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# PROEXAG II



EXPORT INDUSTRY TECHNOLOGY SUPPORT PROJECT (AGRICULTURAL COMPONENT)

## EVALUATION OF THE PROPOSED CINDE ANNUAL REGIONAL PLANT AND CUT FLOWER EXPOSITION

Assignment Number: ST-109

PREPARED BY:

Nancy Tucker

THROUGH

Chemonics International Consulting Division  
2000 M Street, Northwest  
Suite 200  
Washington, D.C. 20036

(Contract AID No. 596-0165-C-00-1296-00)

UNDER THE AUSPICES OF:

United States Agency for International Development (USAID)  
Regional Office for Central American Programs (ROCAP)  
Guatemala City, Guatemala

July 1992

5a. Ave. 15-45, Zona 10  
Edificio Centro Empresarial, Torre 1, 9º Nivel  
Guatemala City, Guatemala  
Tel.: 502-2-33-7082/83/84 - Fax: 502-2-33-7081

5805 Blue Lagoon Drive, Suite 170  
Miami, FL 33126-2109  
Tel.: (305) 262-0881 - (305) 267-7382  
Fax: (305) 262-0635

# **NANCY J. TUCKER, PMA EXITOS - TRIP REPORT**

## **I. DATES AND DESTINATIONS**

July 20 - 23, 1992. To San Jose, Costa Rica.

## **II. PURPOSE OF TRAVEL**

To review the content and organization of a proposed floral convention and exposition with CINDE staff and determine if its focus and objectives are realistic. Discuss findings with senior management. Review the Agricultural Divisions services. With representatives from Costa Rican chambers, discuss training events and their application to assisting other associations.

## **III. PERSONS CONTACTED**

PROEXAG team:

William Barbee

John Lamb

CINDE staff:

Oscar Cabada

Roberto Aragon

Jilma Ramirez

Other contact:

Gerardina Gonzalez, Chamber of Agriculture

## **IV. ACCOMPLISHMENTS**

I met with Roberto Aragon, Jilma Ramirez, and William Barbee to discuss the overall objectives and activities of CINDE's Agricultural Division. We started by identifying CINDE's constituencies as 1) producers and exporters, 2) suppliers to producers and exporters, 3) institutions interested in the prosperity of exports (those with either positive or negative impact), and 4) other organizations such as U.S.AID and international organizations. These constituents may be altered based on the findings of Joe Thomas' and John Lamb's work.

Nancy J. Tucker, Exitos report, p. 2

### **ACCOMPLISHMENTS (cont.)**

We discussed possible areas of focus for the Agricultural Division, areas that can be revenue generators, namely:

- \* Certification (phytosanitary/bacterial)
- \* Feasibility studies, development of new products
- \* Technical assistance
- \* Laboratory, all services
- \* Convention and exposition

The Agriculture Division of CINDE can play a unique role by getting involved in projects that 1) have a long lead time (where it is difficult to get private organizations to invest, 2) have high risk or little direct/immediate return on investment (ROI), 3) cut across industry sectors, 4) work toward the public good (projects that individuals cannot do alone). A difficult question that must be answered is how to balance the developmental and commercial sides of CINDE (and help make organization self sufficient).

With Oscar Cabada, I shared information about 1) how PMA is organized as an association, 2) how the staff and board of directors are responsible to the members, 3) the major sources of revenue and expenses for PMA, and 4) the staff organizational chart. We discussed how PMA has grown, reorganized, and created a new organizational structure.

During our meeting, we also examined recommendations for a floral convention and exposition (see attached).

In preparation for presenting these recommendations to Oscar Cabada, I worked closely with Jilma Ramirez. She explained the marketing/sales process for foliage plants (80% to Europe), cut flowers (5% to Europe) and ornamentals (60% to Europe). From this, we developed a list of target audiences to whom to promote a convention (see attached recommendations). Extensive discussions with Jilma, Bill Barbee, and Roberto Aragon helped focus the direction a floral show might take. We also explored what type of support could be expected from the local industry.

With Jilma, I reviewed the proposed budget for the floral convention, and shared with her a detailed outline of the PMA budgets for both the convention and the exposition. Jilma, Bill Barbee, and I made site inspections of the Hotel Corobici and Hotel Herradura. Either one has the facilities to hold a floral show of the projected size. Of the two, the Hotel Herradura has more space (areas in the hotel can be used as well as the convention center), a better area for registration, and a better layout. Considering booths the size of 8'x10', the exposition could hold approximately 50-60 booths. An inventive floor plan may be able to squeeze in more.

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**ACCOMPLISHMENTS (cont.)**

CINDE representatives from the Sales Division gave their presentation on the products and services offered by CINDE to me. Afterwards, I made the following suggestions:

1. Tailor the presentation to the target audience (e.g. use entire presentations for banks, etc., but use only the relevant material for the community groups, cooperatives, or grower organizations).
2. Eliminate pictures of and references to programs that CINDE does not have any more.
3. Rank the services by importance to the target audience. Talk about the most important services first.
4. If possible, talk to members of the target audience before the presentation. Find out about their needs and concerns. Use this information to tailor the presentation.

