



N·A·S·F·T

Connecting the Specialty Food Industry

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National Association for the Specialty Food Trade, Inc.

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www.specialtyfood.com

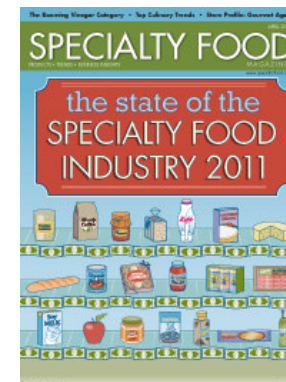
About the NASFT



- > Not-for-profit trade association established in 1952 with 2,800+ member companies.
- > Producer of the Fancy Food Shows, sofi™ Awards, *Specialty Food Magazine*, specialtyfood.com, and foodspring.com.
- > Our vision: To be recognized as the innovative hub of the global specialty food and beverage marketplace.



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The Fancy Food Shows

> Since 1955, the Fancy Food Shows have been considered to be the Premier Marketplace for Connecting the \$70 Billion U.S. Specialty Food Industry

- 180,000 innovative specialty food products,
- 2,400 exhibitors
- 25,000 attendees
- 41 international pavilions
- 80 countries/regions represented
- 1,500 U.S. companies
- 330,000 sq. ft. of exhibit space



Business Builders Program Guarantees Time with Buyers

- > A value-added matching program designed to give Fancy Food Show Exhibitors the opportunity to meet key buyers in a private, one-on-one professional setting
 - Pairs buyers with suppliers for 10-minute meetings the day before exhibit halls opens
 - Free program to NASFT exhibiting members.
 - At Summer 2011 Fancy Food Show: there were 2,000+ one-on-one sessions between buyers and suppliers.



Multi-faceted Attendance Building Program

- > Program focuses on comprehensive content and targeted key segments to attract 17,000-25,000 Buyers from every major food buying channel

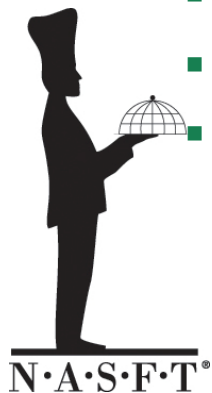
- Direct Marketing
- Advertising (print/banner ads)
- Digital Marketing
- Social Marketing
 - Coverage of the Show through Twitter and Facebook updates using rich media content such as *videos and pictures* to capture the actions and buzz.
 - Tweet-up at Show
 - Social Media Help Desk for Exhibitors
- Extensive Telemarketing/Voicemail blast
- Strategic Partnerships
- specialtyfood.com website
- Traditional and Interactive Promotions
- Video



Name of Presentation

Education Programs to help exhibitors grow their business

- 50+ sessions a year including workshops, seminars, tours and special events
 - Classes begin two days before Show
 - 30+ subject matter experts speaking at 20+ sessions for each Show
- Online programs including videos, reference guides, research summaries, guides to industry standards, webinars and more
 - Local Share groups
 - Live Learning Center
 - Reaching 2500+ professionals annually



The NASFT produces the industry's leading resources

> NASFT's Specialty Food Media connects exhibitors to the right buyers before, during, and after the Fancy Food Shows.

- *Specialty Food Magazine*— Provides food trends, products and business insights.
- Official Show Directory
- specialtyfood.com – the trade's leading information hub
- Specialty Food News— daily e-newsletter
- foodspring.com— the consumer's gateway to food adventure
- Mobile navigation ap



Name of Presentation

Press Outreach Services

> Fancy Food Show Press

- Attracts thousands of influential trade and consumer press including The New York Times, Fox Business News, O, the Oprah Magazine.



> Virtual Press Office:

- Year-round online news center that is no cost to members
- Members submit news/press releases
- Viewed by thousands of journalists, analysts and industry professionals—over 1 million hits per year

The New York Times
ON THE WEB



■ Social Media:

- In addition to traditional media outreach, NASFT utilizes new media strategies such as connecting with press via social networking

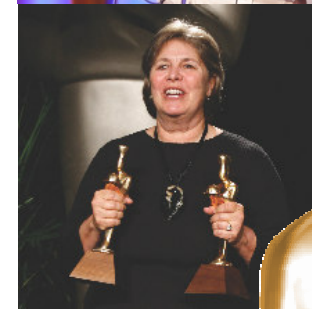


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Name of Presentation

Sofi Awards- *The most prestigious award in the industry*

- > The sofi Award are highest honor in the specialty food industry.
 - Finalists are judged by 300 retail and foodservice buyers during the Summer Fancy Food Show
 - Winners are announced at the show in a red-carpet ceremony featuring a Celebrity Chef and keynote speaker
 - Winners are covered by the media: Good Morning America, The Today Show, the Early Show.



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Name of Presentation



New Product Introductions

- Discover everything from cheese to chocolate, spices to sorbets, pastas to pastries
- 100+ first time exhibitors in the *New Brands for the Shelf Pavilion*
- The industry's finest in 33 categories with the sofi awards judging, showcase and awards ceremony
- *What's New, What's Hot!* showcase features 100s of new products, gift ideas, holiday items and natural & organics



Thank You!

QUESTIONS?

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