



Expo Update

Texas Restaurant Association

Dec. 2004



Southwest Foodservice Expo Co-locates with Cantina / ClubTECH Expo

The 2005 Southwest Foodservice Expo will take place concurrently with the CANTINA Restaurant, Bar & Nightclub Show and ClubTECH Expo at the Dallas Convention Center, June 26 – 28. One badge will allow attendees entry to both shows, and as an exhibitor, you will have access to more qualified buyers. For more details, visit both Web sites at www.swfoodexpo.com or www.cantinaexpo.com



Exhibitor Marketing Opportunities

Location is not the most important factor in the success of a tradeshow booth – it's pre-show promotion! You can maximize your booth investment by utilizing the promotional tools available to you at this year's Expo! Take advantage of the VALUE PACKAGE DEAL which includes:

- Advertising in Show Program
- Logo in Directory
- Hot Spots
- Show Specials
- Web Link

Visit www.swfoodexpo.com/exhibitor/marketing or call Pari Vera at 800-395-2872 ext. 192 for more details.

SHOW COLORS

Back Drape:

Berry, Black, Gray

Side Drape:

Black

Carpet:

Tuxedo
(black/white blend)

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### HOTEL AND TRAVEL INFORMATION

Discounted rates have been negotiated with Dallas hotels for the 2005 Expo. Be sure to check our Web site at [www.swfoodexpo.com](http://www.swfoodexpo.com) in January to make your reservations.

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NATURAL GAS REQUIREMENTS

If you plan to cook in your booth and need access to natural gas, please call Mel Forehand to find out if your booth location is accessible. 800-395-2872, ext. 197.

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### WHAT'S NEW FOR 2005?

Specifically designed locations to help you better target your market segment. Choose the Seafood Pavilion, Sabor Latino Pavilion or the Grand Wine Pavilion. If your product or service fits in



## Sponsorship Opportunities

Set yourself apart from everyone else at Expo. In addition to your booth space, you can gain added visibility and exposure by participating in the Sponsorship Program. Sponsorship packages can be tailored to fit your promotional needs. Most sponsorship opportunities provide exclusive exposure. Get ahead of your competition – partner with us now. Call Cecile Shopen, director of allied relations, at 800-395-2872 ext. 160 for a list of opportunities.

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## New Product Showcase

Have a new product? Feature it in the New Product Showcase to be displayed on the show floor. Guaranteed to provide added exposure and visibility, the New Product Showcase is a marketing opportunity you won't want to pass up!

### Marketing Benefits:

Inclusion in the Show Program

Inclusion on the Southwest Foodservice Expo Web site

Exposure and visibility in the New Product Showcase

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## Deep Fryers

If you plan to operate a deep fryer in your booth, you are required by the Fire Marshall to have a 40BC fire extinguisher in your booth. You can provide your own or rent one from Freeman Decorating Company. It is very important that you comply with this rule. Call Mel Forehand if you have questions regarding this fire regulation.

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## WELCOME First-Time Exhibitors!

All the information, rules and regulations that come with exhibiting in a new show for the first time can be somewhat overwhelming. "Answers to FAQ's" is based on some of the most common questions asked of Show Management. Check our Web site at [www.swfoodexpo.com/exhibitors](http://www.swfoodexpo.com/exhibitors). If your question is not listed, call Mel Forehand at 800-395-2872. Our goal is to help you run an efficient booth operation and have a successful Show.

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any of these pavilions and you want to feature your company in these special areas, call Expo Dept. at 800-395-2872.

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**SHOW SCHEDULE**

Fri Jun 24

Exhibitor Move-in

8:00 a.m. – 6:00 p.m.

Sat Jun 25

Exhibitor Move-In

8:00 a.m. – 6:00 p.m.

Sun Jun 26 – Show Hrs

10:30 a.m. – 5:00 p.m.

Mon Jun 27 – Show Hrs.

10:30 a.m. – 5:00 p.m.

Tue Jun 28 – Show Hrs.

10:30 a.m. – 4:00 p.m.

Tue Jun 28 -

Exhibitor Move-out

4:00 p.m. – 10:00 p.m.

Wed Jun 29 –

Exhibitor Move-out

8:00 a.m. – 12:00 Noon



Southwest Foodservice Expo

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Show Manager

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