. (Cost savings of \$100!)
- You can have the first 200 pounds of your **freight delivered to your booth at no cost** if you drive it there yourself. **See Labor, Shipping & Freight Handling** in the Online Exhibitor Manual for further information.
- There is a **complimentary exhibitor hot dog** lunch at noon on Saturday during move-in (the day before the show opens). Look for the signs that lead you to free food and drink!
- The **height limit** for all booths besides peninsula & island booths is 8'. Peninsula & Island booths can build up to 12' high.
- You need to be 18 or older to have access to the show floor.
- There are designated **"Exhibitor Clean Up Stations"** on the show floor to wash your wares.
- Please leave your shopping bags at home. Attendees may only use the official show literature bags provided by the NASFT.
- We have staff members called **"Floor Managers"** that are dedicated to your area on the show floor. Stop by and see them for ANYTHING you need help with.
- Stop by the Exhibitor Lounge to check your email (with wireless access available too), charge your laptop or cell phone or to hold a small meeting.

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What does the complimentary booth package look like?



Can you give me an idea of what the show looks like?



Floor Manager Desk



Specialty Food Magazine Booth



Clean Up Station



Exhibitor Registration

Information to help you plan for the show

EXHIBITOR MANUAL

All the important order forms and information you need can be printed or downloaded from the web at the Exhibitor Service Center (www.specialtyfood.com/do/fancyFoodShow/ExhibitorServices)

GET STARTED GUIDE

This 2-page document contains some helpful planning information related to logistics, tips, show strategy, etc.

Value Added Programs:

Take advantage of all the wonderful opportunities to increase your brand awareness, network with peers, increase sales and educate yourself. The NASFT provides a number of value-added program—some at no cost and others for very reasonable prices. Check out the outline Marketing Toolkit (www.specialtyfood.com/do/fancyFoodShow/exhibitorservices)

For a first hand look at the Show & to view more photos visit www.flickr.com/photos/nasft