



CUSTOMER | APPRECIATION | WEEKEND



### NEW IN 2012--

These are 2 shows in one... Independent retailers walk the floor on Saturday;  
Natural retailers walk the floor on Sunday.



A KeHE COMPANY

**KeHE**  
DISTRIBUTORS

## EXHIBITOR PROSPECTUS

April 21-22, 2012  
Renaissance  
St. Augustine, FL

August 25-26, 2012  
JW Marriott  
Indianapolis, IN

September 15-16, 2012  
Hilton Anatole  
Dallas, TX

# 2012 CAW EXHIBITOR PROSPECTUS

We are pleased to invite you to our 2012 Tree of Life/ KeHE Customer Appreciation Weekends. These regional shows will begin in the Southeast on April 21-22 in St. Augustine, FL, move to the Midwest on August 25-26 in Indianapolis, IN and conclude in the Southwest on September 15-16 in Dallas, TX.

Historically, our CAW events have been a one-day selling event with the focus being products that best fit the needs of a natural food store retailer. Beginning in 2012, these shows will feature two days of selling to two different retail channels; Independent retailers walk the floor on Saturday and Natural retailers walk the floor on Sunday.

We recognize that independent grocers and natural food store retailers have similar buying behaviors. Independent grocers and natural food store retailers are able to make decisions quickly and are also hyper-focused on promotional offers since their scale often puts them at a disadvantage to large chains in the same geography. For these and other reasons, KeHE has changed the format to a two day show, one for each channel, in order to better connect you, our vendors, with retailers from both of these channels.

New for 2012 is a multi-show discount for vendors that decide to participate in all three Customer Appreciation Weekend events. A vendor that agrees to participate in all 2012 events will receive **10% off** their table fees at each show.

Vendor participation in the independent grocery retailer show on Saturday is open to all. However, only vendors with natural and/or clean specialty products can participate in the Sunday natural retailer show.

All product categories will be represented—including international and domestic specialty, natural and organic, fresh, VMS and personal care, bulk, household cleaning supplies, and general merchandise. The show will encompass new items, seasonal shippers, pallets and case stacks, and other hot-priced promotional opportunities.

## SCHEDULE OF EVENTS\* *(is the same in each city)*

### Saturday

|                        |  |
|------------------------|--|
| 7:00 a.m. – 5:00 p.m.  | Registration Open                                    |
| 7:00 a.m. – 11:00 a.m. | Exhibitor Set-up                                     |
| 11:00 a.m. – 5:00 p.m. | Exhibit Floor Open for Independent Grocery Retailers |
| 12:00 p.m. – 5:00 p.m. | Natural Channel Retailer Seminars                    |
| 6:30 p.m. – 10:00 p.m. | Customer Appreciation Dinner                         |

### Sunday

|                        |   |
|------------------------|---|
| 8:00 a.m. – 4:00 p.m.  | Registration Open                                   |
| 8:00 a.m. – 9:30 a.m.  | Continental Breakfast                               |
| 10:00 a.m. – 4:00 p.m. | Exhibit Floor Open for Natural Food Store Retailers |
| 4:00 p.m. – 7:00 p.m.  | Exhibitor Table Space Tear-down                     |

*\*Tentative schedule, subject to change.*



The show floor format will be skirted table tops – no pipe and drape involved. Set up and break down should be quick and easy. Saturday night, in each of the meeting venues, we will host an Appreciation Evening, with food and entertainment, which will be a great opportunity to network with other attendees and retailers before the show begins the following morning.

We look forward to seeing you in 2012!

# 2012 SPONSORSHIP & ADVERTISING OPPORTUNITIES

Tree of Life/ KeHE has developed a sponsorship and advertising program to help promote your company's presence at the each of the various 2012 Customer Appreciation Weekend events. It's designed to meet your budget requirements and increase your company's visibility both at the show and throughout the year.

