



Food Show Best Practices Recommendations

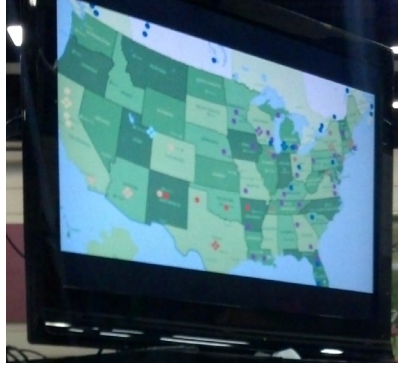
1 PRE-SHOW

- Try to get a booth in a prominent location with a larger-than-average footprint
- Order and deliver adequate supplies of fresh produce – in optimal condition and refreshed daily
- Order empty Markon cartons
- Order and display POS – general Markon and brand brochures, 5-Star Food Safety® Program brochures, and category and/or product-specific POS
- Wearables and/or other logo items
 - Request wearables and/or other logo items directly from Promotion Plus
 - Doug Oneal : doug@promoplus.com
 - 800-943-9494
- Order banners
- Make sure other food show participants doing cooking demonstrations have ordered and received adequate supplies of fresh produce in advance
- Provide a list of key accounts or hold a discussion before show opens – prepare booth staff for any opportunities or anticipated challenges



2 DAY OF SHOW

- Play Live from the Fields videos and chef videos
 - Compilation files can be accessed through YouTube: https://youtu.be/_qJXoIN-psM
 - Or download the file at: <https://we.tl/LJ8mlGhED5>
- Display empty Markon cartons
- Build unique and interactive product displays



- Have plenty of pens and extra order forms available
- Display banners
- Display POS – general Markon and brand brochures, 5-Star Food Safety Program brochures, and category and/or product-specific POS
- Booth staff should have basic understanding of/or access to information about
 - Markon brands
 - Distributor's produce inventory (Markon brands packed at source, regional suppliers in Markon brands, all other suppliers)
 - Recent quality, supply, and/or price issues, as well as the Markon story (relationship between distributor and Markon)
 - Staff the booth with category-specific expertise (e.g., representatives from major MFC/RSS grower-shippers)
- Discourage personal cell phone usage (talk or data) within the booth by vendors or employees
- Cooking demonstrations and product samplings
 - Make sure to have recipe cards to hand out for any recipes
 - Try to use any new items as ingredients in the recipes made in the booth
 - Do not allow non-customer eating within the booth
- No grower-shipper branding should be visible in the booth (e.g., hats, shirts, caps, name tags, pens, pins, etc.); the focus should be on the distributor's program and/or Markon brands
- Demonstrate website and social media platforms; highlight app
- Book product at food shows
 - Some have electronic booking forms
 - Use pre-order forms; the less time required for writing, the more time available to discuss fresh produce
- Consider adding anything that might generate enthusiasm and make the show feel less like work for the customer



3 POST-SHOW

- Follow-up with customers who displayed interest
 - Always remember to follow through on any commitments
 - Do internal de-brief with foodshow staff



CONFIDENCE
IN EVERY CASE.