

COOKING UP THE SAVINGS\$

9th Annual Quirch Foods Buying Show



Exhibitor Packet

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Exhibitor Packet Contents

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- Resort & Local Amenities Information
- Marketing & Sponsorship Opportunities

Main Contacts

Quirch Foods · 305.691.3535

Ana Cruz · 305.788.5540

Doral Golf Resort & Spa · 305.592.2000 or 800.713.6725

Victor A · 305.691.3535 ex 278

COOKING UP THE SAVINGS\$

9th Annual Quirch Foods Buying Show

Important Dates & Times

- 07/31** Product lists due to QF buyers.
- 09/03** Frozen Samples due to Miami warehouse.
- 09/17** Refrigerated Samples due to Miami warehouse.
- 09/22** All show materials due at hotel.

09/23 (Thursday)

12:00 p.m. - 5:00 p.m.

Exhibitor Booth Setup

Note: all booths must be set by 5 p.m.

6:30 p.m. - 7:00 p.m.

Sales Team orientations @ show.

Attendance is required by at least one person from your group.

7:00 p.m. - 9:00 p.m.

V.I.P. Reception at Doral Golf Resort & Spa
Exact location to be announced

09/24 (Friday) Show Time!

8:00 a.m.

Exhibit room open for exhibitors.
Ice delivered to booths.
Order forms delivered to booths.
Light breakfast available.

9:00 a.m.

Opening Ceremony - Doors Opens.

4:45 p.m.

Closing Ceremony

5:00 p.m.

Show Closes

5:30 p.m. - 7:30 p.m.

Closing Reception
Legends Ballroom Terrace



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Exhibitor Guidelines

Samples

- Please sample only products which are available for purchase at the show.
- Send only the quantity of sample packages you will need for your booth.
- Make certain your samples are shipped with proper labeling.

Order Forms

- Both customer and exhibitor signatures are required for order processing.
- Orders that do not have both signatures may not be processed.
- Order forms have two copies - one white and one yellow.
 1. White copy of order form goes in folder for pick up by show staff.
 2. Yellow copy is for the customer.
 3. You will receive a report of all orders after orders have been processed by QF customer service staff.

Products

- All products to be shown and offered at the show must have prior approval from a QF buyer.
- Please review your product list with your buyer as soon as possible.

Show Setup / Breakdown

- All booths must be set up on Thursday, Sept. 23rd by 5:00 pm. Friday morning access is only for setup of samples and cooking equipment.as soon as possible.
- There will be customers in the hall until 5:00 pm the day of the show. Out of respect and courtesy to them, we ask that exhibitors do not begin packing their booths until after the official closing at 5:00 pm.

The Golden Rule

- The exchange of business cards between customers and suppliers is not allowed. Any attempt on the part of exhibitors to sell directly to customers will be considered a hostile action and will be replied to with some combination of foul language, aggressive attorneys, fire hoses, and ejection from the show.

If you need any further assistance during the show, please contact your buyer or:

Ana Cruz (Event Coordinator) · 305.788.5540

Victor Arechavaleta (Marketing Director) · 305.219.2610

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Instructions for Sending Samples

Deadlines

- July 31st - List of samples is due to QF buyers
- Sept 3rd - Frozen samples due Miami warehouse
- Sept 17th - Refrigerated samples due Miami warehouse
- Sept 22nd - All show materials due at Hotel

Quirch Shipping Address

Quirch Foods Miami
Attn: Buying Show
7600 NW 82nd Place
Miami, FL 33166-9250
Tel: (305) 691-3535

Shipping & Labeling Information

A label template is available at:

www.quirchbuyingshow.com/samples.php

Cases must be labeled "Buying Show Samples" and include

- Exhibitor's company name
- Product category (e.g. Beef, Pork, Poultry, Dairy, etc)
- Quirch buyer name
- Booth number
- Refrigerated or Frozen handling/temperature requirements.

SAMPLE LABEL

Buying Show Samples

Company Information: XYZ Packing
Product Category: Pork
QF Buyer: Kevin Miller
Booth Number: 115

KEEP FROZEN

Send samples with your standard inventory order for that week, or via courier of your choice.

If shipping samples from overseas, please contact us to coordinate.

