Thank you for being a part of Doerle Food Services Annual Food Expo. The information contained in this packet should answer all of your questions pertaining to our September 13th Expo.

Please read this carefully so as not to miss any important details.

**EXPO DATES AND TIMES**

<table>
<thead>
<tr>
<th>Detail</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Cypress Bayou Casino – Charenton, La 70523</td>
</tr>
<tr>
<td>Set up</td>
<td>September 12, 2017 – 8:00AM to 4:30PM</td>
</tr>
<tr>
<td>Pre-Show Meeting</td>
<td>September 12, 2017 – 2:30PM to 3:00PM</td>
</tr>
<tr>
<td>Vendor/Cust. Party</td>
<td>September 12, 2017 – 6:00PM to 9:00PM – Rox Night Club</td>
</tr>
<tr>
<td>Sales force Preview</td>
<td>September 13, 2017 - 8:00AM to 8:40AM</td>
</tr>
<tr>
<td>Casino Opens</td>
<td>September 13, 2017 - 6:00AM</td>
</tr>
<tr>
<td>Show Time</td>
<td>September 13, 2017 - 9:00AM to 4:00PM</td>
</tr>
<tr>
<td>Breakdown</td>
<td>September 13, 2017 – 4:00PM to 6:00PM</td>
</tr>
<tr>
<td>Shipping Dates</td>
<td>October 2, 2017 through December 29, 2017</td>
</tr>
</tbody>
</table>

**BOOTHs CANNOT BE BROKEN DOWN UNTIL 4:00PM**

**DRESS CODE AND BADGES**

Vendors are required to wear a polo style or dress shirt, slacks, and comfortable shoes. Each person working in a booth must wear a name badge during the show. You will have already completed your registration if you are reading this. If you will have more people in your booth than the form allows, please go to [www.doerlefoods.com/fevr](http://www.doerlefoods.com/fevr) and fill out another form. Badges will be inside of vendor envelopes available at the Cypress Bayou on September 13, 2017.
**BOOTH INFORMATION**

- 8’ x 8’ Booth Space
- 8’ Backdrop & 3’ Pipe & Drapes
- Booth ID Sign
- 2 - 2’ x 6’ skirted tables
- iPad
- *carpet in booth is extra – fill out form
- Waste Basket
- *order ice on sample request form – N/C

If you need additional carpet, table or other furnishings please fill out the Food Expo Exhibit Furnishings Order form on the website. For electricity fill out the Electrical Order form. Ice can also be ordered by the bag. Electricity will be paid and billed back to vendors as well as any extra furniture and carpeting. Deadline for filling these forms out is August 14th.

Cooking on electric grills is permitted on the floor of the show but you must have at least one 2# fire extinguisher that is up to fire code in the booth. Heat lamps and warming devices are allowed in the booth. Gas stoves can use no larger than a one pound canister of gas.

A kitchen is available with 3 fryers, stoves, and grills that can be used. Electrical hook ups will be set up in the kitchen w/tables for fryers. Small fryers can be used in the kitchen and there will be two people to help clean up in the kitchen area.

**SAMPLE INFORMATION**

You can either arrange to bring your own samples to the show or order them through the getmealticket interface. We will not be taking orders other than through this method except in extenuating circumstances. Please do not send samples in with orders to the warehouse as they can get lost.

1. Dry samples will be delivered to your booth the morning of September 12th.
2. Refrigerated and frozen samples will be available from a Doerle truck outside of Cypress Bayou Casino starting at 6:00AM – September 13, 2017.

**SHOW SPECIALS**

All items exhibited in your booth must be stocked in our warehouse and have show specials Allowances are to be filled out using the gotomealticket. The deadline stated on the website is a drop dead date. There can be no exceptions to this deadline. If you miss the deadline, your entire product list is already in the system at $1.00/case and will be put in the show as such. Be sure to approve your allowances if you want to stay with what’s already in the system so that I can approve them. It’s important that vendors provide allowances on as many of their items as possible. We had a record setting show last year and we expect this show to do the same. Your participation and commitment to our marketing program and especially our food shows has been a big part of why they’ve been so successful.
COUPONS – DOOR PRIZES – HOT PRICE

Please inform us of any coupons that will be available in your booth. (Example: $2.00 off coupon on all Lou-Ana products or $5.00/cs off pies in addition to the allowances.) Be inventive and use all the tools at your disposal including Bonus allowances allowed by the Ipad system. We are trying to move cases going into the Holiday season and the end of the year. We would appreciate it if every manufacturer can supply a door prize (gift/Visa/MC cards would be great). There will also have a Doerle Deals booth on commodity items like clear fry, flour, etc., so please keep that in mind when sending in your allowances. We will utilize flyer and invoice advertising to inform customers about all the prizes, allowances, and samples and we will be giving a Flat Panel HD TV away as a door prize as well as other electronic gear, digital cameras and so on.

BROKER BUCKS

Broker Bucks have been built into the functionality of the getmealticket system we are using to administer the food show. Please use this to reward good customers with additional allowances on higher volume items or to encourage customers to try new items that may or may not be listed in the food show book. Any extra allowances given have to be authorized by the manufacturer when they are given or they cannot be honored.

Food Expo as Company Wide Function

This year we will again have the Expo for all our foodservice locations and vendors who participate in this year’s food show will have the opportunity to sell customers in all the foodservice markets we service. All orders will be entered into the computer for both houses separately and delivered. It is important to the success of the show that our partners give generous allowances on as many items as possible. If you have any questions, please call me at 337-252-8551 ext. 4000