



**KeHE**

# SUMMER SELLING

& PRODUCT INNOVATION SHOW

KISSIMMEE, FL  
FEBRUARY 2-3, 2015



# PARTICIPATE IN ONE OF THE 25 FASTEST GROWING SHOWS IN THE U.S.!

We are pleased to invite you to our 2015 Summer Selling and Product Innovation Show on February 2-3, at the Gaylord Palms Hotel & Convention Center in Orlando, FL. The Gaylord will also, serve as our host hotel.



**THE 2015 KEHE SUMMER  
SELLING & PRODUCT  
INNOVATION SHOW  
PROVIDES AN EXCELLENT  
OPPORTUNITY  
TO SHOWCASE NEW  
PRODUCTS, HOT SEASONAL  
PROMOTIONS AND  
ITEMS THAT PROVIDE  
CONSUMER VALUE.**



# SCHEDULE OF EVENTS

## SUNDAY, FEBRUARY 1, 2015

8:00 A.M. – 5:00 P.M.	REGISTRATION OPEN	FLORIDA EXHIBIT HALL FOYER
8:00 A.M. – 5:00 P.M.	EXHIBITOR SET-UP	FLORIDA EXHIBIT HALL A-D
1:00 P.M. – 5:00 P.M.	CONNECT:SHOW TRAINING LECTURE	TBD
1:00 P.M. – 5:00 P.M.	CONNECT:SHOW WORKSHOP	TBD

## MONDAY, FEBRUARY 2, 2015

7:00 A.M. – 8:00 P.M.	LUGGAGE STORAGE	TBD
7:30 A.M. – 7:00 P.M.	REGISTRATION OPEN	FLORIDA EXHIBIT HALL FOYER
8:00 A.M. – 11:00 A.M.	EXHIBITOR SET-UP	FLORIDA EXHIBIT HALL A-D
11:00 A.M.	EXHIBITORS MUST BE SHOW READY	FLORIDA EXHIBIT HALL A-D
12:00 P.M. – 6:30 P.M.	EXHIBITS OPEN	FLORIDA EXHIBIT HALL A-D
6:30 P.M. – 7:30 P.M.	WELCOME RECEPTION	EVENT LAWN

## TUESDAY, FEBRUARY 3, 2015

7:00 A.M. – 7:00 P.M.	LUGGAGE STORAGE	TBD
7:00 A.M. – 5:00 P.M.	REGISTRATION OPEN	FLORIDA EXHIBIT HALL FOYER
7:00 A.M. – 9:00 A.M.	BREAKFAST	SUN BALLROOM FOYER
8:15 A.M. – 9:00 A.M.	PRESIDENT'S UPDATE	SUN BALLROOM
9:00 A.M. – 5:00 P.M.	EXHIBITS OPEN	FLORIDA EXHIBIT HALL A-D
5:00 P.M. – 8:00 P.M.	EXHIBITOR BOOTH TEAR-DOWN	FLORIDA EXHIBIT HALL A-D
5:50 P.M. – 10:15 P.M.	SHUTTLE BUS FOR CELEBRATION EVENT	GAYLORD LOBBY
7:00 P.M. – 10:00 P.M.	CELEBRATION EVENT	UNIVERSAL STUDIOS



## PRESIDENT'S UPDATE



**TUESDAY, FEBRUARY 3, 2015**  
**8:15 A.M. – 9:00 A.M.**

Brandon Barnholt  
KeHE President and CEO  
Get Brandon's update on the  
industry and on KeHE's business.





# WELCOME RECEPTION



## IMPACTFUL NETWORKING EVENTS

Enjoy time with the KeHE sales team and with retailers during Monday evening's Welcome Reception, at the Gaylord Palms on the Event Lawn from 6:00 p.m - 7:30 p.m., immediately after the Exhibit Hall closes. Beverages and heavy hors d'oeuvres will be served.



**WE HAVE AN APP FOR THAT!...  
SEE OUR IPAD BASED  
ORDERING DEVICE**



## CELEBRATE AT UNIVERSAL STUDIOS ORLANDO!

On Tuesday evening, after the show concludes, be sure to celebrate with us at Universal Studios Orlando. KeHE will have exclusive access to the New York and Production Central areas of Universal Studios. Attendees will enjoy access to Universal Studios rides, great food, and music in this specially designated area.