## RECOGNITION BENEFITS INCLUDE:

- Recognition in printed materials and signage throughout the show
- Sponsor designation on badges of sponsoring companies

## CUSTOMER APPRECIATION WEEKEND SHOW & DINNER SPONSOR: \$1,000 (8 positions available)

Products will be displayed throughout the exhibit hall and the evening dinner. Make sure your company is in the spotlight!

## CUSTOMER APPRECIATION WEEKEND BREAKFAST SPONSOR: \$500 (10 positions available)

Products will be on display for all to see, taste and share at the breakfast seminar.

## CONFERENCE BAGS: \$1,000 (3 available)\*

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.

*\*must have all 3 to activate*

## LANYARDS: \$2,500 (6 positions available)\*

Distributed to all attendees, name badge lanyards will include your company logo, name and Web site. Select your company's color to make a bold statement.

*\*must have a minimum of 4 to activate*

## SAMPLING/REFRESHMENT STATION: \$500 (5 positions available)

Get the attendees attention as they walk through the doors to the exhibit hall as a refreshment sponsor. The Refreshment Station is placed at the doors leading to the exhibit hall and allows you to hydrate the attendees as they enter and exit the trade show – an optimal spot to get attendees attention throughout the conference! Your sponsorship comes with additional visibility through promotion on signs. Samples not included and must include enough to be restocked throughout the conference; booth space purchase is an additional requirement.

## AISLE CARPET DECALS: \$650 (5 positions available)

Make your company logo the first thing attendees see as they enter the exhibit hall. Your company name and logo will be placed at the entrance to the aisle your booth is located. This will guarantee that your company will be seen by every attendee.

## FULL-PAGE AD IN ONSITE SHOW PROGRAM: \$350

A full-page, non-bleed placement (8.5" x 11" vertical) should include company name, logo, company message and graphic image. Files must be high resolution with fonts embedded and either .eps, .pdf, .jpg or .tiff and must be sent to [Julie.Caine@KeHE.com](mailto:Julie.Caine@KeHE.com).

- **April 21-22 CAW Ad Due:** February 20, 2012
- **August 25-26 CAW Ad Due:** June 18, 2012
- **September 15-16 CAW Ad Due:** July 23, 2012

## HALF-PAGE AD IN ONSITE SHOW PROGRAM: \$175

A half-page, non-bleed placement (8.5" x 5.5" vertical) should include company name, logo, company message and graphic image. Files must be high resolution with fonts embedded and either .eps, .pdf, .jpg or .tiff and must be sent to [Julie.Caine@KeHE.com](mailto:Julie.Caine@KeHE.com).

- **April 21-22 CAW Ad Due:** February 20, 2012
- **August 25-26 CAW Ad Due:** June 18, 2012
- **September 15-16 CAW Ad Due:** July 23, 2012

## LOGO IN ONSITE SHOW PROGRAM: \$100

Logo file must be high resolution with fonts embedded and either .eps, .pdf, .jpg or .tiff and must be sent to [Julie.Caine@KeHE.com](mailto:Julie.Caine@KeHE.com).

- **April 21-22 CAW Logo Due:** February 20, 2012
- **August 25-26 CAW Logo Due:** June 18, 2012
- **September 15-16 CAW Logo Due:** July 23, 2012

## DINNER CENTERPIECE PROMOTION: \$75

We will order a centerpiece to be showcased with your company name on the table throughout dinner and then raffled off as a prize to an attending retailer.

## NEED AN AD CREATED?

Ads that are NOT submitted in the required formats will be charged an additional fee for reformatting or recreating the ads after they are submitted. If you would like us to create your ad for an additional \$300 (to the cost of the ad), you must supply a high resolution logo and text for the ad attached as a Word document. You must notify Keith York at [Keith.York@kehe.com](mailto:Keith.York@kehe.com) that your company would like an ad created before December 12, 2011.