Bill Barbee, John Lamb and Gerardina Gonzalez, Executive Director, Chamber of Agriculture met to discuss the training events she coordinates for executive directors of chambers and associations. These are aimed at professional development of the individual. PROEXAG staff may be able to use this information and experience to develop training programs that are instead aimed at institutions - and focus on organizational structure, bylaws, and other basics of association development.

## RECOMMENDATIONS CONCERNING A POSSIBLE FLORAL CONVENTION AND EXPOSITION.

### **Benefits**

- Provide long-term income generation
- Pull together CINDE staff to work as a team on an event they can be proud of
- Promote quality of Costa Rican and Central American cut flowers and foliage, increase sales of ornamentals.
- Establish Costa Rica as a leader in the floral industry - maintain this position
- Provide one-stop shopping for buyers for all Central American products
- Create a positive impact on Costa Rican economy, tourism

### **Liabilities**

- Lack of expertise among staff in convention/exposition management
- Organizational changes within CINDE

### **Target Audience**

- Conventional registrants (international)
  - Ornamental plants
    - U.S. and European brokers
    - European farmers
    - Asians (go through Jettro)
  - Cut flowers
    - Brokers of cut flowers, traditional and exotic
    - Supermarket buyers
  - Foliage
    - U.S. and European brokers
- Exhibitors
  - Growers
  - Transporters (air, ship) and related businesses
  - Suppliers (irrigation, packaging, chemicals/fertilizers, shade cloth, laboratories, etc.)
  - Seed companies

### **Facilities**

Both the Hotel Herradura and the Hotel Corobici could support a convention and exposition of the size initially projected. However, a successful show could outgrow these facilities by the 3rd or 4th year.

Nancy J. Tucker, Exitos report, p. 5

## RECOMMENDATIONS (cont.)

### What is needed?

Technical expertise on convention and exposition management (from PMA, Proexag, etc.).

Support and assistance from all sectors of CINDE, for example:

Use the people experienced in running training seminars to organize convention workshops (and identify speakers), organize and implement the registration system, and coordinate hotel arrangements (audio visual aids to room set-up).

Administration/finance people can assist in developing systems for handling money before and during the show.

Marketing/promotion staff can help sell the show and develop promotional materials.

Much more

An advisory board/committee composed of industry members and perhaps people from related organizations to:

Provide direction and theme

Work with constituent groups to get sponsorships, exhibits

Involvement of other organizations as necessary (government, CENPRO, etc.)

One person to make the day to day decisions (this person should work full time on the event for at least 9 months prior to the event).

Support from overseas offices (promotions, receiving registrations which would then be funneled to CINDE)

### Additional Revenue Generation Suggestions for show

Increase local (Central American) participation projections from 80 to 120.

Charge fee for growing region tours (or get a sponsorship).

Sponsorship for keynote speaker

Sponsorship for prizes to be given away to those attending the exhibit (lottery drawing - must be present to win).

Sponsorship of registration list printing.

Sponsorship of guest/spouse hospitality lounge

Sponsorship of tickets given to registrants for social events.

President's or Chairman's honor roll (or whatever name you want) - general sponsorship.

\$ \$

**FOR**

**A** \$

**PROFITABLE**

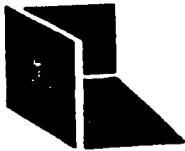
**TRADE** \$

**SHOW**

\$

Specialists In Training People to Sell Productively In a Trade Show Environment through

- Pre-Show Exhibitor Seminars
- In-House Training Programs



**TRADE SHOW SALES DEVELOPMENT**

~~61 Hilton Ave.~~, Garden City, NY 11530  
(516) 746-2032

84 Willow St.

747-3142

MEMBER, THE TRADE SHOW BUREAU

Follow these . . . . .

# TEN COMMANDMENTS OF TRADE SHOW SELLING

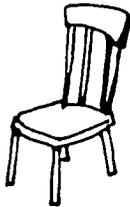
## 1. ALWAYS QUALIFY A PROSPECT.

Unless your booth "visitor" is a qualified prospect, you'll be wasting your time. Make sure the prospect needs your product or service; has the authority to buy it, and has the money to pay for it.



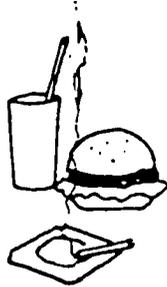
## 2. NEVER SIT DOWN IN YOUR BOOTH.

Stay on your feet at all times. Look alert and interested. No one wants to disturb someone who is sitting down and evidently tired. They'll let you rest. If you're tired, get out of the booth and rest yourself some other place.



## 3. NEVER, SMOKE, DRINK, OR EAT IN YOUR BOOTH.

Your booth isn't a dining area. You can't talk with someone while your mouth is full of food or liquid. Certainly with all of the signs that relate to "not smoking" all over the place, you must realize that there are many people who don't like smoking. If you can't refrain for the time you're in the booth, then get out of it and smoke somewhere else.