Our shows allow us to demonstrate that KeHE is the industry's product assortment expert. With the help of you, our supply partners, KeHE keeps our retailers' assortment relevant to their consumers. We Make On Trend Easy!



# EXHIBITOR INFORMATION & PRICING

## WHAT ARE MY BOOTH OPTIONS?

Exhibiting Companies at the 2015 KeHE Summer Selling & Product Innovation Show Receive:

- 8' in width x 10' in depth booth
- Standard 8' high draped back wall and 3' draped side rails
- Booth carpeting and daily cleaning
- One (1) company identification sign
- One (1) 6' table per booth
- Two (2) chairs per booth
- One (1) wastebasket
- Company listing on the Mobile Website
- Complimentary registration for booth personnel – Four (4) per 8' x 10' booth space
- Admission to the KeHE Celebration Event – Four (4) tickets per 8' x 10' booth space
- 24-hour perimeter Exhibit Hall security



## EXHIBIT SPACE OPTIONS

8' x 10' Booth - \$4,995

Fresh Products\* 8' x 10' Booth - \$3,495

*\*Qualification for this booth type – Deli, Dairy & Perishable vendors only*

New and Small Vendor\* 8' x 10' Booth - \$4,195

*\*Qualification for this booth type – new vendors or vendors with less than 300 points of distribution*

## PREMIER END CAP

An additional fee of \$1,600 will be charged to upgrade to a premier end cap location. An end cap location consists of two (2) booths and is exposed to aisles on three (3) sides. This amount will be added to the two (2) booth rates. All premier end cap spaces will be 20' wide and 8' deep. Please plan your booth display accordingly.

## EXHIBITOR/BROKER COMBINED VALUES:

- (1) Registration to Exhibit Hall
- (1) Ticket to KeHE Celebration Event - \$200 per person

## ADDITIONAL TICKETS A-LA-CARTE:

- Registration to Exhibit Hall - \$35 each
- Tickets to the KeHE Welcome Reception - \$50 each
- Tickets to KeHE Celebration Event - \$185 each

## BRAND REPRESENTATION

KeHE allows you to represent a maximum of three (3) brands per supplier, per purchased space. This allows us to better position your products in front of our customers.

## BOOTH ASSIGNMENT & FLOOR PLAN

Booth applications must be received no later than **November 9, 2014**, and all booths will be assigned the week of November 10, 2014. Confirmation of booth assignments will be sent to the company's main contact once booth selection has been completed. Please note the floor plan is subject to change without notice.

## ONLINE EXHIBITOR APPLICATION & PAYMENT PROCESS

Secure your booth and pay your exhibit fees using KeHE's online application system. Full payment can be made by credit card or company check and will be due at the time of application submission. In all cases, full payment must be received prior to the show or exhibitors will not be allowed to set-up. Only original contracts received from exhibitors participating in the KeHE Marketing (1.5) program with full payments will be processed and considered for space assignment.

## REGISTRATION & HOUSING FOR EXHIBITORS

The Online Exhibitor Application will be available the week of **July 22, 2014** on [www.KeHE.com](http://www.KeHE.com). Housing details will be released to exhibitors who submitted applications to the show in September 2014.

## EXHIBIT QUESTIONS? CONTACT:

2015 KeHE Show Management at 1.800.261.1599 or [SummerSelling2015@KeHE.com](mailto:SummerSelling2015@KeHE.com)



# 2015 KEHE SUMMER SELLING & PRODUCT INNOVATION PREMIERE OPPORTUNITIES

## 2015 SPONSORSHIP & ADVERTISING OPPORTUNITIES

KeHE developed a sponsorship and advertising program to help promote your company's presence at the 2015 KeHE Summer Selling & Product Innovation Show. It's designed to meet your budget requirements and increase your company's visibility both at the show and throughout the year. To sign up for one of these opportunities, please submit a sponsorship contract. Contact your Category Manager for more details.