Shipping Instruction for Booth Materials

Booth Materials should be shipped to arrive between Sept 20th and 22nd.

Please ship your booth decorations and other non-food materials directly to the hotel. Materials must be labeled properly and indicate your company name & booth number.

Note that hotel handling charges may apply. See the shipping and receiving price list for details.

Hotel Shipping Address

Doral Golf Resort & Spa
Attn: Quirch Foods Buying Show
4400 NW 87th Avenue
Miami, FL 33178
Tel: (305) 592-2000

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Cooking Guidelines

Sampling SELLS!



We encourage all exhibitors to sample their products, even if only one thing.

Cooking is allowed only with the following appliances:

- Microwaves
- Electric Skillet
- Small consumer fryers with lids
- Toaster ovens

Please do NOT bring:

- Gas or charcoal BBQ
- Home-made smokers
- Hawaiian-style luau pit
- Brick ovens

Cooking methods or recipes which produce excessive smoke are not allowed for safety reasons.

Check your appliance(s) for electrical requirements. Your booth comes equipped with a standard electrical outlet (1500W), additional electrical is each exhibitor's responsibility.

For additional electricity, please see the electrical order form included with this package.



Cooking requires a Fire Extinguisher - No Exceptions.

For questions regarding cooking at your booth,
please contact our event coordinator:

Ana Cruz • 305.788.5540



DORAL
GOLF RESORT & SPA
A MARRIOTT® RESORT

DORAL'S EXHIBITORS SERVICE KIT

AS YOUR TRADE SHOW FACILITY, THE DORAL GOLF RESORT & SPA, A MARRIOTT RESORT WELCOMES YOU TO OUR PROPERTY.

WE WOULD LIKE TO REMIND YOU THAT YOU WILL HAVE THE MOST EFFICIENT AND ECONOMICAL INSTALLATION OF THE FOLLOWING HOTEL SERVICES: ELECTRICAL, TELEPHONES, LIGHTING, WATER & DRAIN, COMPRESSED AIR, AND PLANTS.

FORMS TO ORDER THE RESORT SERVICES ARE ENCLOSED WITHIN THIS BOOKLET ALONG WITH THE APPROPRIATE CODES AND REGULATIONS GOVERNING ELECTRICAL SERVICES AND A HANDY CHECKLIST.

PLEASE DO NOT HESITATE TO CALL THE EVENT MANAGER IF WE CAN BE OF ANY SERVICE.

ELECTRICAL CODE

ELECTRICAL SERVICES FOR EXHIBITORS AT CONVENTION FACILITIES

Electrical requirements for an exhibit at all convention facilities are for the safety of all exhibitors and visitors and are based on National Electrical Code and Miami-Dade Ordinances.

Too frequently, fires have been traceable to “faulty wiring” sometimes because of carelessness and sometimes because of lack of understanding of the risks involved.

In the interest of public safety, exhibits in the resort facilities may be inspected to determine if any violations exist. If they do, qualified electricians are available to correct the problem. This work will be performed on a labor and material basis. If the exhibitor does not wish to have the fault corrected, electrical service will not be connected.

If an exhibitor is not informed or does not understand basic safety standards for electrical wiring, an electrician should be consulted before shipment is made to the convention facilities.

Serious risks are involved which can be reduced with accurate understanding of basic requirements. Safe wiring inside an exhibit is essential.

All electrical equipment and wiring required evidence of testing and approval by a nationally recognized testing laboratory.

Wiring that touches the floor must be “SO” or “SPT” cord (min. 12/3) which is insulated to qualify for “extra hard usage.” Cord wiring above the floor level can be “SJ” which is rated for “hard usage.”

Spot of flood lighting is a hazard when lamps are too close to fabrics or other material, which may be affected by heat.

The rental from our company includes approved extension cords, which should provide safe multiple plug-in capabilities.

Zip cords or two wire cords are unacceptable at all convention facilities because they are ungrounded and could result in safety hazards.



