

## **CALL FOR PRESENTATIONS FOR THE 2012 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](http://www.fancyfoodshows.com), the 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 per Show 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
- Consumer Trends
- Marketing and Promotion
- Branding
- Technology



### **2012 Winter Fancy Food Show®**

Moscone Center,  
San Francisco

Education:  
Fri 1/13-Tue 1/17

### **2012 Summer Fancy Food Show®**

Walter E. Washington  
Convention Center,  
Washington, D.C.

Education:  
Fri 6/15-Tue 6/19

**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 22**

**Apply Online: [www.specialtyfood.com/knowledge-center/education-proposals/](http://www.specialtyfood.com/knowledge-center/education-proposals/)**

Questions and submissions should be addressed to Laura Lozada at 646.878.0148 or [llozada@nasft.org](mailto:llozada@nasft.org)

[www.specialtyfood.com](http://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 22nd 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 2012 Show and January for the Summer 2012 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 up to 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.

### **How to Submit Your Proposal Online**

Please provide the following information in your proposal:

- |                    |                               |
|--------------------|-------------------------------|
| 1. Name            | 8. Bio                        |
| 2. Company name    | 9. Presentation title         |
| 3. Company website | 10. Brief description         |
| 4. Title           | 11. Audience (choose from     |
| 5. Address         | retailers, suppliers, general |
| 6. Phone           | show audience, other)         |
| 7. Email           |                               |

### **Apply Online at:**

<http://www.specialtyfood.com/knowledge-center/education-proposals>



*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 2,900 current member companies throughout the U.S. and overseas.*

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