



# Getting Started

as a Fancy Food Show Exhibitor

## Okay, you've got your booth space and number...now what?

Check out the online Exhibitor Manual

[Click here](#)

You want to make sure you leave no stone unturned in your preparation for the Show. Be sure you pay special attention to the early-bird discount deadlines—you'll save yourself money by taking advantage of these discounted rates.

The online Exhibitor Manual contains all the essential information you will need to prepare for the show such as order forms, contact information, rules, instructions, etc.

### Getting your products to the Show

Drive it in yourself, ship it to the Freeman (the official show contractor) warehouse or ship it directly? Each way has its advantages. To learn more about shipping options, [see Labor, Shipping & Freight Handling](#) in the online Exhibitor Manual.

### How to set up your booth

Can you set up your booth by yourself or will you need a professional? Before you make the decision to do it yourself, check out the regulations concerning what you can and cannot do on your own—[See Labor, Shipping & Freight Handling](#) in the online Exhibitor Manual. If you need a professional, either contact Freeman at 714.254.3410 or Roger Grant, NASFT Operations Coordinator at 646-878-0137 for other options.

### Programs to help you get the most out of a Show

Take advantage of all the wonderful opportunities to increase your brand awareness, network with peers, increase sales and educate yourself. The NASFT provides a number of value-added programs—some at no cost and others for very reasonable prices. Check out the online Marketing Toolkit for further information. The online Marketing Toolkit contains details about each value-added opportunity, order forms and instructions.

As always, please feel free to contact Roger Grant, Operations Coordinator at 646-878-0137 or [rgrant@nasft.org](mailto:rgrant@nasft.org) regarding any of these topics. **Your success is our number-one priority!**

## TOP 10 Things to Bring to the Show

1. A copy of the original signed booth space contract.
2. Phone numbers of key NASFT staff and show vendors (Contacts that can help you)
3. Paperwork documenting special arrangements with vendors, NASFT, Freeman, etc.
4. Proof of payment for Show services with copies of all service order forms.
5. A copy of your shipping information.
6. Inventory and contents of each carton/crate/box that you shipped to the Show.
7. A copy of your booth setup diagrams.
8. A photograph of your exhibit.
9. Press kits
10. Exhibitor Badge Confirmation Letter





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## Important Tips and Reminders

If you decide to ship your products/display to the Show, please keep in mind that “material handling” charges will apply. In each convention center, the material handling cost covers the labor and equipment to move your freight to and from the loading docks to your booth. The rate is based on weight and measured by 100 pound increments. For more information and to make arrangements, please see **Labor, Shipping & Freight Handling** in the online Exhibitor Manual.

If your booth display has built-in lighting, you can minimize on-site labor charges by doing as many of the electrical wiring connections as possible before leaving for the Show.

Consolidate smaller boxes into one large crate or carton. This may not only save you money in material handling charges, but will also reduce the risk of lost freight.

For security purposes, when packing your materials, never list the contents on the outside of the crate/box/carton. It is recommended that you number each box and keep a separate list of the contents for each box. Be sure to have these lists with you when you arrive at the Show.

Make sure your travel plans at the end of the Show give you enough time to pack up your booth.

The temperature inside the exhibit hall during move-in could be very cold or hot depending on outside weather conditions. As much as we try to control the temperature, with the freight area open, it becomes a difficult task. Please check the weather conditions prior to your arrival and pack appropriately. During show days and hours, the temperature will be kept at a comfortable level.

Booth cleaning is provided the night before the Show opens compliments of the NASFT. If you need your wastebaskets emptied during the Show and you don't want to do it yourself, you can order “porter service” through Freeman at 714.254.3410.

As always, please feel free to contact Roger Grant, Operations Coordinator at 646-878-0137 or [rgrant@nasft.org](mailto:rgrant@nasft.org) regarding any of these topics. **Your success is our number-one priority!**

## Other Important Considerations

Create a strategy for the Show and set realistic goals and objectives. Points to consider:

- ROI
- Sales leads
- Branding and awareness
- Media and press interaction
- Attendee education of your products
- Pre-Show promotion

Think about the layout and design of your booth:

- Is it inviting?
- Are you showcasing your products the right way?
- What is the focal point of the booth?
- Are you capturing the customer's attention?
- What is the message and feel your booth conveys?
- Are you leaving a lasting impression?

Set a schedule for staffing your booth—and include dress-code considerations.

Invite your best customers.