## 4. NEVER HAND OUT YOUR PRODUCT LITERATURE TO EVERYONE.

Use it sparingly and intelligently. Use it to qualify prospects as to the time of their need - immediately, soon, or in the future. Hand it out indiscriminately, and you'll probably find it stashed away in the rubbish cans at the exits, doing no one - especially you - any good.



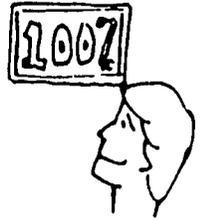
## 5. ALWAYS WORK WITH A PREPARED SCRIPT.

Shooting from the hip is like playing Russian roulette. Maybe you'll win or maybe you'll lose. More sales - whether leads or actual orders - are obtained by those salespeople who know what they want to say and when they want to say it.



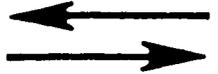
## 6. ALWAYS SET YOUR PERSONAL GOALS FOR THE SHOW.

Even if your company has set goals, set your own as well. Know what you want to accomplish in various time-spans. If you don't do this, there's no way you'll ever know if you've been successful. Remember the old saying, "If you don't know where you are going, any road will get you there."



## 7. BE SURE YOU'VE COMMUNICATED WITH YOUR PROSPECT.

Too many people relate selling to talking and feel that if they have made a good sales talk, they've done a great job. Unfortunately, not true. As far as I'm concerned, more sales are lost because the person on the receiving end never understood what they were being offered than were ever lost because the price was too high, or for any other reason. Be sure the prospect not only listens to what you're saying, but actually hears it and then, more importantly, really understands what you're saying.



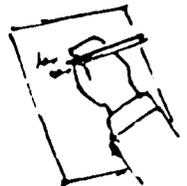
## 8. DON'T READ, PLAY CARDS, CHEW GUM, COMB HAIR, DO NAILS, ETC. IN YOUR BOOTH.

No reason to go any further - this commandment should be self-explanatory.



## 9. ALWAYS SET YOURSELF SOME COMMITMENT TO ACTION.

Be sure your prospect understands that you'll do something definite to or for him/her after the show ends. Don't expect the prospect to take action and contact you. You take the information... you write the letter... you make the phone call... you set up the demo... etc.



## 10. NEVER, NEVER, NEVER, NEVER, EVER SAY "MAY I HELP YOU?"

9 times out of 10 the answer is going to be, "no thank you." Instead say something like, "When was the last time you used our product/service?" or "I want to show you some of the additions we've made in the past year to our product." In other words, phrase your questions in such a way that they cannot be answered by a simple "yes" or "no." You want to involve the prospect in a dialogue. You learn nothing when you're closed out of a continuing conversation.



GOOD HUNTING!

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# UNITED FRESH FRUIT AND VEGETABLE ASSOCIATION

## MISSION AND OBJECTIVES

The UNITED Fresh Fruit and Vegetable Association promotes and encourages development of all segments of the fresh produce, floral and related industries to efficiently provide the consumer with healthful, nutritious and quality products, to represent the industry before government and the public, and to provide programs that will enhance the success of its members.

### General Objectives

Promotion . . . to promote the increased consumption/use of fresh fruits and vegetables, floral, and all related products.

Productivity . . . to assist in improving overall industry productivity and to enhance the effectiveness and efficiency of members.

Government Relations and Advocacy . . . to serve as the primary organization representing the fresh fruit, fresh vegetable, floral and related industries by speaking out aggressively to executive, legislative, and judicial branches of government and other organizations.

Distribution . . . to foster the efficient and effective distribution and transportation of fresh fruits and vegetables, floral, and related products.

Communications . . . to communicate effectively with members, consumers, media, educators and the general public.

Education and Training . . . to provide education and training for the enhancement of knowledge and technical skills of our members.

Technical Affairs/Quality Enhancement . . . to encourage improved quality and technical research in the fresh produce industry and establish UNITED as the technical resource for the produce industry.

Information Services . . . to develop, maintain, interpret, and disseminate comprehensive information and data pertaining to fresh fruits, fresh vegetables, floral, and related products.

Membership . . . to recruit and retain members to strengthen the ability of the association to serve the industry.

Other Organizational Relationships . . . to stimulate and coordinate activities with other organizations in pursuit of UNITED's mission.

## HISTORY

The United Fresh Fruit and Vegetable Association is the world's leading trade organization serving the produce industry. It is a nonprofit, industry trade association run by and for its members. Its membership is responsible for the production, marketing and distribution of fresh produce worldwide.

United is a "company member organization" in that United's memberships are held in company names. The individuals who work for these companies are the driving force behind their organizations and the association. Spend a few minutes reviewing the membership directory and you will see the tremendous strength represented within our membership.

The association traces its roots back to 1904 when a group of produce industry visionaries gathered together in an effort to improve the transportation and communications problems which plagued the industry in those early days.

In 1937, the association took on its present name, the United Fresh Fruit and Vegetable Association, as its horizons and mission expanded.

