Multiply your Impact at the Fancy Food Show!

Get your product in front of buyers before, during and after the show...in print, online and on-site.

Order a What’s New, What’s Hot! Fancy Food Show Combo Package!

In Print: One of the most popular sections of Specialty Food Magazine’s Official Show Edition, reaching more than 30,000 subscribers at work.

Online: Your product will appear in the Product Marketplace gallery and in rotation across the specialtyfood.com website, where the market plans and follows the show.

On-site Showcase: Feature your products in the What’s New, What’s Hot! display cases. Call attention to your products, drive buyers to your booth, and increase your show leads.

In the Show Daily: Expand your show coverage even further! Bundle in a product ad in the Official Fancy Food Show Daily.

Buy the full bundle and get optimum impact!

HURRY! SPACE WILL SELL OUT.
Limited space available on a first-come, first-served basis.

Complete this form and e-mail to mediaorders@specialtyfood.com.

Questions?
Contact your Specialty Food Association representative or call 646.878.0137
Print/Online/Onsite Combo Package: $855 per package
Each Package Includes a print ad in What’s New, What’s Hot section of Specialty Food Magazine, a What’s New, What’s Hot! promoted product listing in Product Marketplace on specialtyfood.com, and 1/2 shelf in the What’s New, What’s Hot! showcase at the Fancy Food Show.

PLEASE RESERVE: ☐ WINTER ‘20 (Deadline October 25, 2019) ☐ SUMMER ‘20 (Deadline April 23, 2020)

CATEGORY
(Please indicate number of Combo packages in each category):

_____ What’s New: Products must be ‘brand spanking new’ and introduced into the market after the 2019 Winter Fancy Food Show
_____ Natural/Organic: Products that do not have artificial ingredients and/or are certified organic
_____ Gift & Holiday: Products packaged as gifts or themed for the holidays
_____ What’s Hot: Exciting products worthy of recognition, but not fitting categories above

Total packages x $855 = ________

MAKE IT A FULL SHELF

Total added 1/2 shelves x $220 = ________

UPGRADE my combo with a product ad in the Official Fancy Food Show Daily for only $985 more

GRAND TOTAL

TERMS AND CONDITIONS

Below are Shelf Information and Restrictions:
• You are responsible to set up your product(s).
• Each full shelf is 38” x 19” x 13” high; half shelf space is 19” x 19” x 13” high
• The showcases are glass on all sides (no back panel)
• 5 lbs. weight restriction per half shelf space; 10 lbs. per full shelf
• No tape can be used on any surface of the shelf or any other surfaces of the case.

• Please do not use any dark or opaque material on the bottom, back or sides of your space or shelf.
• The displays are not refrigerated. Perishables submitted are at your own risk.
• You can place a free-standing sign with your product/mock-up/package in shelf space, so attendees understand that it is refrigerated/perishable product.
• The location of WNWH cases vary from show to show and at each venue. Specific location info will be available approximately 1-month prior to each show

☑ I have read and agree to the above What’s New What’s Hot! Display Showcase policies.

SPECIFICATIONS

Print & online Image dimensions 1.5" (w) x 1.5" (h). Body copy includes up to 280 characters, plus product name and contact info. See full specifications, submission link to SendMyAd and instructions at specialtyfood.com/wnwhspecs

PAYMENT (Payment must be made 30 days from order date.)

Exhibitor Company Name: ___________________________ W20 Booth #: _______ S20 Booth #: _______
Phone: ___________________________ Email: ___________________________

Street Address: ___________________________
City: ___________________________ State: _______ Zip: ___________________________

Signature: ___________________________ Today’s Date: ___________________________

Print name as it appears on card: ___________________________

ONSITE CONTACT

Onsite Contact Name: ___________________________ Phone # while onsite ___________________________ Email while onsite: ___________________________

RETURN COMPLETED FORM to mediaorders@specialtyfood.com