



March 01st, 2019

Supplier,

NSA Florida along with Sherwood Food Distributors' Miami Division is preparing the most successful “One Day” DSD 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 Truckload Buying Power in an effort to generate unbelievable sales numbers for everyone, as we have accomplished in previous years.

The DSD / 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 months of September and October.

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 DSD Sherwood Foods Buying Show will take place at the Miami Airport Convention Center on Wednesday, August 21 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.

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 July 15th, 2019, 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 2019 to our customer base. We want our customers to leave our event satisfied that the orders booked are the most significant deals of 2019. 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 305.340.1094 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!

Ana Ureña

nsaflorida@nsafla.org

305-340-1094



Direct Store Delivery

Buying Show

August 21, 2019

Miami Airport Convention Center

MACC East Center

711 NW 72nd Avenue

Miami, FL 33126

Commitment Form

NSA Florida DSD / Sherwood Food Distributors Buying Show will be held on August 21, 2019 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 <i>(as you want it to appear):</i>	
Contact Person:	
Phone Number:	
E-Mail Address:	

Single (1) Booth → \$2,000

Double (2) Booth → \$4,000

Each booth purchased entitles you to

- 10 X 10 area
- 8 ft. table, two chairs, garbage can and banner.

Your booth rental entitles you to 2 tickets for:

- Breakfast on Show Day, August 21st at 7:00 a.m.
- Lunch on Show Day, August 21st at 12 noon.

Participants working the booth (Single booth will receive 2 free tickets).

1. _____ 2. _____

Each additional booth participant ticket will cost \$50 (Double booths will receive 4 free tickets).

3. _____	4. _____
5. _____	6. _____
7. _____	8. _____

ELECTRICAL: If you are going to need power at your booth you must complete the hotel's electrical request form.

Please turn in this form by July 15th, 2019 by e-mail to nsaflorida@nsafla.org

DSD Buying Show - Fact Sheet

August 21st, 2019

- **HOTEL ADDRESS:**

Miami Airport Convention Center - MACC East Center
711 NW 72nd Avenue
Miami, FL 33126

- **HOTEL RESERVATIONS:**

If you need to make any reservation, please call the DoubleTree by Hilton at 305-261-3800 or toll free at 1-888-353-1995 and let the reservation representative know that you are part of Sherwood Foods Buying Show.

- **POWER:**

Please note that if you are going to need power at your booth you must complete the hotel's electrical request form.

Requests made on show day are billed at a significantly higher rate.

- **ADDITIONAL TABLES:**

Available for \$25 each and must be rented in advanced. Your booth number(s) will be sent to you in a separate e-mail.

- **BOOTH SET UP:**

Your booth will be available for set up by 11 a.m. on Tuesday, August 20th.

Other than samples, no other set-ups are permitted on show day

- **PRE-SHIPPING:**

Your items/samples should be shipped to Sherwood Food Distributors and they in turn will bring it to the MACC (No crates, only pallets).

- Label the Boxes: Food Show/ NSA / (Your Company Name)
- Address: 12345 N.W. 38th Ave. Opa-Locka, FL 33054

- **COOKING:**

Guidelines for cooking at the show:

- Indoor cooking is allowed with the following appliances only:
 - Small toaster-type ovens, Small electric grills or skillets microwaves, hot plates, small fryers with lids.
 - These appliances may not be used if they generate enough smoke to set off a smoke detector.
- Please note that the Fire Marshal may be on hand to inspect each booth. Thus, you will be required to have a fire extinguisher at your booth if you are doing any type of cooking.

If you have any further questions, please feel free to contact me Ana Ureña at by email at nsaflorid@nsafla.org .