### KEHE SHOW & CELEBRATION EVENT SPONSOR: \$70,000 (EXCLUSIVE)

The final night is truly a night to remember! Gather with new and old friends and celebrate the end of a successful show and the beginning of new business relationships.

### CONFERENCE BAGS: \$10,000

Your company can travel with KeHE customers long after the show ends by sponsoring the conference bags. Your corporate logo will be placed on each bag given to every customer at registration. Opportunity requires sponsor to fulfill sponsorship for an additional fee with a third party provider.

### LANYARDS: \$3,500

Distributed to all customers, name badge lanyards can include your company logo and website (pending space availability). Select your company's color to make a bold statement. Opportunity requires sponsor to fulfill sponsorship for an additional fee with a third party provider.

### REFRESHMENT STATION: \$500 (5 AVAILABLE)

Grab customers attention as they walk through the doors of the Exhibit Hall. A Refreshment Station can be placed at the doors leading into the Exhibit Hall, allowing you to hydrate the attendees as they enter and exit - an optimal spot to get customers attention throughout the event. Your sponsorship comes with additional visibility through promotional signage near your station. Samples not included in price and sponsor must include enough product to restock throughout the event. Sponsor is responsible for all additional costs associated with shipping, transporting, displaying, maintaining and removing extra product. Please contact your Category Manager for further information.

## EXCLUSIVE E-MAIL OPPORTUNITY: \$1,000 (5 AVAILABLE)

Reach 1,000 Summer Selling Show retailers and KeHE employees with an exclusive e-mail blast. E-mail blast must be sent in JPG 8.5" x 11" format to [Julie.Caine@KeHE.com](mailto:Julie.Caine@KeHE.com) by January 9, 2015. Date of e-mail release must be mutually agreed upon by KeHE and sponsor. An e-mail can be created for you for an additional fee of \$500.

## AISLE CARPET DECALS: \$1,000 (10 AVAILABLE)

Make your company logo the first thing attendees see as they enter the Exhibit Hall. Your company logo and booth number will be placed at the entrance to the aisle where your booth is located. This helps your company be seen by every attendee. Fees for fulfillment are included in the listed cost.

## ELECTRONIC CHARGING STATIONS: \$1,750 (5 AVAILABLE)

KeHE is offering electronic charging stations within the Exhibit Hall and in the lobby area for our attendees' phones, tablets, and other devices (chargers will not be provided). Each sponsorship includes one (1) charging station - to include your logo & booth number. Vendors may sponsor multiple charging stations.



Conference Bags



Aisle Carpet Decals



E-Mail Blast



Lanyards



Electronic Charging Station

# EXHIBITOR RULES & REGULATIONS

## 1. Americans with Disabilities Act/Similar non-U.S. Statutes

Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold KeHE harmless from any consequences of failing to do so.

## 2. Application and Payment

All exhibitors participating in the 2015 KeHE Summer Selling & Product Innovation Show are required to complete an application for space and subscribe to the following official Rules and Regulations. The 2015 KeHE Summer Selling & Product Innovation Show accepts, for processing only, those applications that are completed with all required information, signed by an appropriate company representative of the exhibiting company and accompanied by the appropriate payment listed. Applications to exhibit will not be processed unless the exhibitor is a participant in the KeHE Marketing (1.5) program. Please allow (2) weeks for KeHE to process your contract.

## 3. Assignment of Space

Booth space will be assigned after the cut-off date of November, 9, 2014. A confirmation of your booth number will be e-mailed to the key contact approximately eight (8) weeks prior to the 2015 KeHE Summer Selling & Production Innovation Show. Please note that the floor plan is subject to change and KeHE reserves the right to assign space or rearrange the floor plan and/or relocate any exhibit at any time, before or during the event.

## 4. Badges

An exhibitor is responsible for all badged personnel under the company name. KeHE reserves the right to remove or discharge any exhibitor who has badged inappropriate personnel.

## 5. Booth Construction, Design and Layout

KeHE follows the Cubic Content policy for all purchased exhibit space onsite. Cubic content is a unit of measurement allowing display materials and products to occupy 100% of the exhibit space purchased, regardless of sightlines. Exhibitors may display banners, metro racks, shippers or other items anywhere within their space, as long as they are within the 8' wide x 10' deep x 8' high parameters (per 8x10 space).

