



SPONSOR DEADLINES & QUESTIONS & ANSWERS

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Harvest-Western-Solomon National Sales Meeting & Food Show
March 25-26, 2011 ~ Loews Coronado Bay Resort, Coronado, California

Thank you for signing up for our National Sales Meeting and Food Show where we all come together for a fun, productive weekend of networking and sales. There will be approximately 140 representatives from sales, management, and buying teams in addition to the attending sponsors. Planning is underway and below is more information that will help in your planning for this exciting event.

What is due for our participation and when?

(All deadlines are FIRM and MUST be followed.) Vendors who do not meet deadlines or communicate with Harvest will not be included in the book.

Done	Date	Item Due
	February 1	Saturday Activity Registration Form due (see Form)
	March 1	Hotel Rooms, Deadline to get discounted \$119 rate. Call 619-424-4000 or 800-815-6397 and mention "Harvest Group"
	March 6	Attendee gifts due. Promote your company with gifts (hats, mugs, etc.) POS materials due for registration packets for 140 sales people and buyers
	March 10	Commodity Pricing Addendum completed (Faxable version)
	March 11	Deadline to order electrical at discounted rate. (see Freeman exhibitor kit)
	March 14	Product Sample Form Due (see sample form)
	March 23	Product Samples due to National City Branch (see sample form)
	March 26	Food Show - Orders turned in from Sales
	Month of April	Product ship dates: Week of April 4, April 11, April 18, and April 25

What is the booth & electrical set up?

The booth set up is a 10' x 10' booth, 1 - 6' x 30" draped table, 2 side chairs, 1 wastebasket, and a 7" x 44" exhibitor identification sign. (Most vendors are doing a simple booth set up with minimal food sampling.)

In addition, an exhibitor service kit on-line link will arrive via e-mail from Freeman to help you with any of your additional needs, including freight, electrical needs, additional furniture, signage, and additional set up/tear down labor. Your exhibitor kit e-mail will arrive no later than February 20th from Freeman. If you need to call them directly, their number is 714-254-3410.

When are the booth set up times?

FRIDAY, 3/25..... Set Up..... 7:00 pm – 10:00 pm
SATURDAY, 3/26..... Set Up..... 5:00 – 7:00 am
SATURDAY, 3/26..... Food Show..... 7:00 – 12:00 pm
SATURDAY, 3/26..... Move Out..... 12:00 pm – 2:00 pm

Where can I ship non-food items for the booth (signage, etc)?

Please see the exhibitor kit from Freeman for more information about shipping non-food items. DO NOT ship food products to Freeman.

Where can I ship my food samples for the exhibit?

Those can only be sent to the Harvest San Diego warehouse. See Product Sample Form for deadlines and shipping information.

Can I cook samples for tasting at my exhibit booth?

Yes you can. We suggest keeping it simple and doing minimal cooking. A few weeks before the show, we will contact you to determine your cooking needs and we will give a master list to the hotel Chef.

We will have access to the kitchen two hours before the exhibit times. Please note, you must bring all of your dishes, pans, and utensils for cooking. The hotel will not provide those for you.

When are attendees gifts due? How many should I send?

This is a great marketing opportunity. If you would like to include promotional items (mugs, key chains, etc.) with your company logo in the registration kits, then send 250 to Julie by March 6th:

Harvest Meat Company, Attn: Julie Howard

1022 Bay Marina Dr., #106, National City, CA 91950, Tel: 619-477-0185

Do I have to make hotel reservations?

YES. Be sure to book by March 1st. Sponsors are responsible for their travel & hotel rooms. There is a special \$119 rate for rooms booked by March 1. They are honoring that lower rate 3 days before and 3 days after our event (based upon availability) so if you want to tag on some R&R time in Coronado & San Diego this is a great rate!! When you call to reserve your room, mention "Harvest Meat" to get the special rate. Hotel Check in is at 4:00 pm and checkout is 12 pm. There is Internet WIFI access in the guest rooms at a fee \$12.95 per day. There is complimentary WIFI in the lobby.

Loews Coronado Bay Resort

www.loewshotels.com

4000 Coronado Bay Road, Coronado, CA, 92118

Phone: 619-424-4000, Fax: 619-424-4400

How can I get from the airport to the resort?

The airport is fairly close to the resort. You can grab any cab from the airport and here are some local transportation phone numbers:

Cloud 9 Super Shuttle - (800) 258-3826 or www.supershuttle.com

Typical airport shuttle. Good for a group or to reduce your cost with shared rides.

San Diego Airport Shuttle - (619) 200-2060 or www.sandiegoairportshuttle1.com

They offer affordable flat rate from airport to Loews for a Lincoln Sedan that seats up to 4 people with bags. Sometimes this is cheaper than taxi cab service. Call to check rates.

What is the suggested dress attire?

The suggested attire for the entire event is business casual. Khaki shorts will also be acceptable attire. In March the temperature averages 66/52 degrees, but it can also be rainy that time of year. Saturday evening, dressy casual attire is suggested. Ties are not required.

Where do I send product samples for sales staff before the show?

We strongly suggest that in late February or early March you send samples to branches of items you are featuring in the book. Please work closely with each branch before hand to ensure your success. To get complete buyer contact information, visit our website. www.harvestmeat.com

Who can I contact if I still have questions?

If you have any further questions please contact Julie Howard (julie@harvestmeat.com) or Fernanda Paredes (fernanda@harvestmeat.com) or by phone at 619-477-0185.