



What is "Business Builders 1 to 1"?

Business Builders 1 to 1 is a special program designed to give you the opportunity to present your company and products in pre-scheduled 10 minute appointments with some of the industry's most important distributors, retailers and foodservice buyers. There is no additional cost for this program. It is one of the value-added services available to exhibiting members.

Am I eligible to participate?

- NASFT members exhibiting in the Fancy Food Show are eligible.
- All NASFT member "First-Time Exhibitors" are eligible.

How does it work?

- Distributors, retailers and foodservice buyers register for the program indicating what products they want to see.
- Fill out a profile with your company's basic information as well the product categories you plan to present in the meetings. Please be very specific.
- You select the distributors, retailers and foodservice buyers that you want to see in priority order. Your selection **MUST** meet the buyers' criteria to be eligible for a meeting (see list of participating buyers).
- We will create a schedule of meetings matching your requests with those of the buyers. Appointments are arranged based on product category matches with the buyer. Due to the high demand of the meeting requests, we can not guarantee that you will receive all of your requests.
- A few weeks before the Show, you will be able to view your schedule of appointments online by accessing the system the same way you registered for the program.
- Sign in 15 minutes before your first appointment. (If you do not sign in 15 minutes before your first appointment, your appointment **WILL** be released and given to another exhibitor.)
- At your appointment time, go to the appropriate table for a 10-minute meeting where you meet with the buyer to present your product and answer questions. Come prepared with samples of your product, promotional materials, catalogs and price lists along with current success stories.

What are the benefits of participating?

- It is a great opportunity to secure one-on-one time with top level-buyers who have significant buying power and/or influence in helping get products into market.
- Meeting with buyers who have expressed interest in your product categories will increase your likelihood of making sales and improving the show's return on investment.
- It is a free program for all NASFT members.

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

How do I sign up?

Registration is open from Monday, December 7th through Monday, December 14th. You may register online at www.fancyfoodshows.com. Click the sign in button (located in 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 a **Sign Up Now** buttons on the upper right-hand side of the screen. You will see which buyers are participating, 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.