Cubic content is a more effective way for exhibitors to make the most of your space, and maximize your spend at the event. The intent of this new policy is to provide each exhibitor with a reasonable line of sight from the aisle, to create a uniform and professional looking exhibit and to permit all exhibitors the maximum use of the floor space which you have contracted. These rules also apply to Endcap and island spaces.

## 6. Care of the Building

Cubic content is a more effective way for exhibitors to make the most of your space, and maximize your spend at the event. The intent of this new policy is to provide each exhibitor with a reasonable line of sight from the aisle, to create a uniform and professional looking exhibit and to permit all exhibitors the maximum use of the floor space which you have contracted. These rules also apply to Endcap and island spaces.

## 7. Cancellations

Cancellation of exhibit space must be directed in writing to the 2015 KeHE Summer Selling & Production Innovation Show. If notice of cancellation is received before or on November 9, 2014, the exhibitor shall be obligated to pay a 20% cancellation penalty. These exhibitors shall receive their refund after the event is complete. **No refunds on cancellation of space will be made after November 9, 2014.**

## 8. Character of Displays

The KeHE Show reserves the right to prohibit an exhibitor to conduct and maintain an exhibit if, in the judgment of the show management, it compromises the business or the event. KeHE reserves the right to restrict any promotional item that, in the judgment of show management, is deemed inappropriate for a family-oriented event.

## 9. Cooking Regulations

No combustible oils, bottled gases or open flames of any kind will be allowed in the exhibit hall. Exhibitors using any kind of cooking equipment must have a fire extinguisher in their exhibit space. Without a fire extinguisher, no cooking will be permitted. All exhibitors who will be heating or cooking food must provide a Plexiglas shield in front of all cooking equipment. Any exhibitor using heat-producing equipment must provide ventilation, safety equipment, proper insulation and utility connections meeting all local fire regulations. Fire regulations prohibit the use of paper, crepe paper, corrugated paper, oil cloth, tar paper, plastic, uncoated cardboard, untreated wood and any other combustible or flammable materials for the decorating of an exhibit space. No cooking or heating appliances which are in use may be left unattended in an exhibit booth for any period of time. A minimum of two feet must be kept between all cooking devices and all combustible materials. Exhibitors using cooking equipment will be required to obtain a rider on their insurance and will be required to show proof of insurance before set-up. The following are to be named on the rider: KeHE Distributors, Inc., Gaylord Palms Resort & Convention Center, GES and SmithBucklin Corporation.

## 10. Eligibility

The objective of the 2015 KeHE Summer Selling & Production Innovation Show is to showcase products that are distributed by KeHE Distributors. Eligible companies are those that have been specifically invited to exhibit by KeHE. KeHE reserves the right to revoke a company's exhibit privileges and terminate the exhibit agreement if the company's product(s) are no longer distributed by KeHE. KeHE does not specify that any space will be available to any applicant.

## 11. Exhibitor's Authorized Representative

Each exhibiting company must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible and exhibitor assumes responsibility for such representative being in attendance throughout all exposition periods. Exhibitors and their representatives will be required to wear badges throughout the Show. Badges are not transferable. Members of KeHE Show Management must be advised of any changes to representatives registered. The new representative's name and replacement name must be provided.

## 12. Display of a Non-Approved Product

KeHE will charge a \$1,500 violation fee to any vendor displaying product(s) that are not part of the KeHE inventory and properly slotted.

## 13. Distribution of Alcoholic Beverages

The Gaylord Palms only permits alcoholic sampling to companies who sell this product and are showcasing it at the show. Any companies planning to serve and sample alcoholic beverages must hire a bartender. Exhibitors interested in distributing samples of alcoholic beverages in the Exhibit Hall must contact the Gaylord Palms for additional rules, regulations and fees associated with this opportunity.

## 14. Fire Safety Regulations

The exhibitor assumes all responsibility for compliance with local, city and state safety, fire and health ordinances covering installation and operation of equipment. All display or exhibit materials and equipment must be properly located and protected by safety barriers and fire-proofed to prevent fire hazards or personal accidents to spectators. KeHE reserves the right to dispose of any food items that may pose a health and safety risk (i.e. food that has gone bad due to heat or food that attracts insects).

