



## Information for Food Exhibitors

For the thirteenth year in a row, the Edmonton Chamber of Commerce brings you an evening of elegant food and fine beverages. This unique event will be held at the Northern Alberta Jubilee Auditorium, Tuesday, April 17, 2012 from 5:00 until 8:00 p.m.

This event was designed for the food and beverage industry to showcase its products and services to the Edmonton business community. As a fundraiser for your Chamber of Commerce and in a hope to get more participation this year we ask you to consider the following options for your company:

- A. An entry fee of \$225, which entitles you to retain all food and beverage coupon sales revenue; or,  
B. No entry fee, you will retain one-third of all coupon sales you collect**

The Chamber assumes all costs of event marketing and promotion; Participant's will receive name recognition on the following material:

- Member Fax Out (3,000 recipients) 2 - 3 Times
- Chamber Online E-Newsletter (3,600 subscribers) 3 – 5 Times
- EdmontonChamber.com website (4,500 unique visitors monthly)
- Commerce News (25,000 direct-mailed copies) 1 – 2 Times
- The earlier you register the more marketing value you will receive

### **Attendance at this event, as in previous years, is expected to top 300**

Each exhibitor is required to provide at least two items from the following list: Alberta Beef / Chicken / Seafood / Pork / Vegetarian / Dessert. Past events have featured soups, salads, main dishes, on-site sandwich stations, and a wide range of hors d'oeuvres and desserts.

### **We will provide the following:**

- Plastic cutlery
- Six inch Styrofoam plates & bowls
- Napkins
- Signage
- One 8 x 10 foot display booth containing two 8 foot tables, skirt and cloths.
- You will also receive ten complementary tickets to the event (value \$150.00)

### **As an exhibitor you are required to provide:**

- Booth décor
- All serving utensils for Two dishes, each of approximately 200 servings, with a per-serving minimum retail value of \$3.00

We are pleased to bring you this very affordable opportunity to promote your products, services and corporate message.

Supporting the Chamber's Endowment Fund for Children in Need with a portion of the proceeds benefitting Edmonton's School Lunch Program