



MOSCONE CENTER • SAN FRANCISCO

JAN. 17-19, 2010

Winter Fancy Food Show® EXHIBITOR MARKETING TOOLKIT

virtual press office

VIRTUAL PRESS OFFICE

Another way to get noticed by the press is the NASFT's Virtual Press Office.

Connect with thousands of journalists, analysts and industry professionals interested in the specialty food industry by submitting your press releases to the NASFT's Virtual Press Office. Now is the perfect time to participate, as the media and attendees will be eager to read about news from the specialty food industry. The service is provided by the NASFT at no charge and is managed by our partner, Virtual Press Office, Inc.

WHY PARTICIPATE?

This is a simple way to get news about your company in front of thousands of journalists and buyers. It's designed to be easy. Just send your press releases and product information via email, and the Virtual Press Office staff will take care of the rest.

THE PRESS OFFICE SERVICE INCLUDES:

- Creation of electronic press kit
- Upload of press materials (releases, company backgrounder, images, etc.)
- Proactive distribution to targeted journalists around the world
- PR contact listing
- Link to company website

VIRTUAL PRESS KIT

All NASFT members may have a Virtual Press Kit Folder in the Press Office. It will contain a link to your website, if applicable, and company contact information. You may also submit a PR contact, company logo, photos, sell sheets and promotional materials.

GETTING STARTED

To post documents, simply email your materials to files@vpoinc.com.

FORMAT

Documents can be emailed as attachments in the following formats:

- Microsoft Word
- PDF
- JPEG

QUESTIONS ABOUT THE VIRTUAL PRESS OFFICE?

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

VIRTUAL PRESS OFFICE CONTACT: ALLIE SCHICK AT ALLIE@VPOINC.COM OR 973.233.5359