## NEED HELP WITH YOUR EXHIBITION IN-BOOTH BANNERS?

Order direct from [www.fastsigns.com/65](http://www.fastsigns.com/65)



## EXHIBITOR INFORMATION & PRICING

### EXHIBITING COMPANIES AT EACH 2012 CUSTOMER APPRECIATION WEEKEND RECEIVE:

- Company listing in the Tree of Life/ KeHE Onsite Show Program
- Complimentary registration for exhibiting personnel – Two (2) per table; One (1) per half table
- Admission to the Tree of Life/ KeHE Appreciation Evening event – Two (2) per table; One (1) per half table

### EXHIBIT OPTIONS

#### Full Table

The table package will include the following:

- One (1) skirted 8' table
- Company identification sign
- Two (2) chairs
- One (1) wastebasket
- 24-hour Exhibit Hall perimeter security

#### Half Table

The half table package will include the following:

- One Half (1/2) skirted 8' table
- Company identification sign
- One (1) chair
- One (1) wastebasket
- 24-hour Exhibit Hall perimeter security

### Discounted Exhibit Pricing

Save 10%! Exhibit at all three 2012 Customer Appreciation Weekend events and save **an additional 10% off your table fees.**

### EXHIBIT PRICING

| SINGLE SHOW PRICING |          |             |               |
|---------------------|----------|-------------|---------------|
|                     | East CAW | Midwest CAW | Southwest CAW |
| Full table          | \$1,200  | \$1,200     | \$1,200       |
| Half Table          | \$850    | \$850       | \$850         |

| ALL THREE 2012 SHOWS WITH 10% DISCOUNT |          |             |               |
|--|----------|-------------|---------------|
|  | East CAW | Midwest CAW | Southwest CAW |
| Full table                             | \$1,080  | \$1,080     | \$1,080       |
| Half Table                             | \$765    | \$765       | \$765         |

|            | SINGLE SHOWS, PURCHASED SEPARATE | MULTI-SHOW, PURCHASED TOGETHER @ 10% DISCOUNT | TOTAL SAVINGS FOR MULTI-SHOW DISCOUNT |
|------------|----------------------------------|---|---------------------------------------|
|            | East, Midwest & Southwest CAWs   |   |                                       |
| Full table | \$3,600                          | \$3,240                                       | \$360                                 |
| Half Table | \$2,550                          | \$2,295                                       | \$255                                 |

Only original contracts received from exhibitors participating in the KeHE Marketing (1.5) program with full payment will be processed and considered for space assignment. All table locations will be assigned at a later date- the floor plan is subject to change.

### Additional Exhibitor/Broker Badges:

(1) Exhibitor Registration and (1) ticket to Tree of Life/ KeHE Saturday Appreciation evening - \$85 per person

### Additional Tickets A-la-carte:

- Exhibitor Registration Badges - \$20 each
- Tickets to KeHE Celebration - \$75 each

# EXHIBITOR INFORMATION & PRICING

## Brand Representation

KeHE requires you to limit brand representation to a maximum of three brands per supplier, per table. This allows us to better position your product in front of our customers.

## Table Assignment and Floor Plan

Each Customer Appreciation Weekend has individual deadline dates as described below:

- East CAW - Table applications must be received no later than February 12, 2012, and all table locations will be assigned starting on February 13, 2012. Confirmation of table space assignments will be sent to the main company contact once table selection has been completed.
- Midwest CAW - Table applications must be received no later than June 17, 2012, and all table locations will be assigned starting on June 18, 2012. Confirmation of table space assignments will be sent to the main company contact once table selection has been completed.
- Southwest CAW - Table applications must be received no later than July 8, 2012, and all table locations will be assigned starting on July 9, 2012. Confirmation of table space assignments will be sent to the main company contact once table selection has been completed.

## Online Exhibitor Application & Payment Process

Secure your table and pay your exhibit fees using KeHE's online application system. Full payment can be made by deduction or company check and is due at time of application submission.