EXHIBITOR LINE ORDER FORM

Conference Service Manager: _____ Date Ordered: _____

Installation Date: _____ Time: _____ AM PM

Disconnect Date: _____ Time: _____ AM PM

Name of Group/ Client: _____

Location of Installation / Booth #: _____

Line Class of Service	Phone	Modem	Fax	Rate
A. IN HOUSE AND LOCAL CALLING (Collect, Credit Card or Calling card Only)	_____	_____	_____	\$100.00 (One Time Charge)
B. LONG DISTANCE (Direct Dial-Outgoing only)	_____	_____	_____	\$150.00 (One Time Charge)
C. LONG DISTANCE / DID (Direct calls Incoming / Outgoing)	_____	_____	_____	\$200.00 (One Time Charge)
D. PROPERTY WIDE T.V. CHANNEL RENTAL _____ (Video Broadcast)				\$1,000.00 (One Time Charge)
E. HIGH SPEED INTERNET ACCESS _____ <input type="checkbox"/> Wired <input type="checkbox"/> Wireless (WIFI)				\$500.00 (Daily Charge per Meeting Room)
F. MISC. TECH SUPPORT DESCRIPTION _____				\$125.00 (Per Hour)

ADDITIONAL SERVICES

- POLYCOM SPEAKERPHONE - \$200.00 each
- HUB RENTAL - \$100.00 Each
- LONG DISTANCE CODE - \$25.00 per code
- PHONE LINE MOVES - 50% of total
- CALL PICK-UP - \$25.00 per group
- CONFERENCE CALL SERVICE- \$100.00 per group
- ROLLOVER - \$25.00 per group
- VOICE MAIL - \$25.00 per line

ROOM LAYOUT - ADDITIONAL COMMENTS \ INFORMATION

THE ABOVE PRICES DO NOT INCLUDE LONG DISTANCES CHARGES OR LOCAL APPLICABLE TAXES.

CREDIT CARD															
<input type="checkbox"/> ROOM CHARGE Guest Name: _____															
<input type="checkbox"/> MASTER CARD <input type="checkbox"/> VISA <input type="checkbox"/> VISA <input type="checkbox"/> DISCOVER EXP. DATE															
Account Number															
CARDHOLDER'S BILLING ADDRESS – IF DIFFERENT FROM ABOVE															
												CITY	STATE	ZIP	
X CARDHOLDER'S SIGNATURE															
CARDHOLDER'S NAME – PLEASE PRINT															

THERE WILL BE A CANCELLATION FEE OF 50% ON ALL ORDERS CANCELLED WITHIN 48 HOURS OF INSTALLATION DATE. OTHER SERVICES ARE AVAILABLE UPON REQUEST.

*** NO WORK WILL BE PERFORMED WITHOUT A CREDIT CARD INFORMATION & SIGNATURE ***

Received in Systems by: _____

INTERNET USAGE TERMS & CONDITIONS

TELECOMMUNICATION SERVICES FOR EXHIBITORS IN MWPH EXHIBIT HALLS

- A. Servers and/or Routers of any type are not allowed, including but not limited to: NAT, DHCP, and Proxy servers without prior written permission.
- B. Every device connected to the Network must have purchased an IP address, regardless of whether the IP is actually used or not.
- C. The resort reserves the right to disconnect any equipment that is found to be causing overall network problems. (Including but the limited to posting or transmitting any information or software that contains a virus, worm, cancelbot or other harmful component)
- D. Client agrees not to resell, extend, bridge or otherwise misuse the resort's network connections and/or services. The hotel reserves the right to disconnect client if they are found to have violated this usage agreement.
- E. Only authorized resort personnel may notify system wiring or cabling within the facility. iBAHN is the exclusive High Speed Internet Service Provider. All data transmission lines ordered from outside vendors are strictly prohibited without prior written consent and applicable fees apply for using the resort's existing infrastructure to extend the line within the facility. (The resort provides no warranty on such circuits and it is the client's responsibility to have a qualified technician extends the data transmission line.)
- F. Material and equipment furnished by the resort for this service order shall remain the property of the resort.
- G. Rates quoted for all services include bringing the requested communication services to the room or location and replacement specified by a scaled diagram with orientation provided by the client. Additional labor charges will be required for relocating service after installation. **NO EXCEPTIONS PLEASE!**
- H. The resort will provide you with a wired connection via Cat-5 Ethernet cable, with a male RJ45 connector. It is the client's responsibility to provide a device with a working Ethernet card. With a connection to the internet you will receive a TCP/IP address via DHCP. Resort personnel will only troubleshoot resort-installed components. The resort is not responsible for equipment provided by the client or a third party. (I.E. computers, laptops, and Network Cards)
- I. The resort is not responsible for lost connections or traffic interruptions. We will work with third parties to resolve circuit issues on a best effort basis. No refunds or discounts will be given for service interruption or other network or service related downtime.

