



June 22-24, 2008
George R. Brown Convention Center
Houston, TX

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 23, 2008. 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 21, 2008.

BADGE HOLDERS

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

Foodservice	Fuschia
Bar/Tavern/Nightclub	Orange
Catering	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 register their key customers through our on-line FREE Pass registration program. A complimentary pass book is enclosed in this exhibitor service manual for your use. Simply hand out the passes to your customers containing the password to log on to our website for a free registration to the Expo. Attendees registering through our website until May 23, 2008, will receive their free badge in the mail. After May 23, 2008, badges will be available on site at the registration counter.

These passes are good for Advance Registration only.

Additional FREE passes can be ordered using the order form in this exhibitor service manual. You may order as many as you need – there's no limit!

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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