

## Exhibitor Bulletin – Week of January 16, 2009

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Dear 2009 CPMA Exhibitors:

*For the week of January 16, the update includes:*

- Agenda at a Glance
- Mary FitzGerald Award Nominations
- New Product Showcase
- Customer Appreciation Cards
- Service Forms
- Exhibitor Profile
- Insurance

### Agenda at a Glance

*Program subject to change without notice*

#### **Wednesday, May 6**

07:00 - 18:30      Registration Desk  
15:00 - 16:00      CPMA Members' Annual General Meeting  
20:00 - 22:30      Chair's Welcoming Reception

#### **Thursday, May 7**

07:00 –18:00      Registration Desk  
07:30 - 09:15      Delegates & Companions' Breakfast

- Keynote Speaker – Michael "Pinball" Clemons

09:30 - 11:15      Business Sessions

- New Labeling Regulations, Product of Canada & CPMA Labeling Tool
- Working With Gen Y Employees

10:00 - 17:00      Companion Program  
11:30 - 13:30      Delegates' Luncheon

- Keynote Speaker – Mike Lipkin

13:30 - 17:30      Trade Show  
20:30 - 24:00      Variety Night

#### **Friday, May 8**

07:00 – 16:30      Registration Desk  
08:00 - 09:30      Business Sessions

- Doing business in the US?
- Food Safety, Traceability, Buy Local and the Food Service Experience

08:00 - 09:30      Retail Tour  
10:00 - 12:00      Awards Brunch Ceremony  
12:30 - 16:30      Trade Show  
18:30 - 19:30      Annual Banquet Reception  
19:30 - 24:00      Annual Banquet

### Mary FitzGerald Award Nominations

The third Mary FitzGerald Award will be presented on Thursday, May 7, 2009 in Toronto. Mary was passionate and dedicated and genuinely loved the produce industry as her 40-year career in

the industry proves it. She was also committed to working with the younger generation to address their needs and challenges and get them involved in the industry.

Mary passed away in the fall of 2005 and in her memory; the Mary FitzGerald Award was created with the goal of recognizing an individual with the same passion and dedication Mary demonstrated throughout her career.

Sophie Perreault, General Manager of the Quebec Produce Marketing Association and first recipient of the award had this to say:

“It is a great honour to receive the Award. I’m proud, extremely flattered, happy and privileged to be the first recipient of this Award. I’m aware that this prize will have a major impact on my career, my vision of the industry and my entire life.

No doubt that receiving such an Award is very stimulating and contributes to reinforce my passion and determination and certainly the one on my team, the Quebec Produce Marketing Association (QPMA), to embody the passion and dedication to this industry just as displayed by Mary FitzGerald.”

#### **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

#### **Call for Nomination**

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, based on the criteria above, to the attention of Carole Brault **by Friday, April 3, 2009** at [cbrault@cpma.ca](mailto:cbrault@cpma.ca)

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

## **New Product Showcase**

### **MAXIMIZE YOUR NEW PRODUCT EXPOSURE!**

All CPMA exhibitors are invited to participate in the New Product Showcase. It is a great opportunity to profile new and unique products and services for the upcoming year. The number one reason buyers attend exhibitions is to see new products. The New Product Showcase is a perfect way to get your new products noticed.

Are you planning to release a new product or service at the 2009 CPMA Trade Show? Enter the New Product Showcase and put your company in the spotlight! Introduce your New Products to a targeted audience of key industry professionals at the 2009 CPMA Convention & Trade Show in Toronto, Ontario!

Before, during and after the show your New Product will receive valuable promotional benefits:

- Display space in a high traffic area outside the trade show
- Online listing with photo on the CPMA website
- Display listing in the 2009 CPMA Show Guide, produced by Canadian Grocer

- Identification icon in the 2009 Final Exhibitors list
- New Product Showcase listing in the 2009 Final Exhibitors list
- Leads from buyers interested in your products and services

The Registration Form will be sent out shortly.

## Customers Appreciation Cards

Customers Appreciation Cards are in! We will be mailing them out to you by the end of next week. Each exhibitor receives 20 Customer Appreciation Cards, which you may use to invite your current and prospective clients to visit your booth and the 2009 CPMA Trade Show on May 7<sup>th</sup> and 8<sup>th</sup>, 2009. Please note only one admittance per invitation. We are asking your guests to pre-register online on our secure website, no later than Friday, April 24, 2009.

## Service Forms

We encourage you to take the time to go through the "Exhibitor Checklist", which outlines all the deadlines related to ordering services from various suppliers at [http://www.cpma.ca/en\\_conv\\_checklist.asp](http://www.cpma.ca/en_conv_checklist.asp). We suggest you print a copy of this list, to assist you in keeping track of deadlines, and services ordered.

Freeman Online will link you to your exhibitor services manual, which has all the information pertaining to the trade show, such as Freeman services, shipping and material handling, convention centre forms, specialty contractors, catering, and food sampling information to name a few.

Please note that you must create your own login profile within this page, in order to access all the forms. The CPMA login password provided with your booth space confirmation cannot be used in this area and a separate login must be created.

Please note your first service deadline is March 20, 2009 to submit your request to serve alcohol.

## Update your Exhibitor Profile

If you have not already done so, please verify your company description and contact information, and complete your print profile, brand(s), and categories that pertain to your business, click on the following link [http://s15.a2zinc.net/clients/cpma/cpma09/public/e\\_Login.aspx?ID=375&sortMenu=111000&exp=8%2f7%2f2008+7%3a39%3a03+AM](http://s15.a2zinc.net/clients/cpma/cpma09/public/e_Login.aspx?ID=375&sortMenu=111000&exp=8%2f7%2f2008+7%3a39%3a03+AM). A password (unique to each exhibitor) has been mailed to the main contact, with an explanation on how to access your information. This information will be viewed by our attendees and will help them plan their itinerary during the 2009 CPMA Trade Show. Please note that the Print Profile will be used in the official CPMA Exhibitor Directory Listing.

## Insurance

Friendly reminder: please look into your insurance needs and provide us with a copy of the Liability Certificate.

Thank you to those of you who have provided us already with the required Certificate.

Please note that the Certificate Holder is Canadian Produce Marketing Association. Please include under the Operations Description your company's booth number and the trade show dates.

*\* Please refer to the exhibitor rules for more details, which was included with your registration form, otherwise you can find these online under the "Exhibitor's Corner".*

*Kindest regards,*