



www.apextradeshows.ca

FOOD PRODUCT SELLING PROGRAM

Thank you for exhibiting at ApEx, Atlantic Canada's premier foodservice and hospitality show. As part of our ongoing effort to improve your exhibiting experience, we have developed a Product Selling Program for food product manufacturers at the 2012 event. For the first time in the history of ApEx, we will provide the opportunity for attendees to purchase a wide range of products at the show. ApEx exhibitors will offer a diverse list of "Show Special Products" that will be actively promoted in advance of the event. A "Show Special" booklet will be given out at event registration to all attendees indicating the participating exhibitor's name, booth number and products they have on sale at the event. These show special products can be seen and sampled at the exhibitor's booth and ordered directly from them, for fulfillment by exhibiting distributors. We encourage you to participate in the program in order to increase attendee interest and awareness of your company and products, and to take advantage of the opportunity to sell face-to-face at ApEx to Atlantic Canada's foodservice owners and operators.

BENEFITS

- Increased exposure for your company and products **before** ApEx
- Increased exposure for your company and products **at** ApEx
- Increased attendee traffic to your ApEx booth
- The opportunity to highlight specific products to ApEx attendees
- **Increased return on investment of exhibiting at ApEx**

PROGRAM PROCESS

- Complete the *Food Product Selling Program Exhibitor Participation Form* (below) and submit to ApEx by March 16, 2012 - Email: cheryll@mediaedge.ca or Fax: 416-512-8344, Attention: Cheryl Landy
- Food product manufacturing exhibitors may list up to a maximum of ten (10) show special products
- ApEx will forward the form to the distributors who are exhibiting at the show
- Exhibiting distributors will contact the food product manufacturing exhibitor to confirm that the products are listed, quantities are in stock, and the discount amount to be offered
- The distributor will confirm to ApEx the show specials products and discounts being offered by the food product manufacturing exhibitor
- Each exhibiting distributor will produce an order form for each food product manufacturing exhibitor to be used in their booth for order taking
- Order forms will be forwarded to the distributors for fulfillment

PROGRAM PROMOTION

- The ApEx website will indicate the food product manufacturing exhibitors who are offering show specials, and list the products that they are offering
- The Program and the participating food product manufacturing exhibitors will be highlighted in pre-event promotional ApEx emailers
- A "Show Special" booklet will be produced and distributed at event registration to all attendees that indicates the participating exhibitor's name, booth number and products they have on sale at the event

FOOD PRODUCT SELLING PROGRAM - EXHIBITOR PARTICIPATION FORM MUST BE SUBMITTED TO APEX BY MARCH 16, 2012

If you have any questions regarding the ApEx Food Product Selling Program or participating, please contact Ellen Scanlan, Show Manager - Email: escanlan@eastlink.ca or Phone: 877-755-1938 ext. 102



FOOD PRODUCT SELLING PROGRAM

EXHIBITOR PARTICIPATION FORM

EXHIBITOR INFORMATION

Exhibitor Company Name: _____ ApEx Booth Number: _____

Exhibitor's Food Product Contact Name: _____

Contact Phone: _____ Contact Email: _____

SHOW SPECIAL PRODUCT INFORMATION

Product/Item Description	Brand	Pack Size	Manufacturer's Vendor Number	Global Trade Item Number (GTIN)	\$ Amount of Discount/Pack	Product Distributed by
1						GFS Other: _____ Sysco Other: _____
2						GFS Other: _____ Sysco Other: _____
3						GFS Other: _____ Sysco Other: _____
4						GFS Other: _____ Sysco Other: _____
5						GFS Other: _____ Sysco Other: _____
6						GFS Other: _____ Sysco Other: _____
7						GFS Other: _____ Sysco Other: _____
8						GFS Other: _____ Sysco Other: _____
9						GFS Other: _____ Sysco Other: _____
10						GFS Other: _____ Sysco Other: _____

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