



## Trade Shows - Your Shortcut to Meeting New Customers

Meeting new customers and distributors is one of the biggest challenges for businesses of all sizes. Whether you have a new start-up company or have been in business for some time, you need new customers in order to grow.

To meet new customers, you have two basic choices: 1.) travel to them; or 2.) exhibit at a trade show which they are likely to attend. With the time and expense involved in traveling to each individual customer, participating in trade shows may be a wise choice.

Trade shows offer you the opportunity to:

- Meet new potential customers and distributors face-to-face, and arrange future meetings at their
- Introduce your current products or new products.
- Distribute your sales literature.
- Sample your products.

Trade shows also offer other benefits. Most shows have seminars, presentations, and work sessions where you can learn more about your industry, the industries of your customers, and best practices. You can also get smarter about your competition by seeing your competitors' products and their sales literature.

The following list of trade shows contains some shows of general interest as well as shows that are targeted to a particular industry or product category. More information on each show, as well exhibitor information can be found on the shows' web sites.

Show	2015 Dates	Location
Fancy Food Show-Winter	January 11-13	San Francisco
Fancy Food Show - Summer	June 28-30	New York
FMI Connect (Grocery Industry)	June 9-11	Chicago
Natural Products Expo-West	March 5-7	Anaheim
Natural Products Expo-East	September 17-19	Baltimore
NAMA Show (Vending Show)	April 22-24	Las Vegas
NRA (Restaurant Show)	May 16-19	Chicago
Sweets & Snacks Show	May 19-21	Chicago
IDDBA (Dairy-Deli-Baking)	June 7-9	Atlanta
PLMA (Private Label Show)	November	Chicago (Rosemont)
Gluten Free Expos		
	January 17, 2015	Phoenix

	February 7, 2015	San Diego
	April 18, 2014	Atlanta
	May 2-3	Chicago
	July 25	Worcester, MA
Coffee Trade Shows		
Coffee Fest-Atlanta	February 6-8	Atlanta
Coffee Fest - Chicago	June 5-7	Chicago
Coffee Fest - Portland	October 23-25	Portland
SCCA-Specialty Coffee Assn.	April 9-12	Seattle

Make trade shows a part of your marketing plans to expand your visibility and grow your business.