This Order From applies to Trade Show Exhibit Booths ONLY.



Check List

Extra hotel services only

- 1. COMPLETE ALL YOUR ORDER FORMS?

(CHECK EQUIPMENT RATING PLATE TO DETERMINE WATTAGE, AMPS, AND VOLTAGE, THEN ORDER ACCORDINGLY)
- 2. ENCLOSE PAYMENT TO ENSURE ADVANCE PRICES?
- 3. INCLUDE ANY NECESSARY PRINTS WITH TELEPHONE AND OUTLET LOCATIONS.
- 4. ENCLOSE A CREDIT CARD NUMBER IF YOU REQUIRE LONG DISTANCE SERVICE?
- 5. ORDER 24-HOUR SERVICE IF NEEDED BEFORE AND AFTER SHOW HOURS?
- 6. NOTIFY US WELL IN ADVANCE ABOUT ANY SPECIAL REQUIREMENTS?
- 7. REVIEW THE ELECTRICAL CODE SHEET?
- 8. NO WORK WILL BE PERFORMED WITHOUT A CREDIT CARD INFORMATION & SIGNATURE.



4400 N.W. 87th Avenue
 Miami, FL 33178
 Phone: (305) 592-2000

Shipping & Receiving Price List

INCOMING CHARGES

Storage

1st day Complementary (Day of Delivery)

From the 2nd Day:

-Pallets (10 boxes minimum):	\$40.00 per day
-Boxes under 25 lbs.	\$5.00 per day
-Boxes 25-50 lbs.	\$10.00 per day
-Boxes over 50 lbs.	\$15.00 per day
-Display cases:	\$25.00 per day under 50 lbs. \$40.00 per day over 50lbs.

Crates:

under 100lbs.	\$50.00 a day
100-300 lbs.	\$100.00 a day
300-500lbs.	\$150.00 a day
500 lbs plus	\$200.00 a day

Vehicles:

\$100.00 a day

Drayage

Boxes:

1-5 under 25lbs.	Complementary
6-10 under 25 lbs.	\$5.00 each
All boxes 25- 50 lbs	\$10.00each
All boxes over 50 lbs.	\$15.00each

Pallets (10 boxes minimum per pallet)	\$35.00 per pallet
Over-sized pallet	\$50.00 per pallet

Display Cases:

under 25 lbs.	\$10.00 each
25-50 lbs.	\$15.00 each
Over 50lbs.	\$20.00 each

Crates:

under 100 lbs.	\$50.00 each
over 100 lbs.	\$20.00 each

Vehicles:

\$150.00 each

OUTGOING CHARGES

Handling Fees for Shipping

Letters & Boxes \$5.00 per item
(plus shipping costs by carrier)

Dravage

-Boxes:
 under 25 lbs. \$5.00 each processing fee
 25-50 lbs. \$10.00 each processing fee
 Over 50 lbs. \$15.00 each processing fee
-Pallets (10 boxes minimum) \$35.00 each processing fee
-Over-sized boxes(over 20"x20"x20") \$50.00 each processing fee

Display Cases:
 under 25 lbs \$10.00 each processing fee
 25-50 lbs. \$15.00 each processing fee
 Over 50 lbs. \$20.00 each processing fee

Crates:
 under 100lbs. \$50.00 each processing fee
 over 100 lbs \$20.00 for each additional 100lbs.

Vehicles: \$150.00 each processing fee

\$15.00 Processing fee that includes Packing Materials
(in addition to the fee from Shipping Company)

Storage (Charges begin the 1st day after items are left with the Shipping Department)

-Boxes:
 under 25lbs. \$5.00 each per day
 25-50 lbs. \$10.00 each per day
 Over 50 lbs \$15.00 each per day
Pallets (10 boxes minimum) \$40.00 each per day

Display Cases:
 under 50 lbs \$25.00 each per day
 Over 50lbs. \$35.00 each per day

Crates:
 under 100 lbs. \$50.00 each processing fee
 over 100 lbs \$20.00 for each additional 100lbs.

