



SFA 2009 Conference- September 21-24
Vendor Show Information for the Marriott Union Station

VENDOR SHOW SET UP/ EQUIPMENT

The Vendor show will be held on Wednesday, September 23rd from 1pm-4pm. Vendors will set-up their booth spaces from 9am-Noon that morning. Lunch will be provided for participating vendors prior to the show. Please use the enclosed request form to indicate any special needs you have for your booth area (i.e. power, chafing dishes, etc.) Special requests, food handling and additional equipment need to be coordinated with Beve Mills. Electrical requirements must be communicated in advance for proper placement.

ATTENDEES:

During the vendor show, you can expect approximately 200 attendees, including 80 Franchisees and 35 CKE Corporate guests.

BOOTH SET-UP:

Each exhibitor will receive a skirted 6' banquet table with 2 chairs. Please limit your exhibits to **TABLE TOP** items ONLY. Please do not bring any costly or extensive booth set-ups as our show is very low key.

RAFFLE PRIZES:

It has become a tradition at the end of our Vendor show to do a raffle for the Franchisees. If you have items you would like to contribute, please attach your company name/business card and set the item(s) at the stage before the conclusion of the show.

SHIPPING MATERIALS FOR THE SHOW:

STORAGE FOR BOXES WILL BE AVAILABLE STARTING THURSDAY, SEPTEMBER 17TH. PLEASE DO NOT SHIP ANYTHING FOR ARRIVAL PRIOR TO THAT DAY AS IT MAY NOT BE ACCEPTED BY THE FACILITY. THERE IS A HANDLING FEE OF \$5 PER PACKAGE.

For ALL show items, include the following information on all packages to insure proper delivery and storage and ship to:

Name of Person Picking up Package, Arrival Date
Star Franchise Association- Grand EF
c/o Kristina Flowers
Marriott St. Louis Union Station
One St. Louis Union Station
St. Louis, MO 63103
Box X of X

***If you have any other questions regarding the vendor show, please contact Beve Mills
Phone: (530) 275-1118 or e-mail beve@foodsnorth.com.***

For any on-site issues you can also contact banquet manager Katherine Perriguy- 6694 from any house phone.



2009 St. Louis Conference: VENDOR SHOW RESPONSE FORM

Please return this page as soon as possible and no later than August 28th
SEND TO: Beve Mills- Conference Coordinator
Fax: (530) 275-1101 -Phone: (530) 275-1118 E-mail: beve@foodsnorth.com

EVERY Vendor must return this form!

Vendor Company _____

Contact Name _____ **Phone #** _____

Attendee Name (if different): _____

ELECTRICITY: Do you need electric at your booth? YES NO
(Standard 110V Outlet will be provided free of charge, all other electric requests will be charged to the Vendor)

Other electric needs: _____

EQUIPMENT. Additional equipment can be provided for your booth on an 'as available' basis. Please indicate below what you need for the show. Some items available are:

Tripod Easel - _____ Power Strips - _____ Extension Cord - _____

Chafing Dishes - _____ A/V Equipment- (please define) _____

Other Item(s) needed: _____

Please note, there may be charges for some equipment.

FOOD & BEVERAGE VENDORS.

Please indicate any food or beverage items that will be served at the show:

Please indicate your needs for the following:

Refrigerated Storage	
Chafing Dishes/Restaurant Equipment	
Kitchen/Prep Facilities	
Other	

There may be a charge from the hotel for assistance in food preparation.

SFA St. Louis Conference Agenda

September 21-24, 2009

Note: change to schedule includes Morning Session & Guest Speaker on TUESDAY , which is open to all attendees.

Tentative agenda as of 8/5/09- subject to change prior to conference

All attending Vendors are invited to events listed in BOLD

Monday, September 21, 2009

Registration 3 pm – 7 pm~ Wabash Cannonball

Pink Star Check Presentation & Press Conference – 2:30pm (all are welcome) ~Grand C

SFA Closed Board Meeting 3 pm – 5 pm ~ Link Room

New Franchisee Meeting with Board 5 pm ~ Link Room

Vendor Meeting w/ Board 5:30 – 6:15pm ~ Grand C

Welcome Reception & Dinner 6:30- 9:00 pm ~Grand Hall (*dress: business casual*)

Late Registration 8:00pm - 9:00pm~ Wabash Cannonball

Tuesday, September 22, 2009

Late Registration 7:00 - 8:00am~ Wabash Cannonball

Breakfast Buffet 7:00 – 9:00 am~Atrium B

Opening Session & Guest Speaker 8:00 – 11:00 am ~New York/Illinois Central

Activities & Tours 11:30 am – 4:30 pm

Dinner Offsite ~ buses depart starting 6 pm (*dress: casual*)

Wednesday, September 23, 2009

Vendor Breakfast 7:00 – 9:00 am

CKE/Franchisee Breakfast 7:00-9:00am

CKE Presentations to Franchisees 8:00-10:00am~ New York/Illinois Central

Franchise Association Closed Mtg. 10:00am – 12:30pm~New York/Illinois Central

Vendor Show Set-Up 9:00am – 12:00pm (Vendor lunch provided 11:30am-12:30pm)~ Grand E/F

Vendor Show ~ 1pm-4pm~ Grand E/F

Vendor Appreciation Dinner Offsite- ~buses depart starting 5:45 pm

(dress: casual; clothing and shoes which allow you to walk and move easily are recommended for some optional activities)

Thursday, September 24, 2009

Breakfast 7:00 – 9:00 am ~

CKE Presentations 9:00-10:00am~ New York/ Illinois Central

Q & A (Franchisees & CKE only) 10:00 am – 11:30 am ~New York/Illinois Central

Departures from Hotel ~