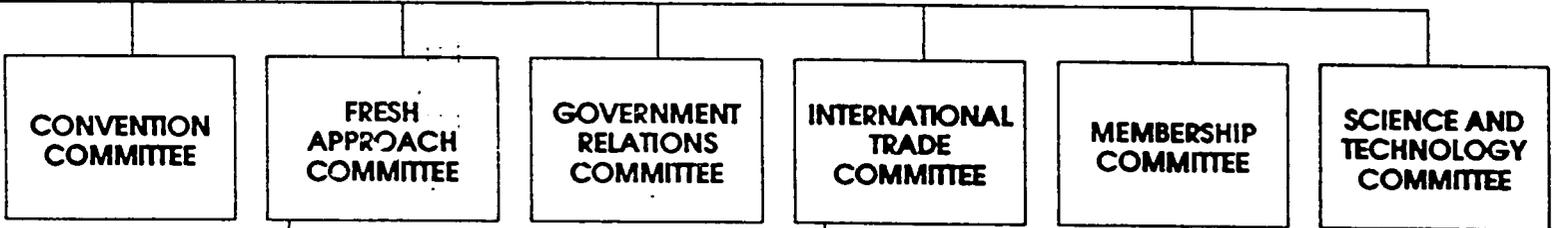
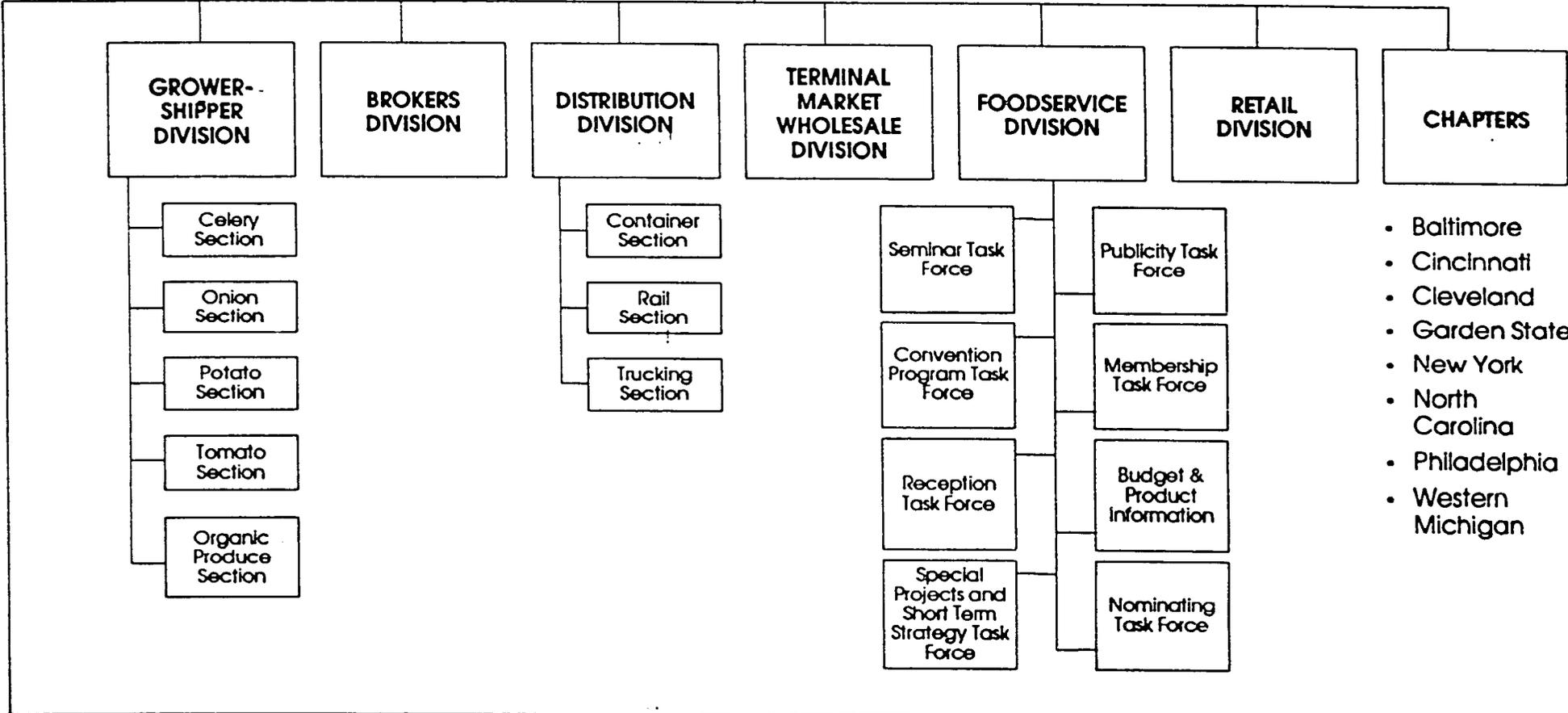
The association headquarters was originally located in Chicago, Illinois. Subsequently, in 1942 the association moved its offices to the nation's capital in order to more effectively deal with the various branches of the federal government which have had tremendous impact on the industry over the years.

