

## Exhibitor Bulletin – Week of February 27, 2009

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Dear 2009 CPMA Exhibitors:

*For the week of February 27, the update includes:*

- Service Forms
  - Customer Appreciation Card – Registration Deadline April 24, 2009
  - Best New Product Award for New Product Showcase registrants
  - Best Booth Competition
  - Mary FitzGerald Award Nominations
  - DEMO Area - Coming Soon!
  - Service Forms
  - Sponsorship Opportunities
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### Service Forms

The deadlines checklist and all exhibit service forms are available in Exhibitor's corner. For more information, please visit [http://www.cpma.ca/en\\_conv\\_exhibitorscorner2009.asp](http://www.cpma.ca/en_conv_exhibitorscorner2009.asp).

If you have any questions, related to the service forms please feel free to contact Faye Moffatt at Freeman; Tel: 416-252-3361 Ext 258 or by e-mail [Faye.Moffatt@freemanco.com](mailto:Faye.Moffatt@freemanco.com)

Food Sampling Authorization Request is due on March 27, 2009. The Request to be sent to MTCC directly. Please be informed that all exhibitors, that are doing sampling, are required to have portable handwash stations at their individual booths, along with liquid soap and paper towels. In addition, all samples that are put out on tables must be protected from contamination/adulteration (ie. sneezing, coughing) through the use of sneeze guards, lids etc. Exhibitors must also have tongs for handing out samples to avoid direct contact with hands by consumers.

For those exhibitors that are pouring out liquid samples from original bottles to sampling cups, you will be required to have a bottle of hand sanitizer at your booth. Please refer to the Exhibitor's Service Manual for more details.

Produce warehouse shipments will begin on April 27, 2009 only to the advance Ippolito Fruit & Produce warehouse. All produce must arrive by 12:00 pm on May 5, 2009. Please do not deliver produce to the show site warehouse prior to May 6, 2009 at 8:00 am.

Please make sure that all boxes/cases are labeled properly and can be clearly identified with the exhibitor's company name and booth number. Please make sure to separate your Produce from your Non-Produce.

### Customer Appreciation Card

By now, you have each received via regular mail 20 "Customer Appreciation" cards, which you may use to invite your current and prospective clients to visit your booth at the 2009 CPMA Trade Show in Toronto, Canada on May 7<sup>th</sup> and 8<sup>th</sup>, 2009.

We are kindly asking all guest(s) to pre-register online on our secure website, no later than April 24, 2009 to obtain a complimentary trade show pass. A complimentary pass can be picked up at the CPMA Registration Desk during the trade show hours.

### New Product Showcase – Deadline Friday, March 13

If you have not yet signed up for your spot, sign up today as space is limited! Avoid disappointment! This promotional opportunity is amazing!

**NEW:** All New Products, entered for the Showcase, in addition to the display exposure & regular package benefits, will be all judged by a panel of judges, representing Food Service, Retail, and Wholesale industry sectors. **The 2009 CPMA Best New Product Award** will be presented to the most innovative product, based on its uniqueness and appropriateness to the produce market. More details to come! The contest is open only to the New Product Showcase registrants.

Complete the application form and return it to CPMA by Friday, March 13, 2009. Please visit our website at [http://www.cpm.ca/pdf/Convention/2009/EN\\_NPS\\_Form\\_2009.pdf](http://www.cpm.ca/pdf/Convention/2009/EN_NPS_Form_2009.pdf) for more details.

### Best Booth Competition

2009 will mark our fourth annual best booth competition. This is our way to recognize exhibitors for their efforts to create outstanding displays and provide high-quality visitor experience. **The 2009 CPMA Best Booth Award** is sponsored by the Canadian Grocer. Judging will be done by a panel of past winners and CPMA Directors. Judging will take place on Thursday, May 7<sup>th</sup> from 1:30 p.m. to 5:30 p.m. The winning company is chosen in two categories: The Best Island Booth Award (one winning company) and The Best Inline Booth Award (one winning company).

The Winner will receive:

- Announcement on the show floor;
- Best Island Booth Award or Best Inline Booth Award to be presented by the CPMA Chair and Exhibits Chair during the Annual Banquet;
- 50% off a 10x10 space for the 2010 CPMA Trade Show in Vancouver;
- Recognition on CPMA's website and publications.

Rules and regulations to be posted shortly in exhibitor's corner on the CPMA website.

### Mary FitzGerald Award Nominations

Do you know someone who has a passion for produce, is under 40 years old, has a huge heart, is innovative, is currently employed in the produce industry and who is Canadian? Then nominate that person today for the prestigious **Mary FitzGerald Award**.

Who will be the winner this year? Send us a one-page letter or email, nominating the person you feel deserves this award to the attention of Carole Brault by Friday, April 3, 2009 at [cbrault@cpma.ca](mailto:cbrault@cpma.ca)

Winner will receive:

- All expense paid trip to the 2009 CPMA Annual Convention & Trade Show
- Award recognition at the Thursday, May 7, 2009 Luncheon at the Convention
- Become part of an exclusive club

*Final selection of the winner will be made by the CPMA, Chiquita and the FitzGerald family.*

### DEMO Area – Coming Soon!

Want to show the world how your products can be prepared and enjoyed in various unique and delicious ways? Take advantage of DEMO Area opportunity to present your products to the entire marketplace! CPMA will arrange for local talented chefs to prepare your unique recipes, while utilizing the chef's talent and creativity in front of the entire produce marketplace.

A chef will prepare your featured recipe and a master of ceremony will be available to describe your recipes, as they are prepared. Demonstrations will be per company for duration of 20 minutes.

Each exhibiting company will be charged a fee of \$550.00 CAD (plus applicable taxes) to utilize this area. Only 10 spots available. Spots will be assigned on first come - first served basis. Do not miss this opportunity! Registration form will be available shortly!

DEMO area will be available on May 7 from 2:00 p.m. to 4:30 p.m. (5 participating companies) and May 8 from 1:00 p.m. to 3:30 p.m.(5 participating companies).

## Sponsorship Opportunities

Are you looking for ways to increase your exposure & visibility on the trade show floor? We have two amazing opportunities to offer to our exhibitors!

- **Directional Floor Decals**
- **Trade Show Aisle Signage**

Please visit our website for more information

[http://www.cpm.ca/pdf/Convention/2009/Sponsorship\\_Opportunities.pdf](http://www.cpm.ca/pdf/Convention/2009/Sponsorship_Opportunities.pdf)