



2014 KeHE Summer Selling & Product Innovation Show
February 4-5, 2014
Ernest N. Morial Convention Center
New Orleans, Louisiana

Dear 2014 KeHE Summer Selling & Product Innovation Show Exhibitor,

Thank you for joining us at this year's Summer Selling & Product Innovation Show! The following is your Exhibitor Services Manual which includes all the necessary forms and information needed to ensure your successful participation in the 2014 KeHE Summer Selling Show & Product Innovation Show. As the main contact for this exhibiting company, you are the **sole representative** receiving the Exhibitor Services Manual. Please forward this manual to everyone on your team that may benefit from this information.

Please take the time to review this information and **pay special attention to the deadlines on the various order forms**. Ordering early will save you time and money. In addition, we also highly encourage all exhibitors to ship their materials to the advanced warehouse. This will ensure timely arrival of all your items from the warehouse to your booth on site. For your reference, each 8' x 10' booth comes with the following furnishings:

8' x 10' Booth Package

- Standard 8' high back drape in Blue/Gold/Gold/Gold/Blue, 3' draped side rails in Gold
- Booth carpeting in Blue, including daily vacuuming
- (1) 6' Gold skirted table
- (2) chairs
- (1) wastebasket
- Company identification sign- 11" x 17"
- 24 hour perimeter exhibit hall security

Exhibitors that chose to purchase a New or Small Vendor Table will receive the following furnishings:

As the KeHE Show Management Team, we are here to assist you as you prepare for the 2014 KeHE Summer Selling & Product Innovation Show. If you have any questions please feel free to call or email us for additional assistance.

We look forward to seeing you in February!

Sincerely,

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