Because of its rapid growth, the association constructed its own headquarters building in October, 1978 at 727 North Washington Street, Alexandria, Virginia. Today the association stands out as a leader in both the industry which it serves and within the association community in the national capital region.

The association's 2,100 member organizations are composed of growers, shippers, brokers, wholesalers, retailers, foodservice operators and floral mass marketers along with various allied organizations who provide services to the industry.

The association's business is conducted under the general direction of a volunteer board of directors. The day to day execution of the association's business is conducted by the full-time staff at United headquarters in Alexandria, Virginia under the overall direction of the president.

**BOARD OF DIRECTORS**



The United  
Emergency  
Services Fresh  
Food Bank

Import  
Working  
Group

International  
Trade Forum  
Committee



**United Fresh Fruit and Vegetable Association**  
727 North Washington Street  
Alexandria, VA 22314  
703/836-3410 • Fax: 703/836-7745

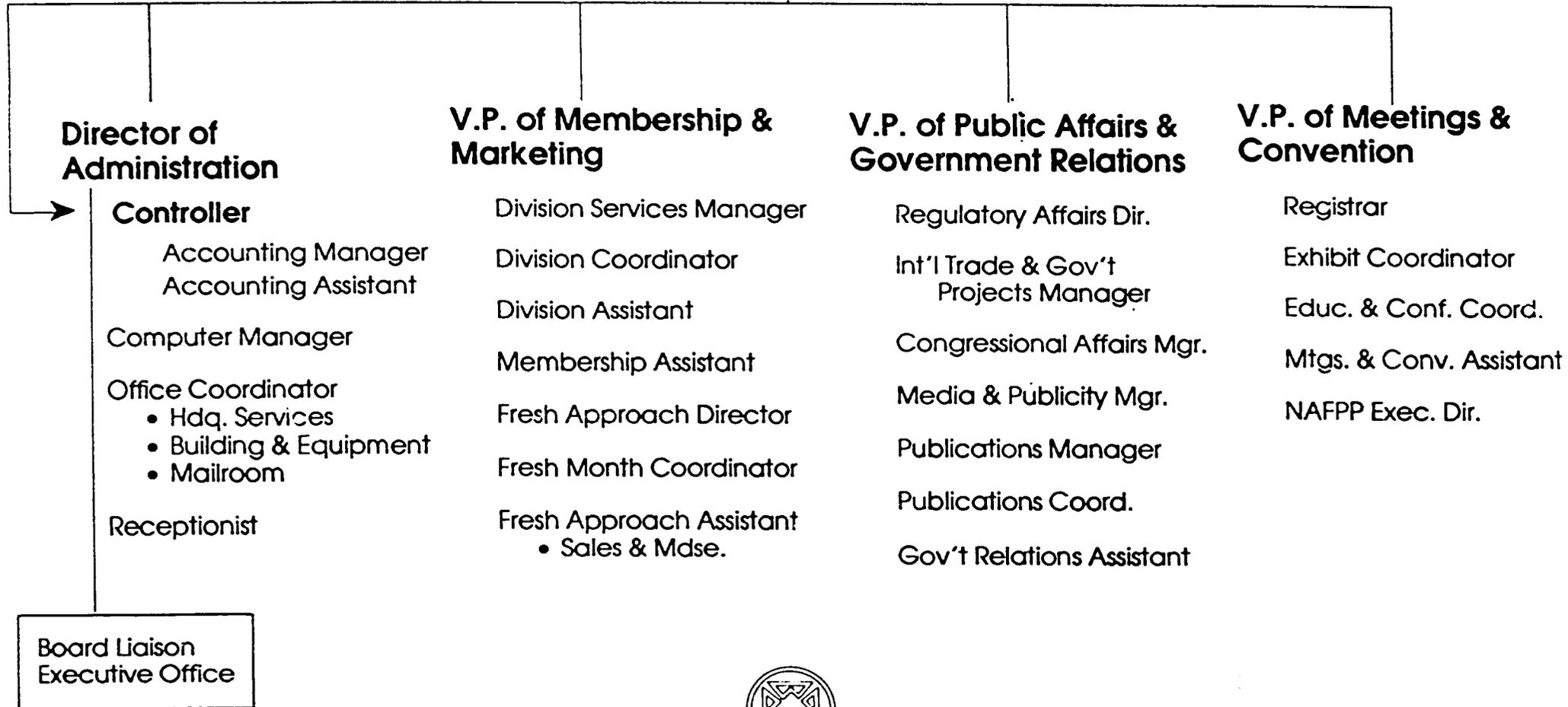
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# Board of Directors

United Fresh Fruit and Vegetable Association  
Staff Organizational Chart

## President

### Chief Operating Officer



United Fresh Fruit and Vegetable Association

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# **UFFVA Objectives**

- **Promotion**
- **Government Relations and  
Advocacy**
- **Distribution**
- **Communications**
- **Education and Training**
- **Information Services**
- **Membership**

