

SFD **SHERWOOD** FOOD DISTRIBUTORS

www.sherwoodfoods.com
12345 NW 38 Avenue, Opa-locka, FL 33054
305-687-0000 / Fax: 305-685-5992

February 1, 2018

Supplier,

Sherwood Food Distributors' Miami Division is preparing the most successful "One Day" purchasing and sales event. Our desire is to show off our **best suppliers** with an exclusive list of **extremely hot deal buys on their BEST selling items**. We will be packing the sales floor with enthusiastic customers traveling from all over the state and the Caribbean to take advantage of SFD's Truckload Buying Power in an effort to generate unbelievable sales numbers for everyone, as we have accomplished in previous years.

The Sherwood Foods Buying Show starts with the most aggressive offerings from our top suppliers and concludes with an unbelievable number of cases shipping "exclusively to the customers that attend this event" during the month of September.

We will only consider vendors for participation in this event that put forth the most aggressive deal offerings. We would like to offer a wide variety of products and expect over 500 customers to provide a wide base of potential sales opportunities for our best vendors.

The Exclusive Sherwood Foods Buying Show will take place at the Miami Airport Convention Center on Wednesday, August 22, 2018 from 9:00 a.m. to 5:00 p.m. The shipping period to our customers will be for the month of September and October.

We are limiting participation to an elite list of our top Vendors as compiled by Sherwood Foods' Management; your prompt response to our invitation is important. Please understand that we do not want to offer your entire line of products. We are only interested in blowout deals on your **best selling SKU's** that have significant impact in our marketing areas. An offering of three to five items per vendor is perfectly acceptable as long as these SKU's are **winners** in your respective lines. **We need your commitment by June 9, 2018**, in order to reserve your space and begin planning our truckload purchases with you and your company. Sign up early to ensure a prime booth location, since booths will be assigned on a first come first serve basis.

Please understand the goal this year is not to set records for getting the most vendors or the most items in the Buying Show. The goal is to offer the HOTTEST DEALS of 2017 to our customer base. We want our customers to leave our event satisfied that the orders booked are the most significant deals of 2018. We need your help to accomplish this goal. Pull all the strings necessary to bring forth all aggressive offerings and let us all enjoy the rewards.

A nominal fee of \$2,000 will be collected from each vendor to offset the cost of this event. This is money well spent to reap the rewards of the extra truckloads of product that we will be selling.

Call us at 305-687-0000 if you have any questions or concerns regarding the event. Please complete and return the commitment form and the item offerings.

We look forward to hearing from you soon!

Ray Hernandez
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305-769-6506

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305-769-6550



Buying Show

August 23, 2017

Miami Airport Convention Center

MACC East Center

711 NW 72nd Avenue

Miami, FL 33126

Commitment Form

You are invited to participate in a unique branding opportunity.

Sherwood Food Distributors Buying Show will be held on August 22, 2018 and your participation will be greatly appreciated. Vendors who wish to participate please complete this form to be considered for one of our limited booth opportunities.

Company Name (as you want it to appear): _____

Contact Person: _____

Phone Number: _____ Cell Number: _____

Fax Number: _____ E-Mail Address: _____

Participants working the booth:

1. _____

2. _____

Payment Method: Check _____ Deduct: _____

Booth \$2,000 Includes a 10 X 10 booth with one 8 ft. table, two chairs, garbage can and banner. Any additional items must be rented **in advance** and will be billed directly to you.

Your booth rental entitles you to two tickets for the following events:

Breakfast on Show Day, August 22nd at 7:00 a.m.

Lunch on Show Day, August 22nd at 12 noon

If you need additional tickets please indicate: _____ The cost per additional ticket is \$50.

Please turn in this form by June 9, 2018.

By Fax 305-685-5992 Attn: Vanessa Castro or by email to vcastro@sherwoodfoods.com