



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

EXHIBITOR MARKETING TOOLKIT

onsite press office

All Exhibitors are encouraged to take advantage of the on-site Press Office. It is where journalists attending the Fancy Food Show pick up their badges, and visit throughout the show. They are eager to read the latest news about your companies.

Each exhibitor may drop off press kits or releases about their companies and products. This is a free service. The materials are set out on a first-come, first-serve basis.

PRODUCT SAMPLES: It is NASFT policy to allow one small sample only to be attached to each press kit, such as one tea bag or one wrapped cookie. Our goal is to have journalists walking the show floor and interacting with your company representatives.

BULLETIN BOARD: There will be a bulletin board in the Press Office where exhibitors may post information about special events during the show such as book signings.

LOCATION: Moscone Center, Room 121-North Hall

PRESS MATERIAL DROP-OFF TIMES: Friday, Jan. 16, 12 pm-5 pm

And Saturday, Jan. 17, 9 am-5 pm

SUGGESTED QUANTITY: 75

REPLENISHING: Stop by the Press Office during the show to see if you need to replenish your materials. Please note: Exhibitors are not permitted to remain in the Press Office; it is for journalists only.

QUESTIONS? Please contact Louise Kramer, Communications Director, at lkramer@nasft.org or 646.878.0130

QUESTIONS ABOUT THE PRESS OFFICE?

PLEASE CONTACT LOUISE KRAMER, COMMUNICATIONS DIRECTOR, AT LKRAMER@NASFT.ORG OR 646.878.0130