



# NATIVE MAINE® FOOD SHOWS 2018

March 26, 2018   Portland, ME   Holiday Inn By the Bay   Noon-4PM  
April 2, 2018   Portsmouth, NH   Sheraton Portsmouth Harborside Hotel   Noon-4PM

## Exhibitor “Q&A” RE: The Native Maine® Spring Food Shows

*The Native Maine® Spring Food Shows are our biggest marketing events held annually to promote our quality products and allow face to face time between our farmers/producers and our customers. Below I have listed answers to common exhibitor questions about our food shows:*

### **Q: Who can attend?**

A: Current or prospective customers of Native Maine Produce & Specialty Foods. The invitation is extended to all members of your kitchen staff however, providing professional credentials are required of unknown attendees.

### **Q: Who can Exhibit at a Native Maine Food Show?**

A: Current suppliers with active SKU's, perspective suppliers with approved potential SKU's and other industry partner who also serve the hospitality industry.

### **Q: How Many attendees do we anticipate being at each Spring Food Show?**

A: Portland: 350! Portsmouth 250! Please be prepared to sample these amounts of people

### **Q: What are the shows like?**

A: They are professionally produced, fun food filled sample heavy events. Over 100 companies are represented sampling everything from Native Maine® Maple Syrup to endless cheeses & charcutière from around the globe. We have live entertainment, a cash bar and fun local celebrity selfies.

### **Q: How are the Native Maine Food shows/attendees different then broadliner food shows?**

A: Demographically our attendees are chefs, owners & decision makers. Food service professionals! They are quality, ingredient driven, knowledgeable pro's that are NOT seeking premade commodity “sides” often present at traditional food shows.

### **Q: How do I order ice?**

A: It will be offered and delivered to every booth at NO CHARGE. Ask anyone wearing a bright yellow EVENT STAFF shirt to assist you.

### **Q: Where do I park?**

A; Native Maine will validate your parking in the main lot at both venues for FREE. Bring your parking ticket in for validation. Validation will start at 3:30pm.

### **Q; How do I order power?**

A: You order power on your exhibitor contract. There is NO CHARGE for **basic power**. BRING AN EXTENSION CORD!

### **Q: What if there is a snow storm, do you cancel the shows due to inclement weather?**

A: The show MUST go on! We have never cancelled a food show due to inclement weather, but if we decide that for safety reasons we must, we will email you notice the morning of the show(s).



**Q: What do I need to bring?**

A: EVERYTHING that you need to safely sample your products including serving utensils. Native Maine provides vinyl gloves, hand sanitizer & cocktail napkins for every booth. Kitchen use at each venue must be **requested in advance** and is coordinated by Native Maine Chef, Jeff Landry [jeffl@nativeme.com](mailto:jeffl@nativeme.com)

**Q: Is there a reduced overnight room rate to stay at each venue?**

A: Yes, simply reference the Native Maine Food Show with reservations to receive the discount at both venues.

**Q: Is there free Wi-Fi that I can access while I am at the show?**

A: Yes! You will be provided with the password at registration.

**Q: Is there help available to assist with the load in and load out of my booth and samples?**

A: YES! Seek out anyone wearing a bright yellow EVENT STAFF T-Shirt. They will help you for FREE! Load in starts at 8AM and Load out at 3:45PM.

**Q: Can I ship exhibit materials/temp sensitive samples to Native Maine in advance and have it magically arrive at the show(s)? Also will you store (at the proper temp) all of this material between the ME & NH show and transport it all for me?**

A: YES! You will need to arrange this with your buyer in advance. This service will all be provided at NO CHARGE! We are not responsible for lost promotional materials however.

**Q: Is there refrigerated storage for my samples at the shows?**

A: Yes, a Native Maine refrigerated truck will be on site and available to hold all product under refrigeration. Ice is also available and will be delivered to your booth at no charge per your request.