## 15. Guests Under 21 (Exhibitors & Guests Policy)

At the request of KeHE's Risk Management group and the Gaylord Palms Resort & Convention Center, all under age personnel (16-20 years of age) will be required to show ID at registration, to enter the Exhibit Hall and to attend all show functions. Additionally, Florida State law prohibits the consumption of alcohol by anyone under the age of 21 and an over 21 ID will be required to sample products containing alcohol. Children (0-15 years of age) are not permitted in the KeHE Exhibit Hall or at any of the KeHE events such as show functions before, during and after the show, regardless of affiliations or circumstances. **NO EXCEPTIONS WILL BE MADE.** All exhibitors and attendees are required to abide and enforce such policy. Failure to comply may lead to 2015 KeHE Summer Selling & Production Innovation Show contract termination.

## 16. Payments

Full payment for all exhibitors is due November 9, 2014. If any exhibitor fails to pay in full, when due, any sum required by this contract for exhibit space, or fails to observe or abide by these rules and regulations, KeHE reserves the right to terminate this contract immediately without any refund that were previously paid. Exhibitors who have not paid in full prior to November 9, 2014 will not be permitted to set up their booth(s). No payments will be collected onsite.

## 17. Insurance, Liability and Indemnification

All property of exhibitor is understood to remain under their custody and control in transit to or from or within the confines of the Exhibit Hall. Exhibitors are required to obtain from their insurance company a rider to cover exhibit material against injury to the person and property of others. Neither KeHE Distributors, Inc., nor KeHE Show Management, nor the Gaylord Palms Resort & Convention Center nor the contracting/ decorating representatives will be responsible for any injury, loss, or damage that may occur to the exhibitor, or to the exhibitor's employees or property from any cause prior to, during or subsequent to the period covered by the exhibit contract; and the exhibitor signing this contract expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them and each of them against any and all claims for such loss, damage or injury.

## 18. Management

KeHE Show Management reserves the right to remove or alter any exhibit that does not comply with the above regulations.

## 19. Marketing Activity Onsite

All exhibitor and broker marketing activities must be confined to the exhibitor's allotted booth space, unless exhibitor is participating in a prepaid Sponsorship and is approved by Show Management. KeHE will charge a \$1,500 violation fee to any/all vendors who distribute samples or place marketing materials, other than approved KEHE sponsorships, outside of their allotted booth space. The \$1,500 will be deducted by KeHE and donated to charity. To protect all Sponsorship participants, the following marketing activities are expressly prohibited: Vendor or broker signage may not be placed outside of an exhibitor's assigned booth space. Vendor Product may not be distributed other than from their allotted booth space. (Examples: the distribution of products or marketing materials in and around the shuttle area, eating and business areas, parking garages and/or and other areas at the Gaylord Palms Resort & Convention Center or KeHE Headquarter Hotels).

## 20. Sample Size Limit

Food items are limited to "bite size" and are not to exceed 3 oz. portions.

## 21. Security

The KeHE Show will provide 24-hour perimeter security from the start of set-up on Sunday, February 1, 2015 through the end of dismantling on Wednesday, February 4, 2015. However, the exhibitor is solely responsible for his/her own materials and should insure his/her exhibit against loss or theft. Exhibitors are advised to take individual precautionary measures such as securing portable articles of value and removing such articles to a place of safekeeping after the exhibit hours.

## 22. Service Organization and Electronic Exhibitor Services Manual

The electronic KeHE Show Exhibitor Services Manual will be e-mailed to the one person designated as the booth contact for your company. Please be certain the individual listed on the contract is the main contact, as all correspondence will be routed through that individual. Show Management will select certain firms as official contractors for exhibitor services. These contractors will be selected on the basis of proper rates for their services and their ability to meet exhibitor requirements. The service manual will provide contact names and information pertaining to auxiliary services and order forms for all services.

## 23. Subletting

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not a part of their regular products, or which are not compatible with the character of KeHE, without a written request and approval from KeHE.