- East CAW - If full payment is not received by February 12, 2012, KeHE will deduct the regular table fee and an additional \$150 administrative fee that will be applied for the deduction process. In all cases, full payment must be received prior to the show or exhibitors will not be allowed to set up.
- Midwest CAW - If full payment is not received by June 17, 2012, KeHE will deduct the regular table fee and an additional \$150 administrative fee that will be applied for the deduction process. In all cases, full payment must be received prior to the show or exhibitors will not be allowed to set up.
- Southwest CAW - If full payment is not received by July 8, 2012, KeHE will deduct the regular table fee and an additional \$150 administrative fee that will be applied for the deduction process. In all cases, full payment must be received prior to the show or exhibitors will not be allowed to set up.

## Registration & Housing for Exhibitors

The Online Exhibitor Application will be available the week of November 21, 2011 on [www.KeHE.com](http://www.KeHE.com). Housing forms will be included in the electronic exhibitor services manual that will be available approximately 1 week after the table selection deadline for those exhibitors who have confirmed space.

## Exhibit Questions? Contact:

2012 Customer Appreciation Weekend Management

Phone: 800.261.1599

E-mail: [CAWShows@KeHE.com](mailto:CAWShows@KeHE.com)

# EXHIBITOR RULES & REGULATIONS

## Application and Payment

All exhibitors participating in any of the 2012 Customer Appreciation Weekends are required to complete an application for space and subscribe to the following official Rules and Regulations. The Customer Appreciation Weekends 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.

## Eligibility

The objective of the Customer Appreciation Weekends 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.

## Table and Specialty Area Payments

Full payment for all exhibitors is due based upon the show(s) the Exhibitor registers for:

- East CAW – payment deadline is February 12, 2012.
- Midwest CAW – payment deadline is June 17, 2012.
- Southwest CAW – payment deadline is July 8, 2012.

A \$150 deduction fee will apply for all companies that select KeHE Deduction for table location payment. 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, the Tree of Life/ KeHE Show reserves the right to terminate this contract immediately without any refund that were previously paid. Exhibitors who have not paid in full prior to the payment deadline date for that particular show will not be permitted to set up their tables(s). No payments will be collected onsite.

## Assignment of Space

Table space will be assigned after the cut-off date for all exhibitors based upon the show(s) the Exhibitor registers for:

- East CAW – table selection begins the week of February 13, 2012.
- Midwest CAW – table selection begins the week of June 18, 2012.
- Southwest CAW – table selection begins the week of July 9, 2012.

A confirmation of your table location number will be e-mailed to the key contact approximately (9) weeks prior to each CAW show. Please note that the floor plan is subject to change and Tree of Life/ 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.

## Installation and Dismantling

All exhibits must be completed, staffed and ready for business by 11:00 a.m. on the Saturday of each scheduled CAW. Exhibitors not show ready by the stated time will be fined \$500 and may be prohibited from exhibiting in future Tree of Life/ KeHE events. No exhibitor shall begin dismantling their exhibit prior to 4:00 p.m. on the Sunday of each scheduled CAW.

## Guests under 21 (Exhibitors & Guests Policy)

At the request of KeHE's Risk Management group and of the various show venues, all under age personnel (16-20 years of age) will be required to show ID at registration, to enter the show floor and to attend all show functions. All exhibitors and attendees are asked to abide and enforce this policy. Failure to comply may lead to Tree of Life/ KeHE show(s) contract termination.

## Marketing Activity Onsite

All exhibitor marketing activities must be confined to the exhibitor's allotted table space, unless exhibitor is participating in a prepaid Sponsorship and is approved by show management. Tree of Life/ KeHE will charge a \$1,500 violation fee to any/all vendors who distribute samples or place marketing materials, other than approved Tree of Life/ KEHE sponsorships, outside of their allotted table space. The \$1,500 will be deducted by KeHE and donated to charity. To protect all Sponsorship participants, the following marketing activities are prohibited: Vendor signage may not be placed outside of an exhibitor's assigned table space. Vendor Product may not be distributed other than from their allotted table 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 each of the show venue locations being used.

