



EXHIBITOR MARKETING TOOLKIT

specialtyfood.com and specialty food news show daily edition

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



SPECIALTYFOOD.COM, THE OFFICIAL FANCY FOOD SHOW WEBSITE

Put your products in front of 17,000 attendees as they register for the show!

- Over 80% of attendees register for the show at specialtyfood.com.
- Schedule a banner for December-February and build awareness as attendees plan their time at the show and follow-up afterwards.
- Banners start at \$984 per month.



SPECIALTY FOOD NEWS SHOW DAILY EDITION—GET ON THE SHOW AGENDA OF 54,000 FOOD-BUYING PROFESSIONALS

- The source for hot products at the show.
- Drive buyers to your booth and website before and during the show.
- From \$1,960 for a 420 x 60 pixel banner
- Limited sponsorships available.
- Emailed daily January 12-19

DEADLINE: JANUARY 8, 2010

SUBMIT YOUR NEWS RELEASES FOR CONSIDERATION IN SPECIALTY FOOD NEWS.

Typical releases highlight new products, new packaging, line extensions or business news such as staff appointments, expansions or openings of new locations. Be sure to include contact information. Submit your news releases via email to news@nasft.org. Releases should be in PDF format.

SPECIALTYFOOD.COM AND SPECIALTY FOOD NEWS ADVERTISING CONTACTS:

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