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# Benefits of United

1. Make Business Contacts
2. Gain Recognition
3. Information and Government Relations Services
4. Promote Products ~~1~~
5. Education

# United Fresh Fruit and Vegetable Association

## Revenue Sources

### 47% Convention

- registration fees
- booth space
- sponsors
- advertising

### 33% Membership

- dues
- advertising in Directory

### 12% Industry Promotion Program - Fresh Approach

### 4% Training Programs

### 2% Interest on Bank Accounts

### 2% Subscriptions

Rent office space

Management services for other association

Sell merchandise

Government contracts

**1991 PRODUCE MARKETING ASSOCIATION EXPOSITION  
AUDIENCE SURVEY HIGHLIGHTS**

● *The Net Buying Influences for the show was 73%. This means that 73% of the paid registrants for the PMA Convention & Exposition had at least one buying role (final say, specify supplier or recommend supplier) in the purchase of the types of products/services in the show.*

Fresh fruits & vegetables	43%
Packaging materials & services	43%
Transportation service	38%
Packaging equipment	37%
Merchandising/display equipment	28%
Produce related items	24%
Floral accessory items	18%
Cut flowers/potted plants	15%

● *43% of the registrants were top management personnel, while 20% were in sales and marketing and 6% were in purchasing.*

President, CEO, Owner, Partner	29%
Office Manager, Director	16 %
VP, Director, General Manager, Secretary/Treasurer	14%
Sales/Marketing VP, Director, Manager	11%
Salesperson, Rep	9%
Purchasing	6%
Consultant	3%
Broker	3%
Operations Manager	3%
Merchandising	1%
Other Managers	1%
All Other Personnel or Unspecified	4%

● *11% represent firms with an annual sales volume of over \$1 billion, while 71% are under \$50 million.*

● *The average percentage of an exhibit's attendees who had been called on by a salesperson from that company during the past year was 10%. This means that of those attendees who visited a given exhibit, only 10% had been called on by a representative from that company during the past year. The range was 0-14%. Therefore, a very large percentage of the attendees only meet face to face with exhibiting company representative at the PMA trade show.*

● *51% represented growers/shippers/brokers/transporters, 14% were supermarket retailers/wholesalers and 4% were foodservice operators/distributors.*

Grower/Shipper/Broker/Transporter	51%
Supermarket Retailer/Wholesaler	14%
Sales & Marketing	6%
Commodity Board/Trade Assn/Ad Agency	6%
Restaurant/Institutional Foodservice Operator/Distributor	4%

-2-	Consulting	4%
	Manufacturer	2%
	Government	1%
	Education	1%
	Other or Unspecified	11%

- 70% of the retailers/wholesalers represented 50 or more stores. 17% represented over 1,000 stores.
- 48% prefer being contacted by the exhibitor after the show to place an order. 1% prefer to place orders at the show, 13% prefer both methods depending on the product, and 38% had no preference.
- 61% traveled over 1,000 miles to get to the show. 76% traveled over 500 miles. 24% came from California, 11% Florida, 9% Massachusetts, and 5% New York. All other states and countries accounted for less than 5% each. Total international attendance excluding Canada was 5%.
- 38% of the registrants had attended the last three PMA shows. 27% were attending their first PMA. 56% had attended in New Orleans. Only 18% had attended any PMA show prior to 1984. NOTE: Based on the overlap in attendance, Exhibit Surveys recommends that exhibitors make at least some change in their booth design every other year to avoid overexposure to the same audience. For optimum performance, the same exhibit design should not be used for more than two consecutive years.
- The average PMA registrant spent 7.7 hours at the Exposition over an average of 2.2 days (an increase from 6.9 hours and 1.9 days in 1990). 44% visited the exhibits all three days. 86% on Sunday, 78% on Monday and 52% on Tuesday (up from 37% in 1990). This indicates that more booth personnel is needed on Sunday and Monday.
- The traffic density (average number of attendees per 100 square feet of exhibit space) was 5.6, considered "heavy" compared to other trade shows (1990 national average 3.0).
- 52% attended no other industry trade shows in the past 12 months, while 40% had attend UFFVA.

UFFVA	40%
FMI	10%
CPMA	10%
Super Floral	7%
TPIE	5%
WF&FSA	3%
NRA	3%
Silk Show	1%

- How did they find out about the Boston Convention & Exposition:

Regular attendee	42% (42%)
PMA ad in trade press	33% (25%)
Direct mail brochure	24% ( 8%)
Friend or associate	16% (10%)
Invited by exhibitor	12% ( 3%)
Trade press article/editorial	7% ( 0%)
Exhibitor trade press ad	6% ( 1%)
Other sources	5% ( 4%)

Numbers in parentheses give percentage of audience reached by each successive promotional source. Therefore, 75% of the audience was reached by the top four sources.

- 83% of the registrants regularly read one or more of the three major produce industry publications (*The Packer*, *Produce Business*, and *Produce News*).

