



HOT BUYS AND NEW PRODUCTS/SERVICES GUIDE

Optional Form ~ Print Clearly or Type

Do you want to increase exposure and traffic in your booth at the 2010 Texas Food & Fuel Expo? Then take advantage of the **Hot Buys & New Products/Services Guide** by announcing a Show Special and/or New Products/Services. It's a **FREE** service to all Exhibitors.

The Guide has two sections:

- 1) Hot Buys: Allows you to advertise a service or product show special/discount, which attendees can order only at show site. This portion of the guide will feature your company name, booth number, and a description of your "**Hot Buys**".
- 2) New Products/Services: Allows you to advertise newly launched products. This section of the guide will feature your company's name, booth number, and a description of your "**New Product/Service**".

New Product Eligibility ~ Product entries must be "truly" new:

- Products that have been introduced to the market place since the 2009 Texas Food & Fuel Expo or products to be launched at the 2010 Texas Food & Fuel Expo.
- A completely new product or product line offered by the participating company.
- A product with a significant modification to the original offering. For example, the addition/deletion of an ingredient (a new flavor of an existing product; a "sugar-free" version of an existing product), or a signification modification to equipment functionality.

Enter by the specific deadline dates below and receive the following marketing opportunities for both Hot Buys & New Product participants:

- ✓ Recognition and listing on Texas Food & Fuel Expos website – www.txfoodandfuelexpo.com
- ✓ Recognition and listing in the "Hot Buys & New Products/Services" guide. (**Deadline Date: July 2**)
- ✓ Hot Buy participants receive a table-top easel display to post in their booth.

If you are interested in participating, please complete the *Enrollment Form* on the next page.

ENROLLMENT FORM

HOT BUYS & NEW PRODUCTS/SERVICES GUIDE

Hot Buys:

Describe below any special discounts at your booth.

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New Product/Service:

Provide us with the product launch date and a brief description of your new product / service.

Product Launch Date:	

Submitted By:	
Date:	
Phone:	
Exhibiting Company's Name:	
Booth #:	

RETURN BY JULY 2:

June 7: To be listed in the Hot Buys & New Products/Services Guide to be distributed on-site

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