



MOSCONE CENTER • SAN FRANCISCO  
JAN. 17-19, 2010

## EXHIBITOR MARKETING TOOLKIT



### WHAT IS "BUSINESS BUILDERS 1 TO 1"?

Business Builders 1 to 1 gives you the opportunity to present your company and products in pre-arranged 10 minute appointments with some of the industry's most important distributors, retailers and foodservice buyers.

### HOW DOES IT WORK?

Distributors, retailers, and foodservice buyers are assigned tables and conduct pre-arranged meetings with manufactures. These 10 minute meetings are run in a systematic format and during this time, the manufacture presents his or her products or lines to the buyer.

### WHO SHOULD PARTICIPATE?

- NASFT members exhibiting in the Fancy Food Show
- All "First-Time Exhibitors"

### HOW MUCH DOES IT COST?

It is a free program for all NASFT members exhibiting at the Show.

### WHEN ARE THEY HELD?

Distributor 1 to 1:	Saturday, January 16, 2010	9:00 am to 12:00 pm
Retailer/Foodservice 1 to 1:	Saturday, January 16, 2010	2:00 pm to 5:00 pm
Kosher 1 to 1:	Monday, January 18, 2010	8:00 am to 10:00 am

### WHAT ARE THE BENEFITS?

- Valuable 1 to 1 time with Distributors and key Retail/Foodservice Buyers in pre-arranged appointments.
- A fair chance of getting an appointment with a new sales prospect through a first-come, first-serve registration policy.
- An increased return on your show investment. FREE for all NASFT members, this program often pays for the show before it even begins!

### HOW DO I SIGN UP?

Registration is open from Monday, December 7 through Monday, December 14.

You may register online at [www.fancyfoodshows.com](http://www.fancyfoodshows.com). Click the sign-in (located in the navy blue header). You will need to sign in using your company's username and password. This was sent to the main contact of your company on file with the NASFT. Once you have signed in, click on the Account Management button (on the upper-right-hand part of the screen). Then click on the Business Builders 1 to 1 button (on the left-hand side of the screen) and you will see Sign Up Now buttons on the upper-right-hand side of the screen.

You will see which buyers are participating, see what products they are interested in reviewing, and will be able to request meetings. Appointments are arranged based on product category matches with the buyer. We encourage that you register early to ensure some appointments. Your schedule will be available online a few weeks before the Show.