● Total Buying Plans is the percentage of attendees who indicated that they were planning to buy one or more products/services measured as a result of what they saw at the show. *Total Buying Plans for the 1991 PMA show was 51%.*

● *When asked what they came to the Exposition to see, registrants replied:*

Produce in general	83%
Fresh fruits & vegetables (domestic)	62%
Fresh fruits & vegetables (imported)	45%
Floral in general	37%
Produce packaging materials & services	26%
Processed produce items	22%
Labeling/pricing systems	20%
Cut flowers/bouquets	19%
Produce packaging/sorting/sizing equip	19%
Produce merchandising & display equip.	17%
Produce transportation services	16%
Dried fruits & nuts	16%
Green potted plants	15%
Salad dressings/juices/sauces	14%
Computer software/hardware	12%
Dried/preserved flowers	11%
Other produce related items	11%
Garden bedding plants	10%
Floral packaging materials & services	10%
Seeds	10%
Bulk food items	9%
Containers/baskets	9%
Produce broker services	8%
Flower bulbs	8%
Floral merchandising & display equipment	8%
Floral packaging equipment	7%
Christmas trees/holiday greens	7%
Accessories (potting soil, plant food, etc.)	6%
Artificial/silk flowers & plants	6%
Balloons	5%
Floral transportation services	5%
Floral computer software/hardware	1%

● *Of the ten most remembered exhibits at the PMA show, the average square footage was 724 sq. ft., indicating that size can be a factor in determining recall. However, a large booth does not guarantee high recall, since several large booths were not listed. Product interest was indicated as the reason most people recalled a booth, but other major factors noted were exhibit design, booth personnel, and booth demonstrations.*

● *When asked what products/services they would like to see exhibited more extensively at future Expositions, registrants responded:*

Domestic produce growers/shippers	49%
Imported produce growers/shippers	36%
Packaging materials & services	23%
Merchandising/display equipment	20%
Related produce items	20%
State/international depts. of agriculture	19%



-4-

<b>Packaging/sizing/sorting equipment</b>	<b>19%</b>
<b>Floral grower/shippers</b>	<b>19%</b>
<b>Organically grown produce</b>	<b>16%</b>
<b>Transportation services</b>	<b>16%</b>
<b>Computer hardware/software</b>	<b>15%</b>
<b>Floral accessory items</b>	<b>12%</b>

**Questions regarding the 1991 PMA exhibit survey should be directed to Connie Akin at 302-738-7100.**

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EXPOSITION SCHEDULE 1992 - Denver

<u>ACTION</u>	<u>TARGET DATE</u>
Send letter to Expo Chairman	January
Prepare EAC notebook with agenda	January
Prepare Convention Committee report	January
Membership Directory - Expo Ad/Editorial	January 5
Prepare Teaser Card Convention/Expo	January 8
Freshline - Advisory Comm	January
Membership Directory - Expo Ad/Editorial	January
Convention Committee meeting at show site	January
Arrange for official produce supplier	January Mtg.
Arrange for show security	January Mtg.
Arrange for Food Bank - First Aid	January Mtg.
Review hall contract for deposit deadlines	January 15
Freshline - Conv Comm Mtg. DE/DL	January 28
Survey Results/Slide Presentation	February 6
Freshline & News Release - Survey results	February 6
Exhibit Prospectus to the typesetter	February 8
Exhibit Prospectus cover letter	February 10
Mail Teaser Card	February 10
Freshline - Booth Sales	February 11
& breakdown/invoices to exhibitors	
92 Budget Breakdown (Monthly)	March 1
Review Manual & Start Gathering Order Forms	March 1
Mail EX prospectus to members/pex	March 15
Mail EX pros to Exhibitors with first invoice	March 15

Order Manual Notebooks/Tabs/Mailing Cartons	March 15
Comp Passes	April 1
Expo Chairman report for Board Notebook	April 2
Expo Bulletin -- Deposit deadline & New products newspaper for Duane - Preview of Exhibits	April 24
Deadline payment for 1st invoice	April 30
Freshline - New Convention Features DL	May 3
Expo Prize certificates to Jenny	May 18
Expo Bulletin	May 22
Send News release/freshline re: status and new exhibitors	May 22
Manual to Jenny	May 27
Expo Invoicing - Second	June 1
List of exhibitors to Andrews-Bartlett	June 1
Expo Manual originals ready for reproduction	June 9
Washington -1993-Insurance Certificate	June 1
Advisory Committee - 5 off - 5 new	June 5
Exhibitor Plaques - compile list by years	June 10
Freshline - New Exhibitors	June 12
Prepare budget for next year	June 15
Mailing schedule to Mailroom - 3rd quarter	June 15
Manual to Direct Mail	June 16
Prepare Post-card - Reminder Dates	June 20
Report Article - sales status & photo	June 20
(Packer, Produce News, Produce Reporter, Flower News, Floral Nursery Times, Supermarket News FPC Digest)	
Send news release	June 20
Exhibitor Tickets, Breakfast	June 20