**Q: Is a sign provided for my booth?**

A: Yes, a basic black and white 7"x74" one-line ID sign with booth number sign is provided and will be hung for you in your assigned booth. Feel free to bring your own sign if you prefer to use this instead.

**Q: Do I need to bring my own trash can or arrange for trash removal at my booth?**

A: No. People wearing bright yellow EVENT STAFF shirts will be monitoring the trash receptacles that are provided. Every exhibitor receives a trash receptacle at their booth.

**Q: Can I select where my booth is?**

A: Generally no. Event Sponsors have first choice of booth locations. Booth placement is carefully considered to balance out product offerings, power needs, kitchen proximity, and the proximity of your competitors. Contact us in advance if you have any concerns.

**Q: What if I need to rent booth furniture in addition to the table, chairs, etc. that is provided?**

A: You can contact SER Exposition Services who will assist you. They are the shows event production vendor. Tel: 508-757-3397. Julee Greenlaw is the event manager responsible for this event on SER's behalf.

**Q: Who from Native Maine is producing this show;**

A: This show is co-produced by Troy Andrews, Director of Sales & Marketing (207-415-6876) and Chef Leslie Runser, Blogger and local liaison for Native Maine. (207.856.1100 x125)

**Q: Do I need to on-line register the names of who is going to be in my booth?**

A: YES! In addition to the exhibitor contract you must also log onto [nativeme.com](http://nativeme.com) and register who is going to attend the show(s) as the exhibitor(s). **Name badges will be printed and delivered to your booth.** You must do this for each show you are participating in.

**Q: Can I pay for exhibiting at the show with a credit card or apply the charges against future invoices?**

A: Yes, Contact Denise Bean, Credit Manager at Native Maine. 207-856-1100 Ext. 110

**Q: Are there Show Specials that I am allowed to offer at the show?**

A: Yes! Matt Noyes (Sales team member) will reach out to you to get the details of your show special offer. You will be provided with an additional "Ask Me About My Show Special" sign for your booth as well as triplicate paperwork necessary for these discounts to be processed.

**Q: Can I offer a raffle prize at my booth?**

A: Yes. This is allowed and you can request "mic time" from the DJ/MOC to announce your winner.

**Q: Are there lead lists that I need to fill out during the show?**

A: Yes. Your booth will come with a paper lead list in duplicate print. Please list the customers interested in your products. A member of the sales team will collect these at 3:45pm. You may keep a copy.

**Q: Can I show products that Native Maine does not have current active SKU's for at the show?**

A: ABSOLUTELY NOT. All products shown must have active SKU's at Native Maine unless specific permission has been given by a Troy Andrews (Cell: 207.415.6876) or Leslie Runser (207.856.1100 x125)

**Q: Are exhibitors eligible to win door prizes at the food shows?**

A: Unfortunately no. Door Prize tickets are provided for customers only.

**Q: How do I advertise in the Show/Spring Food Buyers Guide? (Circulation of 1,000)**

A: Event Sponsors are automatically provided with ad space in the buyers' guide, but any exhibitor may advertise in the buyers' guide should they choose to do so. It is distributed at 4 food shows and is handed out as a standalone marketing piece. Contact Sales team member Phil Stratus at 603-369-8001 for more information.

**Q: Why should I go all out to make my booth enticing?**

A: Because the 'Best Booth in the Show' as decided by the producers will be rewarded with a fabulous prize for their decorating efforts! So put your best show forward!

**Q: What happens to any leftover food?**

A: We will have "HOLD FOR FOOD PANTRY" paper signs at every booth. Place your sign on your food covered table by 4pm. Any food you choose to donate will be picked up at 4pm by local food rescue charities and offered to those less fortunate.

**Q: Can I win door prizes or other contests at the shows?**

A: Unfortunately no. ALL Prizes are reserved for customers attending the show only. Exhibitors and employees of Native Maine are not eligible to win prizes.

**IF you need Help with ANYTHING just ask anyone in a bright yellow EVENT STAFF T-Shirt**

