



2014 KeHE Holiday & Product Innovation Show  
June 8-9, 2014  
McCormick Place  
Chicago, IL

Dear 2014 KeHE Holiday & Product Innovation Show Exhibitor,

Thank you for joining us at this year's Holiday & 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 Holiday 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 Red 3' draped side rails in Red
- Booth carpeting in Pepper, including daily vacuuming
- (1) 6' Red skirted table
- (2) chairs
- (1) wastebasket
- Company identification sign- 11" x 17"
- 24 hour perimeter exhibit hall security

As the KeHE Show Management Team, we are here to assist you as you prepare for the 2014 KeHE Holiday & 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 June!

Sincerely,

Laura Pabst  
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