Vehicles: \$150.00 each processing fee

Packing Service

Pack and Ship Service: \$25.00 per hour(with a 4 hour minimum)
(Excludes Packing materials & Shipping costs - see below)
Boxes (Prices vary by size) \$4.00-\$20.00 each
Bubble Wrap \$1.00 per foot
Packing Tape \$4.00 per roll
Box Cutters \$5.00 each

Handling Fees for Shipping

Letters & Boxes \$5.00 per item
(plus shipping costs by carrier)

Equipment Rental

(in hour increments)
Hand Truck \$25.00 per hour (1 hour minimum)
Pallet Jack \$50.00 per hour (1 hour minimum)
Forklift & Operator \$100.00 per hour (1 hour minimum)



EXHIBITOR ORDER FORM

	Quantity	x Daily Cost	x Days	=	Total
20" Flat Panel Monitor		\$ 150.00		\$	-
32" Flat Panel Monitor		\$ 350.00		\$	-
40" HD LCD Monitor with Rolling Stand		\$ 550.00		\$	-
50" HD LCD Monitor with Rolling Stand		\$ 650.00		\$	-
Cable TV connection		\$ 75.00		\$	-
Laptop		\$ 250.00		\$	-
Wireless Presenter with Laser Pointer		\$ 85.00		\$	-
HD BlueRay Player		\$ 150.00		\$	-
DVD Player		\$ 95.00		\$	-
Flipchart Package with Markers		\$ 95.00		\$	-
Tripod Screen		\$ 100.00		\$	-
Fast-Fold Screen		\$ 250.00		\$	-
LCD Projector (4000 Lumens)		\$ 575.00		\$	-
Multi-disk CD Player		\$ 100.00		\$	-
Computer Speakers		\$ 75.00		\$	-
20 Amp/120 Volt Power Outlet (2000 watt)		\$ 75.00		\$	-
Power Strip or Extension Cord alone (Circle One)		\$ 15.00		\$	-

	Subtotal	\$	-
	Labor Charge	\$	-
	Tax 7%	\$	-
	TOTAL	\$	-

- * Please call for additional equipment & electrical needs
- * Additional delivery/labor/service charges may apply
- * Labor is charged based on amount of time it takes to set-up, pre-test & strike
- * Please make sure all fields are filled out

- * **Swank Audio Visuals is the Official provider of all on-property AV and Production needs**
- * **Orders must be submitted one week prior to ensure prompt delivery**
- * **48 hours notice required for cancellation. Charge will apply for cancellations within 48 hours.**
- * **Electrical Power Arrangements are the responsibility of the exhibitor**
- * **Onsite Orders will be surcharged 20% and will be handled on an availability basis**

Exhibitor Information		Payment	
Company Name	Booth Number /Location	Pre-payment must accompany all orders unless prior arrangements have been made.	
Ordered By:	Onsite Contact:	<input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Master Card <input type="checkbox"/> Diners Club	
Address:		Hotel Master Account # _____	
City, State, Zip:		Card Holder's Name	
Phone:	Fax:	Credit Card Number	
Email:		Expiration Date	
Set-up Date:	Time:	Signature	
Removal Date	Time:	Date	

Mail, Email or Fax to:
Swank Audio Visuals - 4400 NW 87th Ave - Miami, FL 33178
Email: zrivera@swankav.com - Fax: 305-591-6441 - Phone: 305-591-6474

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Extra Tables & Chair Rentals

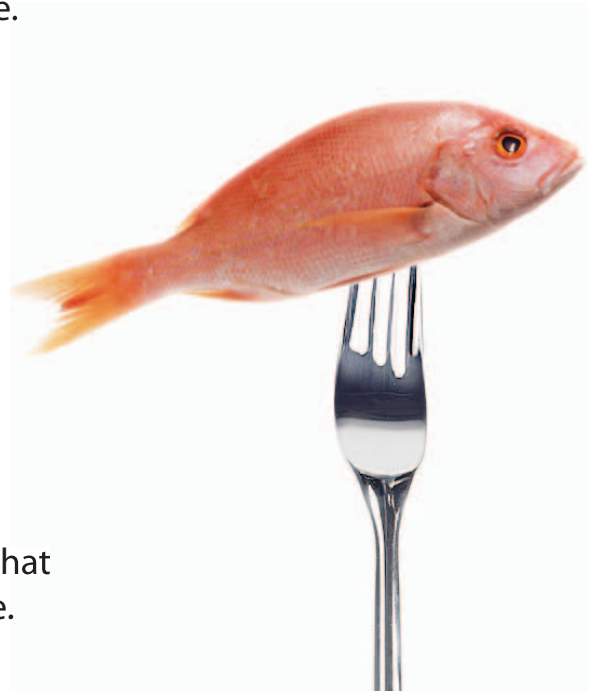
Standard booth arrangements include:

