



PLATINUM SPONSOR FOOD SHOW DEADLINES

*Harvest-Western-Solomon National Sales Meeting & Food Show
March 25-26, 2011 ~ Loews Coronado Bay Resort, Coronado, California*

Thank you for signing up for our National Sales Meeting and Food Show that will take place March 25-26, 2011 at Loews Coronado Bay Resort, Coronado, California where we will all come together for a fun, productive weekend of networking and sales. There will be approximately 140 representatives from Harvest/Western/Solomon sales, management, and buying teams in addition to the attending Platinum Sponsoring companies. Planning is underway and below is a brief timeline and Food Show Schedule that will also help in your planning for this exciting event.

(All deadlines are FIRM and MUST be followed.) Vendors who do not meet deadlines or communicate with Harvest will not be included in the book.

Done	Date	Item Due
	December 20	Items due for Food Show Selling Book (work with buyer to determine items) (see Food Show Book Form)
	January 10	Pricing and SPIFF \$ finalized on Book Items
	January 31	Books mailed to customers
	March 1	Hotel Rooms, Deadline to get discounted \$119 rate. Call 619-424-4000 or 800-815-6397 and mention "Harvest Group"
	March 6	Attendee gifts due. Promote your company with gifts (hats, mugs, etc.) POS materials due for registration packets for 140 sales people and buyers
	March 10	Commodity Pricing Addendum completed (Faxable version)
	March 14	Product Sample Form Due (see sample form)
	March 23	Product Samples due to National City Branch (see sample form)
	March 26	Food Show - Orders turned in from Sales
	Week of April 4, April 11, April 18, and April 25	Product ship dates

We sincerely appreciate your sponsorship. Please visit our website (www.harvestmeat.com) for more information or contact me or Fernanda Paredes at 619-477-0185 if you have any questions.

Sincerely,

Julie Howard
Marketing Director