



I N C R E D I B L E

FOOD SHOW

Dear Prospective Marketplace Exhibitor:

You are invited to participate in the **Incredible Food Show** being held on **Saturday, October 8th** at the Lexington Convention Center and Rupp Arena.

The **Incredible Food Show** is presented by Kentucky Proud. This one day show will include the following:

- Bravo Network's **Top Chefs Michael and Bryan Voltaggio** will present two cooking demonstrations in Rupp Arena – 11:00am and 3:00pm.
- The Marketplace booths will be set-up in the exhibit halls of the Lexington Convention Center and will be open from 9:00am to 7:00pm. The Marketplace will offer patrons a chance to sample and purchase food products and related equipment.
- Sullivan University Culinary School Stage with demonstrations throughout the day.

"The Incredible Food Show was, hands down, the BEST show I attended all year. Not only did I sell an amazing amount of product, I was able to make some key business contacts - all while having an incredible time! This truly is a one-of-a-kind show."

Tim Dolan,
Bistro Blends

"The Incredible Food Show has allowed Critchfield Meats the opportunity to showcase our Kentucky Proud products to a vast number of retail customers with whom we would never have had contact without this great venue. If you are a Kentucky Proud vendor or you love wholesome, homestyle Kentucky products you have got to go."

Larry McMillan,
Critchfield Meats

For further information: www.IncredibleFoodShow.com or
e-mail: tlloyd@rupparena.com phone: 859.233.4567 x 3255

Please return application and payment to the following address:

Lexington Center Corporation
Incredible Food Show/Theresa Lloyd
430 West Vine Street, Lexington, KY 40507
Or Fax: 859.253.2718

Applications and payment are due as soon as possible for best booth space.

Booth assignment will occur after August 1 – booths assigned in order of returned application.



PRESENTS

I N C R E D I B L E FOOD SHOW

EXHIBITOR FACT SHEET

Booth Costs:

- Standard Booth
10' x 10' (100 sq ft)
\$3.00 per sq ft
- Premium Booth
Various Sizes
\$3.50-\$4.00 per sq ft

Cancellation Policy:

- 60+ Days - 100% Refund
- 59-15 Days - 50% Refund
- 14 Days or Less - 0% Refund

"The Kentucky Proud Incredible Food Show is simply an amazing show. For Good Foods Market & Café, it has been a fabulous way to connect with people who are really interested in quality food. It has been a great way for us to meet people who are excited about food, especially local food, and to talk with them about our store and mission. We work with over 250 Kentucky Proud and local producers and feature their products in our store. Many of these producers also participate in the Kentucky Proud Incredible Food Show. So, it's wonderful (and fun!) to interact with them at the show as well as meet future customers and partners."

Danielle M. Dove,
Good Foods Market & Café

"The Incredible Food Show provided Equus Run a culinary delight of sipping and sampling. The Sullivan Culinary Team provided guests a delightful experience of cooking demonstrations and culinary techniques that proudly showcased our new up-and-coming Bluegrass Region chefs."

Cynthia Bohn,
Equus Run Vineyards

10' x 10' Booth Includes:

- One (1) 6' Skirted Table
- Two (2) Chairs
- One (1) Wastebasket
- Booth Sign
- Four (4) Exhibitor Badges

No Sharing Booth Space

SHOW SCHEDULE

October 7	MOVE-IN	8:00AM - 8:00PM
October 8	SHOW	9:00AM - 7:00PM
	MOVE-OUT	7:00PM - 10:00PM



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OCTOBER 8, 2011

EXHIBITOR BOOTH APPLICATION: 2011

COMPANY INFORMATION

Contracting Company _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

Cell _____ Website Address _____

DESCRIPTION

Products Displayed & Sold _____

Please Check All That Apply: I intend to cook at my booth sample product sell product

EXHIBIT BOOTH RENTAL FEES – booth rates are listed on attached floor plan

Booth Size _____ Amount Due \$ _____

Booth # Choices: 1ST _____ 2ND _____ 3RD _____

Fees may be paid for either by credit card or by check. Full payment is due upon submission of application. Booth space will not be held or confirmed until full payment received.

Applications and payment due as soon as possible for best booth space.

PAYMENT METHOD

VISA MasterCard Discover AMEX Check (made payable to Lexington Center Corporation)

CREDIT CARD INFORMATION

Credit Card Number _____

Exp Date month _____ year _____ CW CODE _____

Cardholder's Name _____

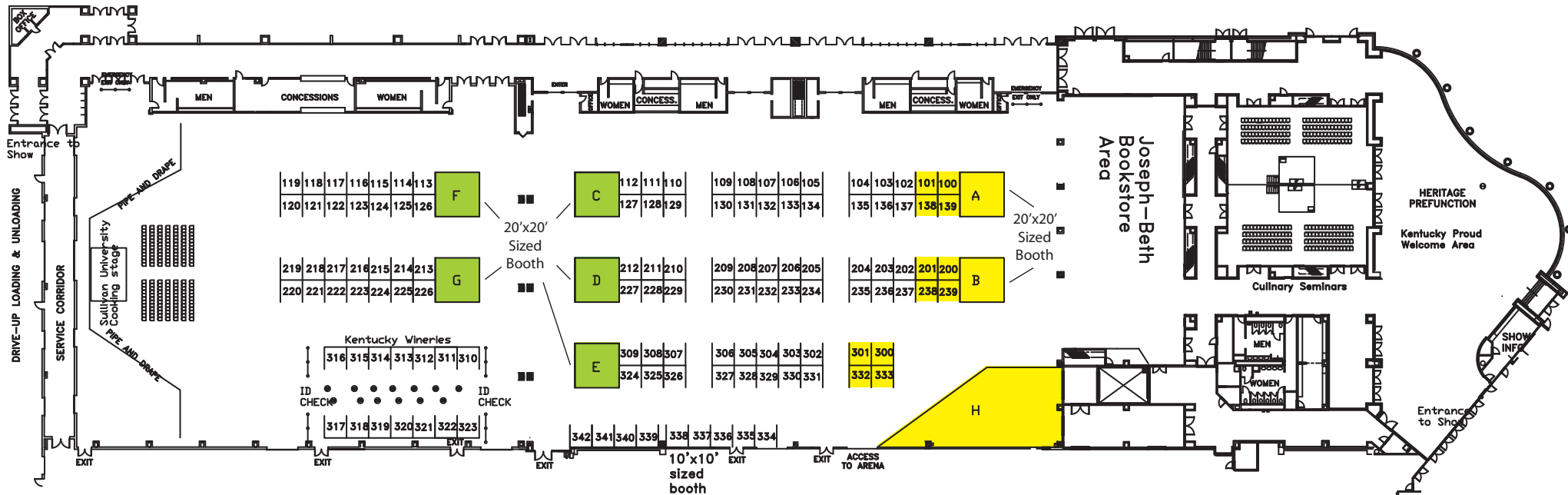
Complete Billing Address _____

Cardholder's Signature _____ Date _____



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Unmarked = \$3.00 / sq ft
(standard 10'x10')

= \$4.00/sq ft

= \$3.50/sq ft

Kentucky Proud Members:

- 10% discount off first booth
- 15% discount off second booth
- 25% discount off third booth

Discounts do not apply to highlighted booths

Example

10' x 10' = 100 sq ft

100 sq ft x \$3/sq ft = \$300