



summer fancy food show

PRESS OPPORTUNITIES

Top media and influencers attend the Fancy Food Shows every year, and we have numerous tools to help you get your message in front of them.

PRE-SHOW CHECKLIST



Submit your product information form.

Note: Submission does not guarantee press coverage or inclusion in trends roundups. Please do this ASAP so that the team can properly review your information.



9 is the magic number.

SFA Members can upload *nine* press releases for free to Cision's Virtual Press Office (VPO) throughout the year. For each show, you can upload three.

Visit <https://www.specialtyfood.com/news/section/member-press-releases>

Click **Submit Press Releases for Your Company.**

Have questions regarding your username and password? Please contact membership@specialtyfood.com.



Utilize the [Press List](#)

The Fancy Food Show press list is updated frequently. You can also use this list to follow up after the Show.



Schedule a 5-minute appointment.

Meet with a PR team member on Saturday, June 22 to showcase your newest products.



Write your press releases ahead of the Show.

Be newsworthy, concise, and informative, and avoid superlatives. Use this [template](#) as a starting point to announce that you'll be at the show.



Create your Press Kit*

The smaller and more concise, the better.

Postcard or Press Release/Fact Sheet Should include:

- product photography
- logo
- booth number
- product callouts
- one line about your company, i.e. *Founded in XXXX, COMPANY is located in TOWN, STATE, COUNTRY, XXX-owned and XXX-certified. We use XXX ingredients/production methods. XX social media handles.*

Folders with multiple press releases/sell sheets not advised—press rarely take these.

*Regardless of your chosen format, be sure to include your booth number, contact information where press can reach you during and after the Show (email and phone), website and social media handles.



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Visit your SFA PR Team (Jennifer Lea Cohan, Tanya Henry, and Katie Conway) at the Press Office and take advantage of the following opportunities:

AT THE SHOW CHECKLIST



Bulletin Board



In the press office, post information about events, celebrity appearances (must contact Show management in advance), book signings, and cooking demonstrations.



Connect with the PR Team



Missed having a 5-minute meeting? No worries—please say hello to us. Time permitting, we can sit down and talk about what you are featuring.



Product Samples



No product samples are permitted in the press office with your press materials. However, you may bring the PR Team (only) samples during the 5-minute meetings, or to acquaint the team with what you are showcasing.



Drop off your Press Kits for press to pick up

Leave **50-75 copies** spread out over 3 days of the show (you may leave extras under the table)

Space is first come, first served.

You are allowed a 9"x12" space on a table or in a cubby.

FYI: Some exhibitors decorate their cubbies to be eye-catching.

Exhibitors and PR professionals may stop by the Press Office to replenish materials, however they can't hang out—it's a work area for journalists.

Drop-Off Times:

Saturday, June 22: 10am - 3pm

June 23-24: 8am - 4pm

All press materials must be retrieved by 4pm on Tuesday, June 25. Any remaining materials will be recycled.

For any questions, please contact Jennifer Lea Cohan at press@specialtyfood.com.