



PRESS OPPORTUNITIES

Top media and influencers attend Winter FancyFaire* every year, and we have numerous tools to help you get you in front of them.

PRE-SHOW CHECKLIST



Submit your Product Information Form.



Give the PR and Trends teams a leg up on scouting the show. **Note:** Submission does not guarantee press coverage or inclusion in trends roundups. Please do this ASAP so that the teams can properly review your information.



Upload Press Releases to our [Virtual Press Office](#)

SFA Members can upload **nine** press releases for free to our Virtual Press Office (VPO) throughout the year. For each show, our recommendation is **three**. These releases are important when it comes to helping journalists discover new products and plan booth visits!

Visit the [Virtual Press Office](#) and click “Submit Press Releases” for your company before the show. We recommend submitting releases by Monday, January 11 to ensure they're uploaded before the show.

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



Write your Press Releases ahead of the Show

Be newsworthy, concise, and informative. Use [this template](#) to announce that you'll be at Winter FancyFaire*, and [this template](#) to announce a new product you'll be featuring at the show.



Create your Press Kit



The smaller and more concise, the better—postcards are great! Be sure to include:

- Company name
- Booth number
- Contact information (email and phone) during and after the show
- Social media channels



Utilize the [Press List](#)



Updated often, this list consists of the press who have opted in to receive exhibitor emails.

Best Practices:

- Do your research—identify which journalists and outlets are a fit for your news.
- Personalize your outreach and paste your press release into the email with accompanying images (low-res only).
- Follow up once with personal emails to gauge interest after several days.
- Always BCC if sending a mass email.



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Visit us—Samantha Cary, Katie Brown, and the larger PR Team—
at the Press Office to take advantage of the following opportunities.

AT THE SHOW CHECKLIST



Visit the Press Office Open House

Members are welcome to swing
by the Press Office on **Saturday,
January 16 from 10am – 2pm.**

Meet with the SFA PR team to share
details about your brand and highlight
the products you're showcasing.

Bring your press materials or sell
sheets (**5 copies of each**) and one
product sample for us to include in an
exhibitor directory for media. Be sure
to prominently feature your booth
number so the media can find you on
the show floor.



Product Samples



Please bring the PR team one
product sample to display in the
Press Office. While **no sampling is
permitted during the show**, we'd
love to display your product for
media and influencer discovery.



Connect with the PR Team



Missed the Press Office Open House?
No worries—please say hello to us. Time
permitting, we can sit down and talk
about what you are featuring.
No appointment is needed.



Drop Off Press Kits

Exhibitors are welcome to drop
off **5 copies** of their Press Kits for
inclusion in a Press Office exhibitor
directory (replacing the cubbies this
year to streamline media discovery).

We also encourage Members to
take advantage of including press
releases in SFA's Virtual Press Office
before and during the show.

Exhibitors and PR professionals may
stop by the Press Office during the
show to drop off materials or ask
questions, but remember: it's a working
area for media members only.

Drop-Off Times:

January 16: 10am – 2pm
January 17-18: 8am – 4pm

**The Press Office will be located
directly behind Registration in the
South Lobby of the Moscone Center.**

For any questions, please contact
Katie Brown and Samantha Cary
at press@specialtyfood.com.