



June 27-29, 2010
George R. Brown Convention Center
Houston, Texas

ATTENDEE REGISTRATION

Only persons directly involved in the foodservice industry may register to attend the Southwest Foodservice Expo. Advance registration for attendees is \$15.00 and the deadline to register to receive a badge in the mail is May 21, 2010. On site registration is \$30.00 per person.

Attendees can register online through the Southwest Foodservice Expo website at www.swfoodexpo.com. Online registration will remain open until June 26, 2010.

BADGE HOLDERS

A color code and category name on the bottom of the plastic badge holder will identify the attendee's registration category. The following categories will be used:

Foodservice	Fuschia
Bar/Tavern/Nightclub	Orange
Catering	Blue
Chef	Blue
Dealer/Distributor	Brown
Supplier/Affiliate	Brown
Retail	Red
Private Club	Grey
Trade Visitor	Green
Press/Media	Green
Exhibitors	Black

FREE REGISTRATION

Exhibitors have the opportunity to invite their customers through our FREE Pass registration program. Passes will contain a FREE CODE and can be redeemed for free on-line registration. You can distribute these passes in person or by mail.

FREE passes can be ordered using the order form in Tab E of this exhibitor service manual. You may order as many as you need.

LEAD RETRIEVAL

The Southwest Foodservice Expo offers a variety of lead recording products through its official lead retrieval provider. Please refer to Tab B for the Lead Retrieval Form. Make sure you take advantage of the discount deadline date to save time and money!

AGE RESTRICTION

No one under the age of 16 will be admitted to the exhibit hall under any circumstances at any time, including infants in strollers and those being carried. Proof of age will be required. This restriction is strictly enforced for safety reasons and applies to both exhibitors and attendees.

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