- pipe & drape
- one 6ft table with linens
- two chairs
- one wastebasket

Tray rentals include an extra 6ft table at no extra charge.

Pricing for extra tables and chairs

6 ft table with linens	\$40.00
8 ft table with linens	\$45.00
Chair	\$10.00



Please contact Ana Cruz by September 10, 2010. Note that the you will be billed directly by Vista on the setup date.

For table and chair reservations please contact our event coordinator:

Ana Cruz • 305.788.5540

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9th Annual Quirch Foods Buying Show

Resort & Local Amenities Information



Hotel Information

Doral Golf Resort & Spa

A Marriot Resort

4400 NW 87 Ave

Miami, FL 33178

Phone: 305.592.2000

Toll Free: 800.713.6725

Please make your Doral reservation as soon as possible, space is limited. Make sure you let them know you are a member of the Quirch Foods group.



Driving Directions from Airport

From Miami Intl Airport -

Take State Road 836 West (Dolphin Expressway). Exit NW 87th Avenue North. Follow the exit ramp to stop sign and turn left. Turn right on NW 87th Avenue. Travel 2.5 miles to the intersection of NW 36th Street. The Resort's entrance is just past 36th Street, on the left.

From Ft. Lauderdale Airport -

Take 595 West to Florida's Turnpike via South. Follow Florida's Turnpike to Homestead Exemption south. Exit on NW 41st Street East. Travel approximately 4 miles and turn left on NW 87th Avenue. The Resort's entrance will be immediately on the left.



Shopping

Dolphin Mall

11401 NW 12 Street

Miami International Mall

1455 NW 107 Avenue



Dining

Fuddruckers

10680 NW 19 Street

Hooters

8695 NW 13 Terrace

Johnny Carinos

8240 NW 36 Street

Olivos Restaurant

10455 NW 41 Street



Taxi Service

AAA Cab Company

305.999.9990

Best Yellow Taxi

305.445.4444

Yellow Cab

305.888.8888



9th Annual Buying Show

FOR THE LOVE OF THE GAME.™


Blue Monster


THE GREAT WHITE



THE JIM McLEAN
SIGNATURE COURSE

AUDUBON
INTERNATIONAL 
Certified Audubon Cooperative Sanctuary


DORAL
GOLF RESORT & SPA
Marriott



Blue Monster
at DORAL

Especially for the Guests with
Quirch Foods

Play our CHAMPIONSHIP COURSES at a special rate just for YOU!

You may call our tee time reservations office at 305-592-2030 no more than 30 days in advance or simply inquire at our Golf Pro Shop during your stay with us and mention you are with the **Quirch Foods** to receive your 20% discount off our standard golf rates.

Rates valid from September 20th through September 26th, 2010

\$162 Blue Monster Course
\$72 Great White Course
\$55 Jim McLean Signature Course and Gold Course
\$45 Red Course

* Tee times are based upon availability

Rental Clubs \$50 per set

Take advantage of our top 100 Golf Shop in the United States. Mention you're with **Quirch Foods** to receive 10% off Merchandise in our golf shop and our other retail outlets during your stay.

******PLUS******

REJUVENATE AT THE SPA

Enjoy our Spa Services and receive 10% off**

You may call for reservations 305-717-6303 no more than 30 days in advance or simply inquire at the Spa at Doral during your stay with us and mention you are with the **Quirch Foods** to receive your 10% discount off normal spa service rates.

**Excludes Taxes & Gratuities; May not be combined with any other offer/discount;
Excludes Salon Services

Valid from September 20th through September 26th, 2010