



SFA 2008 Conference- September 7- 12  
*Vendor Show Information for the Grand Hyatt Resort*

### **VENDOR SHOW SET UP/ EQUIPMENT**

The Vendor show will be held on Tuesday, September 9th from 12pm-3pm. Vendors will set-up their booth spaces from 9am-11:30am that morning. Lunch will be provided for participating vendors at 11:30am, 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. *NOTE: BOOTH NUMBERS WILL NOT BE ASSIGNED IN ADVANCE.*

### **ATTENDEES:**

During the vendor show, you can expect approximately 115 Franchisees and 35 CKE Corporate guests. With other vendors and personal guests included, there will be a total of 275 people on site.

### **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 4<sup>TH</sup>. PLEASE DO NOT SHIP ANYTHING FOR ARRIVAL PRIOR TO THAT DAY AS IT MAY NOT BE ACCEPTED BY THE FACILITY.**

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

**Grand Hyatt Resort and Spa  
1571 Poipu Road  
Koloa, Hi. 96756**

**Attn. Carrie Hovland/ Star Franchise Assn.  
For: (Your Company Name)/ (Representative's Name)**

*Note: These items will not be accessible until the morning of the vendor show. If you need access to the boxes/items beforehand please ship them directly to your attendee's attention at the hotel*

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



**SCHEDULE OF EVENTS**  
(as of 8/1/08- subject to change)

**Sunday, September 7th:**

Registration	Garden Isle 1,2	3:00 to 7:00 pm
<i>New Franchisee meeting w/SFA Board</i>	TBA	5:00 to 5:30pm
Vendor Meeting w/SFA Board	TBA	5:30 to 6:30pm
Polynesian Welcome Dinner	Ilima Garden	6:30 to 9:30pm

**Monday, September 8th:**

Late Registration	Garden Isle 1,2	8:00-10:00am
Breakfast	Tidepools Restaurant	7:00 – 9:00 am
<i>Franchisee/CKE Closed Session</i>	<i>Grand ballroom 1,6,7</i>	<i>8:00 to 11:00 am</i>
Group Golf & Activities	Departures vary	<i>(More info. provided @ check-in)</i>
Beach Party	Shipwreck Lagoon 3	7:00 to 10:00 pm
Hospitality Suite	Kuhio's	10:00pm to 12:00 am

**Tuesday, September 9th:**

Breakfast	Grand Gardens Promenade	7:00 to 9:00am
Vendor Show Set-Up	Grand 2,3,4,5	9:00am to 11:30am
<i>Closed Session Meeting for SFA</i>	<i>Kauai 2,3</i>	<i>8:00am to 12:00pm</i>
Vendor Show & Lunch	Grand 2,3,4,5	12:00 to 3:00pm
Vendor Appreciation Dinner Luau	Buses depart Porte Cochere	4:30 to 5:00pm
Hospitality Suite	Kuhio's	9:30pm to 12:00am

**Wednesday, September 10th:**

Breakfast	Tidepools Resaurant	7:00 to 9:00am
<i>Closed Session Meetings for SFA &amp; CKE</i>	<i>Grand 1,6,7</i>	<i>8:30am to 1:00pm</i>
Open Afternoon & Evening/Standard Departures		

**Thursday, September 11th: (Optional additional Day in Princeville)**

Breakfast To-Go	Promenade	7:00 to 9:00am
Group Golf & Tours in Princeville	Departures vary	7:30 to 9:00am
Poolside Party in Princeville	Steve and Julie Larson's	2:00 to 5:00pm
	Pali Moana Estate	
Farewell Mai Tais	Resolution Beach	7:30 to 9:00pm

**Friday, September 12th:**

Departures

**Notes:**

\*Items in Italics are closed sessions for franchisees and/or CKE. All other events listed are open to all registered Conference attendees. (Personal Guests may only attend the events they have registered for.)

\*Dress for all events is Casual. Tropical attire encouraged!