## Food Sample Size Limit

Each show venue has individual requirements on what is permitted for sampling purposes as listed:

- East CAW - Food items are limited to "bite size" and are not to exceed 4-6 oz. portions
- Midwest CAW - Food items are limited to "bite size" and are not to exceed 2 oz. portions
- Southwest CAW - Food items are limited to "bite size" and are not to exceed 4 oz. portions

## Distribution of Alcoholic Beverages

Each show venue has individual requirements on possible distribution of alcoholic beverages as listed:

- East CAW - The distribution of alcoholic beverages is prohibited at this venue.
- Midwest CAW - The distribution of alcoholic beverages is prohibited an exhibitor has a valid liquor license in the state of Indiana, and the JW Marriott staff services must be retained to dispense. A per hour labor fee will be charged to the exhibitor for these services.
- Southwest CAW - The distribution of alcoholic beverages is prohibited unless it is part of the sampling product. The exhibitor must adhere to the Hilton Anatole Alcoholic Beverage Policy which included but is not limited to: Proof of Insurance; served in plastic, disposable cups, maximum 4 oz. (no cans or bottles permitted); corkage fees equal to the Hilton Anatole retail pricing subject to applicable taxes and service charges.

## Display of a Non-Approved Product

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

## Cancellations

Cancellation of exhibit space must be directed in writing to [CAWShows@KeHE.com](mailto:CAWShows@KeHE.com). If notice of cancellation is received before (10) weeks prior to the event in question the exhibitor shall be obligated to pay a 20% cancellation penalty. No refunds on cancellation of space will be made less than (10) weeks prior to the event in question. Any refunds will be processed after the show.

### **Subletting**

Exhibitors are prohibited from assigning or subletting a table 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 Tree of Life/ KeHE, without a written request and approval from KeHE show management.

### **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).

### **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 Plexiglass shield in front of all cooking and heating 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, nylon, 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 space associated with the table location 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., the show venue in question, SmithBucklin Corporation and Decorator (TBD).

### **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 show venue in question, 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.

### **Care of the Building**

Exhibitors will be held responsible for any damage caused by fastening displays or fixtures to the building floors, walls or columns or to standard space associated with the table location equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to building columns and floors or to standard space associated with the table location equipment.

### **Security**

The Tree of Life/ KeHE Show will provide 24-hour perimeter security from the start of set-up on Saturday of each scheduled event through the end of dismantling on Sunday of each scheduled event. 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.

### **Table Construction, Design and Layout**

The intent of the following regulations relating to exhibit construction 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 they have contracted. KeHE Distributors reserves the right to request removal of any products, signage or other display materials that are deemed inappropriate. Tables shall not present an objectionable side appearance when viewed from adjoining table areas. All exhibit figures over 4' in height must be confined to the back half of the space associated with the table location. Signs are considered a part of the exhibit and must conform to all regulations on space associated with the table location. Signage outside space associated with the table location is not allowed.

### **Character of Displays**

KeHE Distributors 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.

### **Management**

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

### **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.

### **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.

### **Service Organization and Electronic Exhibitor Service Manual**

The electronic KeHE Show Exhibitor Services Manual will be e-mailed to the one person designated on the application as the table 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.

### **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.

# MARK YOUR CALENDARS!

## **February 25-26, 2012**

Great Lakes Independent Grocer Weekend  
Middleton, WI

## **April 21-22, 2012**

East Customer Appreciation Weekend\*  
St. Augustine, FL

## **June 10-12, 2012**

KeHE Holiday Show  
Chicago, IL

## **August 25-26, 2012**

Midwest Customer Appreciation Weekend\*  
Indianapolis, IN

## **September 15-16, 2012**

Southwest Customer Appreciation Weekend\*  
Dallas, TX

## **\*NEW IN 2012!**

These are 2 shows in one...  
Independent retailers walk the floor on Saturday;  
Natural retailers walk the floor on Sunday.

**Visit [www.KeHE.com](http://www.KeHE.com) for the latest event details!**