



**Specialty Food Association's
Winter Fancy Food Show
Moscone Center, San Francisco, CA
January 19-21, 2020**



Why exhibit at the Winter Fancy Food Show:

- It's a convenient and cost-effective way to meet buyers from every major food/beverage channel in the U.S. and around the world
- Network with 30,000+ industry professionals and tastemakers

Participating companies receive:

- Assistance with booking, coordinating, and set up of the show by Idaho State Department of Agriculture (ISDA) and Idaho Commerce staff
- Assistance on-site at the show by ISDA and Idaho Commerce staff
- Enhanced visibility as a group in a state pavilion

Who should participate:

- Companies with a specialty food/beverage product that want to showcase to a large audience
- Idaho companies that want to be housed under an Idaho pavilion, near other state pavilions, and want to attract regional and international buyers

Estimated costs:

Travel, Meal, & Hotel Expense: \$1,480.00*

*This is an estimate. Costs may vary depending on individual preference and purchase date

Membership Expense: \$400.00**

**Costs applicable if not already a Specialty Food Association member

Trade Show Expense:

Single 10' x 10' booth (Full Booth): \$3,484.00

Shared 10' x 10' booth (Half Booth): \$1,784.00

Total: **Full Booth \$5,137.00**

Half Booth \$3,437.00

Booth includes:

- 8' high black drape
- 3' high side black drape
- (2) 6' undraped tables
- (2) folding chairs
- (1) wastebasket
- 9'x10' gray booth carpet
- 7"x44" one-line identification sign

For more information, or to register, contact:

Chelsea Conlon

Chelsea.Conlon@isda.idaho.gov

(208) 332-8678

or

Kim Glineski

Kimberly.Glineski@commerce.idaho.gov

(208)287-0771

Registration: Booth space will be allocated on a first-come, first-served basis, by order of down payment received

We will work with participants on collecting the remainder of the payment by summer 2019



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REGISTRATION FORM

Please e-mail the completed form to:

Chelsea Conlon

Chelsea.Conlon@isda.idaho.gov

or

Kim Glineski

Kimberly.Glineski@commerce.idaho.gov

By submitting this form, you are committing to attend the 2020 Winter Fancy Food Show

Booth fees:	Full Booth	\$3,484.00
	Half Booth	\$1,784.00

Booth fees do not include travel, meal, hotel, and membership expense

Company: _____

Product(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Web Address: _____

Name of Participant: _____

Title: _____ E-mail: _____

Office Phone: _____ Cell: _____

Name of Second Participant: _____

Title: _____ E-mail: _____

Office: _____ Cell: _____

_____ I will participate in the 2020 Winter Fancy Food Show and am interested in a Full Booth
\$750 down payment for booth

_____ I will participate in the 2020 Winter Fancy Food Show and am interested in a Half Booth
\$500 down payment for booth