



February 1-3, 2018 24th Annual PFA Conference & Trade Show

DIRECT IMPORT EXHIBITOR SET UP INSTRUCTIONS

Dear Halloween Direct Import Vendor,

We are excited that you will be participating in our 24th Annual Trade Show and for the first time, we are trying something new this year, we are going to be setting up the **Halloween Direct Import Room** at our PFA event and not the Halloween & Party Expo, as we have done in the past. Because of the timing of our 2018 show, it is still early enough to show the products and provide our vendors with the chance to meet with our members and really sell and grow their individual programs and increase sales, not only on your domestic lines, but on your DI offerings as well. No one can sell your products better than you!

Since your “booth” will be slightly different than the traditional trade show booth, we want to make sure you have all the information you need to be prepared for a successful and profitable show.

Direct Import Exhibitor Schedule

The Direct Import “room” will actually be a section on the trade show floor and for those vendors who signed up to participate in our show (such as yourself), you will be on the 11 minute rotation schedule. In addition, we will offer off hours times when the room will be open, 7 am – 9 am before the start of the trade show each day, and during lunch. This will allow our members to browse the selections, and then spend more time with you during their scheduled appointments. We do plan to send out the Direct Import worksheets, pricing, and images to our members so that they will have them in time for the HP Expo, as well as time to review before coming to our show in San Antonio, which will help make it easier and more efficient for your “selling” the program when they visit during their scheduled appointment.

Here are some key points to help with planning and the critical set up:

1. We have a short window of time to **actually set up** the DI area, due to meeting space constraints, so we will need our DI vendors to begin set up of their program on Wednesday, January 31 at **NOON** sharp. Set up will continue on Thursday, February 1, and the DI area must be 100% set up no later than 9 pm on Thursday evening.
2. If there is anything you can do prior to help facilitate your set up, that would be helpful.
3. GES is our Exhibiting Company and you will still need to work with them on any booth specifics. We will provide the contact and Exhibitor Kit link a bit closer to the show.
4. PFA will provide the tables and grids for you, but if you need electrical, internet, or any additional lighting, etc. you will need to work directly with either GES or the Grand Hyatt.

5. More specific details will be sent out regarding shipping and labeling for product, as we get a bit closer to the actual show dates.
6. We will have you send your product to the Advance Shipment Warehouse, and will have special labels you will need to use. This will ensure your product does not get mixed with other vendors, who don't have to set up as early as our DI vendors do.

For planning purposes, here is an overview of the schedule of events. *Times are approximate and subject to change:

Day	Time*	Event
Wed, Jan 31	12 pm – 9 pm	Direct Import Area set up
Thu, Feb 1	8 am – 7 pm	Complete DI set up and Exhibitor move in
	7 pm – 8:30 pm	Opening Reception
Fri, Feb 2	7 am – 9 am	Direct Import Area open access for members
	9 am – 6 pm	Trade Show
	12 pm – 1 pm	Lunch & DI area open access for members
	7 pm – 9:30 pm	Dinner Event
Sat, Feb 3	7 am – 9 am	Direct Import Area open access for members
	9 am – 6 pm	Trade Show
	12 pm – 1 pm	Lunch & DI area open access for members
	6 pm	Closing Reception & DI pack up/Exhibitor Tear Down

For specific product and program details, you will work closely with our Executive Buyer, Paula Federici (paula@pfaconnect.com or 877.472.7371 ext 3). For details regarding the trade show, schedule, etc. please contact me directly.

When you think of San Antonio, most folks remember the Alamo, but after one of our PFA shows, that's what they are going to remember!

We look forward to working with you to make this another profitable import program and a great show!

See you in San Antonio!

Sue Jereczek
Executive Director
Paper First Affiliates