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Expo Bulletin - General ;	June 25
New Products/Services Promotion to typesetter	June 30
Run Labels for Mailing - Manual	June 30
List of exhibitors to Andrews-Bartlett	July 1
Washington floor plan - Design (DE & CA)	
Expo Manual sent to exhibitors	July 9
Prepare Executive Committee report	July 15
Floorplan for the next year's show to Andrews-Bartlett	July 15
Expo Bulletin - registration/Preview reminder	July 17
Site inspection trip (August)	
Report article - list of exhibitors	July 18
Mail Reminded Post Card - mailroom	July 23
Order plaques for exhibitor recognition	July 30
Calls to delinquent accounts	August 1
List of exhibitors to Andrews - Bartlett	August 1
List of exhibitors to Security	August 1
Send decorating requirements to Andrews-Bartlett	August 4
Expo Bulletin - general	August 20
Freshline - Foodbank - DL/SR	August 22
Prepare miscellaneous reports needed on-site	August 22
Report article - added exhibitors	August 25
Get labels from Galaxy for pocket guide mailing	August 25
Arrange for PA system in the hall	August 30
Download ex for KM/Floor plan for Packer, etc	September 1
Also needs Preview of Exhibits for Packer	
List of exhibitors & Signs to Andrews-Bartlett	September 1
Prepare Board Packers to be handed out on-site	September 1

<b>List of Exhibitors to Produce Supplier</b>	<b>September 5</b>
<b>Mail pocket Guide to all Exhibitors</b>	<b>September 9</b>
<b>Expo Office Supplies</b>	<b>September 10</b>
<b>Preview of Exhibits to Jenny</b>	<b>September 10</b>
<b>Fresh Stamps (ordered new 9/89)</b>	<b>September 10</b>
<b>Mail schedule - mailroom 4th quarter</b>	<b>September 11</b>
<b>Organize Independent Contractor</b>	<b>September 10</b>
<b>Next year's expo promotion ready for reproduction</b>	<b>September 10</b>
<b>Send letter to Awards Recipients</b>	<b>September 10</b>
<b>Preview Addenda to typesetter</b>	<b>September 10</b>
<b>Exposition Bulletin/Sat Party/Breakfast Tickets</b>	<b>September 15</b>
<b>Expo on-site announcements</b>	<b>September 15</b>
<b>Prepare materials for shipment</b>	<b>September 15</b>
<b>Expo Evaluation form ready for reproduction</b>	<b>September 15</b>
<b>List of exhibitors to Andrews-Bartlett</b>	<b>October 1</b>
<b>Prepare Board report</b>	<b>October 2</b>
<b>Mail Changes to Andrews-Bartlett (Final)</b>	<b>October 5</b>

## SEPTEMBER SCHEDULE

List of Exhibitors to AB	September 1
Fresh Stamps	September 1
Organize Independent Contractors file	September 1
Download ex for KM/Floor plan for Packer, etc.	September 1
Preview of Exhibits to typesetter	September 1
Expo Supplies	September 1
Send letter to Awards Recipients	September 5
List of exhibitors to produce supplier	September 5
Washington Promo Material to copier	September 5
List of Signs to AB	September 5
Expo evaluation read/goes with promo material	September 10
Prepare Board Packets - handed out on-site	September 10
Exhibitor list & security directions (ribbons, badges, passes, etc)	September 10
Expo announcements - end of show & prize drawings	September 12
Expo Bulletin - Sat party/breakfast tickets	September 15
Prepare materials for shipment	September 22
Prepare notes for Exhibitor Advisory Committee	September 20
Prepare board report - Expo chairman	September 21

## OCTOBER SCHEDULE

List of ex to AB	October 1
Set up Dinner - Cohorts letter	October 1
Make sure all booths are paid	October 1
Set up Pre Expo Mtg. -- Friday 8:00	October 2
Updated list to AB (signs, exhibitor list, etc)	October 7
Updated list to security	October 8
Overnight changes and additions to AB (final)	October 8
Freshline - Recap - Photos Conv & Expo DL	October 20

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November "To Do" List

Update exhibitor list - replace no shows	November 1
Download 1992 to wp for Prospectus & reports	November 1
Mail information on the next year's show and evaluation form	November 1
Send thank you notes	November 1
Bulletin letterhead	November 1
News Release from Food Bank	November 1
Count Comp Passes sent.	November 1
Update Exhibitor Advisory List/files	November 5
Type minutes from meeting on-site Advisory Comm	November 5
Freshline - Foodbank with photo(get from Denver Foodbank)	November 5
Prepare for January Adv Comm Mtg.	November 10
Adv Committee Send form Re: January Meeting Date & Topic sheet	November 5
Request sales figures from expo lounge	November 10
Update potential exhibitors list	November 15
Expo Bulletin - reminder to reserve space before deadline	November 15
Update priority point cards-- run reports/floor plan	November 15
Deadline for Non Member to receive credit 350.	December 4
Send audit report to insurance carrier & get quote for next year	December 8
Reminder Bulletin - Send in Form for 1993/misc.	December 15
Assign priority space for next year's show	December 17
Compile evaluations (Exhibitors & Directors)	December 20
Send confirmation of space assignments	December 20
Mailing schedule for first quarter 1993	December 20