

Second Annual Mass Specialty Food Show

An Invitation from:

The Western Mass Food Processing Center,
Mass Specialty Food Association, and
Community Involved in Sustaining Agriculture

Thank you to all of the exhibitors from the inaugural 2006 show. The response from exhibitors was overwhelmingly positive. New customers and important relationships were gained from their participation, and this year we have doubled the size and selected a new location in Northampton, MA. This celebrated arts and entertainment community offers convenience and a perfect setting for your artisan products, and we expect to attract even more buyers this year than last. The feedback from the buyers was excellent, with the most frequent comment being "This is what I go to the big shows to find, but can't. The small setting and the range of high-quality products was exactly what I was looking for".

In our continuing effort to create opportunities for the many fine specialty food products made in Massachusetts, we cordially invite you to exhibit with us on May 31, 2007. We will be personally contacting more than 200 qualified buyers from natural, specialty, and cooperative retailers along with important regional distributors to attend the show.

We are now accepting registrations for exhibitor space. Space is limited, so please respond as soon as possible. Exhibit spaces are full eight-foot tables. This year we will be at the Clarion Hotel & Conference Center, which will provide space for 75 exhibitors. In addition, they will provide access to electricity, refrigerated storage, and a light lunch as part of the registration fee. If you have any questions, please contact us at the phone number or email address below. If you would like to exhibit, please complete and **return the attached form by April 1, 2007.**

We hope to see you there!

Sincerely,

Herb Heller, Program Manager
Western Mass Food Processing Center
herbh@fccdc.org
413-774-7204 x108

EVENT DETAILS

What: **Second Annual Mass Specialty Food Show**
When: **Thursday, May 31, 2007**
Where: **Clarion Hotel & Conference Center, 1 Atwood Dr., Northampton,
MA 01060**
Cost: **\$100 by April 1, 2007**
Load-in: **9:00 AM - 11:00 AM**
Lunch: **11:00 AM to 12:00 PM**
Event Starts: **12:00 PM**
Event Ends: **6:00 PM**
Load-out: **6:00 - 8:00 PM**

ELIGIBILITY REQUIREMENTS:

To exhibit at the show, you **MUST** be:

- 1. A MASSACHUSETTS company;**
- 2. A member in good standing of one of the coordinating groups (Food Center, MSFA, NCV, or CISA);**
- 3. A properly licensed and insured wholesale operation. Retail-only companies will not be eligible to exhibit;**
- 4. In possession of proof of a current MA wholesale license and product liability insurance policy at the show;**
- 5. Currently engaged in wholesaling products;**
- 6. Supplied and equipped to provide a trade-show format exhibit. No supplies will be provided (paper goods, gloves, extension cords, etc.);**
- 7. Able to staff your display for the entire event;**
- 8. Prepared to collect information on leads, and distribute contact and product information to your leads;**

Companies not meeting eligibility requirements are free to attend the event at no charge. Please contact us if you have questions regarding our requirements.

Mass Specialty Food Show 2007 Exhibitor Registration Form

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(Please circle)

I meet all of the eligibility requirements:	Yes	No
My display requires electricity	Yes	No
My product requires refrigerated storage:	Yes	No
My product requires frozen storage:	Yes	No
I require wheelchair or handicapped compatible space:	Yes	No

1 EIGHT-FOOT TABLE WITH WHITE SKIRT AND COVER WILL BE PROVIDED

Your Information (PLEASE TYPE OR PRINT LEGIBLY):

Company: _____
 Owner or Principal(s): _____
 Business Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____ Phone: _____

Description of Product or Service: _____

Questions and Concerns: _____

Event organizers and Clarion Hotel / Hampshire Hospitality Group are not responsible for damage or loss of any materials provided by exhibitors. All participants will be asked to complete an evaluation at the end of this event.

 Exhibitor Signature Date

**Return form BY APRIL 1, 2007, with check made payable to:
 FCCDC, 324 Wells St. Greenfield, MA 01301, ATTN: Food Show**