

TABLETOP APPLICATION

for

The 30th Annual RFA Conference & Tabletop Display
March 3-6, 2010 • InterContinental Mark Hopkins • San Francisco, California

**The 2010 Conference Tabletop Display Reception will be held
 on Thursday, March 4, 2010, from 4:30 p.m. to 7:00 p.m.**

TABLETOP INFORMATION & GUIDELINES

This year's Conference Tabletop Display Reception will take place on Thursday, March 4, 2010, from 4:30 - 7:00 p.m. onsite at the InterContinental Mark Hopkins. The Tabletop room will be ready at 3:30 p.m. for Associate members to begin set-up.

Cocktails and hors d'oeuvres will be served during the Reception. Each attendee will receive two drink tickets. Additional drink tickets will be available for Associate members to purchase to give to customers.

The fee will be \$250 per 6 ft. table for Associate Members of the RFA who are registered for the entire Conference. Space is limited, so make your reservations early. To reserve a Tabletop, please fill out the back of this form and return it to the RFA office with payment. Remember, you must register for the Conference to be eligible to receive a Tabletop.

Our Tabletop guidelines allow you to display more than just literature. They are listed to the right.

If you have questions on this format, please call your Associate Board members: Glenn LeBlanc 860-537-4786; Jan Payne 847-634-6330; John Trumpler 734-676-3091.

Tabletop Guidelines

- 1.) A banner of your own design on the front of the tabletop will be permitted. (NOTE: A small sign with your company name will be provided to sit on your table; if you wish to include a banner you must supply your own.)
- 2.) A height restriction of 12" will be applied for tabletop materials (excluding height of silent visual materials - see below)
- 3.) Laptops, VCRs, etc., will be permitted but must be battery operated (no support) and silent.
- 4.) Giveaways will be permitted.
- 5.) Samples/products will be permitted. Food samples can be served, but you must provide your own chafing dishes or make arrangements in advance by contacting the RFA Staff.

Associate Product Album

This year's Tabletop Reception will again feature the Associates' Product Album. Associates that reserve a Tabletop will get to have a full-page, front and back insert put into the Album at no extra charge. The insert must be 8 1/2" x 11" and can be anything from an ad for your company to a listing of your products and prices. The Product Album will be given to attending Manufacturers at registration. It will be a great way to generate interest in your products before the Tabletop Reception, and it will serve as a valuable resource for Manufacturers long after the RFA Conference. (Associates must provide 100 copies of the insert to the RFA by January 25, 2010).

SHIPPING INFO

Date for Sending Tabletop Materials to the Hotel:
 Ship to Arrive between March 1- 3, 2010

Please send all materials to:
 InterContinental Mark Hopkins San Francisco
 One Nob Hill
 San Francisco, CA 94108

The label must also include the following:
 Refrigerated Foods Association Conference
 March 3-6, 2010
 Tabletop Materials

Name of the person from your company who will be getting the materials at the conference and your company name

2010 RFA CONFERENCE

Tabletop Display Reservation Form

The fee to take part in the RFA Tabletop Display Reception is \$250 per Tabletop for Associate Members. Please note that you must be a registered Conference attendee and an Associate member of the Refrigerated Foods Association to have a Tabletop.

The Tabletop Reception will take place on Thursday, March 4, 2010, from 4:30 - 7:00 p.m. onsite at the InterContinental Mark Hopkins. The Tabletop room will be ready at 3:30 p.m. on Thursday for Associate members to begin setting up.

To reserve a space at the RFA's Tabletop Reception in San Francisco, please fill out the form below and return it to the RFA Office. Remember, you must register for the Conference to be eligible to receive a Tabletop. **This year's Tabletop spaces are limited, so send in your reservation now!**

Yes, my company would like to reserve a space at the Tabletop Reception to be held in conjunction with the Refrigerated Foods Association Conference in 2010. I have read and understand the guidelines. I also understand that I will have to register for the Conference to be entitled to a Tabletop, and that I can do so by return mail at a later date. I do understand that this is a "Tabletop Exhibit" and not a "Full Fledged Exhibit Session."

Yes, I want to be featured in the Associates' Product Album. I will send 100 copies of my one page (8.5" x 11"), front and back, insert that I want included in the Album by January 25, 2010.

Signed _____

PLEASE PRINT:

Name: _____ Company: _____

Registered Members Attending: _____

Address: _____ City/State/Zip: _____

Phone: _____ E-mail: _____

What do you plan to display? _____

PAYMENT INFORMATION: There is a fee of \$250 per Tabletop

Number of Tabletops: _____ Amount Enclosed: \$ _____

Payment Method: Check (*made payable to Refrigerated Foods Association*)

Credit Card: Visa MasterCard AMEX Discover

Credit Card #: _____ Expiration: _____

Cardholder Signature: _____

Card security code/CVV: _____

Billing Information (Must match Credit Card - if different from above):

Name on card: _____

Address/City/State/Zip: _____

Phone: _____

Please Return to: Refrigerated Foods Association
2971 Flowers Road S., Suite 266 • Atlanta, GA 30341
FAX: (770) 455-3879