

Dear 2019 Spring Show Participants:

It's that time of year again, where we invite our top customers to Mackinac Island, but this year, with your help, we are hosting a true selling show!

Here is our Schedule of Events:

Sunday, April 28th, 2019

All Day	Arrival for Vendors and "VIP" guests
7:30am – 9:30am	Continental Breakfast, Main Dining Room
9:30am – 4:30pm	Registration, Conference Registration Area
12:00pm – 24 Hours	Coat and Discussion Room, Gerald R. Ford Conference Room
1:00pm – 24 Hours	A/V Setup, Theatre (*)-Oncore AV
4:00pm – 5:00pm	Staff/Vendor Meeting, Terrace Room
4:00pm – 24 Hours	Luggage Holding Room, Museum Meeting Room
6:00pm – 8:00pm	President's Reception, Grand Pavilion
	Apps and Drinks provided, Dinner on Own

Monday, April 29th, 2019

All Day	Arrival for Remaining Guests
24 Hours	Coat and Discussion Room, Gerald R. Ford Conference Room
24 Hours – 5:00pm	Luggage Holding Room, Museum Meeting Room
6:00am – 5:00pm	Prep and Cooking in the Main Kitchen
7:30am – 9:30am	Continental Breakfast, Main Dining Room
8:00am – 11:00pm	Coat and Discussion Room, Gerald R. Ford Conference Room
8:00am – 1:00pm	Food Show Set-up, Theatre
9:00am – 5:00pm	Customer/Supplier Testimonials w/ Storytellers, TBD
10:30am – 11:30am	Chef Angus Breakout I, Terrace Room
12:00pm – 4:00pm	Registration, Art Gallery
1:00pm – 2:00pm	Retail Showroom-Kroger, Gerald R. Ford Conference Room
1:00pm – 5:00pm	Superior Foods Product Showcase, Theatre
2:00pm – 3:00pm	Retail Showroom-Meijer, Gerald R. Ford Conference Room
3:00pm – 4:00pm	Retail Showroom-Spartan, Gerald R. Ford Conference Room
3:00pm – 4:00pm	Chef Angus Breakout II, Terrace Room
4:00pm – 5:00pm	Retail Showroom-SuperValu, Gerald R. Ford Conference Room
6:30pm – 9:00pm	Reception, Main Dining Room

Tuesday, April 30th, 2019

7:00am	Dray, Back of Theatre to Shepler's, Mackinaw City
7:30am – 9:30am	Continental Breakfast, Main Dining Room

On Sunday we will start accepting all vendors and some guests (based on importance and drive distance). All supplies will be at the hotel at this time.

On Monday, after breakfast you will want to start setting up your booth experience. You will have access to the kitchen but remember to bring all tool and sample materials needed for your booth, and please be respectful of the Grand Hotel's kitchen. We don't want to replace or repair any other appliances there again. The show goes from 1 pm to 5 pm, followed by the reception.

The reception will start at 6:30pm. You will be able to leave your equipment and things right in the Theater. Please place your name on all equipment along with the dock tags that we will pass out on show day. All items need to be placed in the corner where the dray will pick up in the morning. We will make sure that this is clearly marked so there is no confusion.

On Tuesday morning please enjoy the Continental breakfast in the Main Dining room with everyone else!

Other general information for the 2019 Spring Show Listed below is standard show information - If you have additional questions - please contact Clay Royer at 616-633-3513 or by email at croyer@superiorfoods.co.

Name Badges: Please download the name badge form from the website. Complete and submit to Marvale Jones (mjones@superiorfoods.co) no later than April 6th.

Vendor Packets: We will have vendor packets for everyone on Monday - please go to the registration area to pick yours up. Registration will be at the bottom of the stairs that lead up to the show floor. You should be able to check into the hotel before coming to see us. We will not be handing out packets on Sunday. Please keep your name badge with you for entry into all Superior Foods functions.

Shepler's Ferry Service: We have a group rate of \$19.00 again this year (under Superior Foods group) leaving out of Mackinaw City. Please download the ferry schedule from the Superior Foods website (<https://superiorfoods.co/vendor-registration/>).

Grand Hotel Reservation Form: Please download the 2019 room reservation form and make sure that you FAX the form back to the Grand Hotel as soon as possible!! Remember, the hotel trains their staff while we are there, so the sooner you can secure your rooms the better.

Reception & Show Hours: Please plan on joining us for the reception on Monday, April 30th after the show from 6:30pm - 9:00pm.

Spring Show App, new this year will be an app for your smart phone, tablet and desktop experience. We will release this app no sooner than two weeks prior. The app will have the schedule, hotel and island info, contacts, messaging, and more.

Set Up & Show Hours: This will be a bit tricky this year with a 1:00pm start time. The kitchen will be available for you to access starting at 6:00am.

In an effort to help minimize the amount of supplies that we use from the Grand Hotel, we will be bringing up basic items such as olive oil, parchment paper, cooking spray, film, foil, etc.

Please check this marked area before asking the hotel staff. The show floor will be available to you at 8:00am. Please have booths ready to go at 12:30pm!!

Please let us know if you have any questions!! All information (including this letter), i.e. packing label, schedules, etc. is available at <https://superiorfoods.co/vendor-registration/>.

We are looking forward to another great show!!!