The Ben E. Keith Southeast Division will be holding a Food & Equipment Exposition in Destin, Florida in February 2017. Here are the details of the expo:

**Exposition Date:** Tuesday, February 7, 2017  
**Location:** Sandestin Golf and Beach Resort  
Baytowne Conference Center  
9300 Emerald Coast Parkway West  
Destin, FL 32550  
**Show Time:** 10:00 am – 4:00 pm  
**Exposition Shipping Dates:** February 13 - April 8, 2017 (8 weeks)

**Booth Reservation:**  
All vendors wishing to participate must fill out a Booth Reservation Form and email it to Jessica Horath at JCHorath@benekeith.com. If you are represented by a broker, your booth reservation will be included with their reserved space. Please be sure to fill out the contact name of your broker on the reservation form.

**ALL BOOTH RESERVATION FORMS ARE DUE FRIDAY, DECEMBER 23, 2016.**

**Food Exposition Allowances:**  
All participating vendors will receive a link to the Data Connect website. The email to invite you on to the website will be from support@dataconnectcorp.com. All allowances are to be negotiated through this website. Please make sure that once you have finalized your allowance negotiations and the file is locked, you print out a copy of your allowances for your files. **Since all negotiations are done electronically, Ben E. Keith Southeast cannot provide back-up if allowance billing questions arise.**

**ALL FOOD EXPOSITION ALLOWANCES ARE DUE FRIDAY, DECEMBER 23, 2016.**

**Booth Size & Cost:**  
Booth size is 8’x8’ and the cost is $4,500 for this exposition. Included in this price is (2) 6 ft. tables, (1) vendor sign and (1) small garbage can.

**Booth Set-Up:**  
Set-up is Monday, February 6, 2017 from 12:00 - 5:00 pm at the Baytowne Conference Center. Dock space is limited. Please back up and unload your vehicle as quickly as possible and then move your vehicle to a parking area nearby. This will allow others to unload. Please limit your unloading time to 30 minutes. Ben E. Keith is strictly not liable for any damage incurred to your property or to the conference center by the vendors.
Package Shipping and Booth Electricity:
Vendor Order Forms from Sandestin Golf and Beach Resort are included for Package Shipping/Receiving Handling Charges and Request for Electrical, Internet and Telephone Services. The vendor is responsible for returning these forms to Sandestin and payment if these services are needed.

Samples:
BEK encourages all vendors/brokers to order samples through the Data Connect website at the time of vendor negotiations. If a vendor wishes to have BEK pull and deliver any samples that were not ordered through Data Connect, the sample orders must be emailed to Jessica Horath at JCHorath@benekeith.com no later than **MONDAY, JANUARY 23, 2017**. All orders must have the BEK/Kelley Foods item number and the requested quantity. Any sample request submitted after the cut-off date are subject to a $100 van delivery fee.

Ben E. Keith will not accept responsibility for any product that does not arrive at the Baytowne Conference Center for whatever reason. It is the responsibility of the vendor/broker to make sure their booths are stocked with samples and the necessary equipment for preparation for the show. If BEK transports your samples, it is your responsibility to make sure your samples arrive. Due to BEK truck space being limited, we do encourage all brokers and vendors to transport their own samples.

*Any samples shipped to Ben E. Keith to be delivered to Baytowne Conference Center must have a BEK/Kelley Foods item number and placed on a PO. Any samples, items, or equipment shipped to BEK that does not have an item number and placed on a PO will be turned away at time of delivery.*

Décor:
We at Ben E. Keith pride ourselves in putting together an attractive and enticing exposition. Please make your décor tasteful and give it some real thought. **Brokers:** Ben E. Keith’s go to market strategy is to offer national branded products to our customers. Due to this, it is these brands we want to have an emphasis on with signage and less on the brokerage. In your areas, we ask that you have adequate signage identifying your brands and minimal signage of the brokerage.

Attire:
You are representing your company, so a logo shirt and slacks or skirt are preferred. No jeans please.

Security:
The Sandestin Golf and Beach Resort will provide security overnight on the night of February 6, 2017.

Cooking:
Fryers are PROHIBITED on the Baytowne Conference Center floor. You will have full access to the Baytowne Conference Center kitchen to prepare for the show. Vendors are responsible for providing "runners" to bring food from the kitchen to the booth.

If you need assistance preparing food for the show:
- Culinary fees for assisting vendors with preparing food during the trade show will apply.
- The Sandestin Culinary Team will cook, hold and organize the food and clean the kitchen following the event. Additional requests can be accommodated with enough advance notice.
- Sandestin Culinary Fees are $35 per hour, per assistant, based on the number of hours the show is open, plus an additional two hours for cleaning the kitchen. The number of assistants needed will be determined once vendors have provided preparation requirements.
- Vendors are to provide specific lists of their foods along with preparation requirements at least one week prior to the show!
- If you need assistance from the Sandestin Culinary team, please contact Brian LaMonica, our Conference Services Manager. His phone number is (850) 267-7792 and email is BrianLaMonica@sandestin.com.
New Items:
There is no New Item Request Form for this year's show. You are welcome to show any new items that you feel is needed in our marketplace at this Division. If a customer is interested in purchasing a new item at the show, you must enter the following information into the Data Connect iPad as a Lead: Customer Number, Customer Name, Vendor Item Number, Item Description, Brand, Pack/Size and Quantity they want to order. BEK will receive a Post-Show Leads Report from Data Connect and the Category Manager will contact you to set-up and order the item. We will have a Vendor Fair at our sales meeting on Friday, February 3, 2017 to show new items to our sales team before the show. Space is limited, so email Jessica Horath at JCHorath@benekeith.com to reserve your table by Friday, January 6, 2017. Also send information about the items you will be showing.

Ice, Disposables and Produce:
Ice will be available in the Baytowne Conference Center kitchen. The following disposables will be provided at the show by Ben E. Keith - paper towels, frill picks, forks, spoons, 6” foam plates, 5 oz. styro bowls, 8 oz. styro cups, beverage napkins, and half size foil pans. Various produce items will also be provided by Ben E. Keith and available for your use. For any special produce needs, please contact Ed Shelden at EUShelden@benekeith.com or (334) 853-0335. All other needs are your responsibility. Please be courteous and do not bring other distributor labeled items to our show.

Manning the Booth:
The booth must be manned at all times. All booths will be provided one small trash can. It is the vendor’s responsibility to empty these trash cans as they become full into the larger receptacles that the Baytowne Conference Center staff will be emptying regularly throughout the show. Please help us in this matter to avoid our customers seeing any piled up trash.

Breaking Down:
Break down is 4:00 pm. Do not break down prior to this time. This creates too much chaos at the show. Your cooperation is appreciated.

Show Day Procedure:
On show day, you must arrive early and be prepared to take orders promptly at 10:00 am.

Vendor Training:
We will be contracting again with Data Connect for order placement at the show. Data Connect will host a training session for all vendors and brokers at the following times:
Monday, February 6, 2017 at 3:00 pm during set-up
Tuesday, February 7, 2017 at 8:00 am before the show
*Please make plans to attend one of these sessions.

Customer/Vendor Pre-Show Dinner:
We have a great meal planned for Monday night, February 6, 2017. It will be held upstairs at the Baytowne Conference Center starting at 7:00 pm. This is a great opportunity for you to meet many of our customers and Ben E. Keith employees while letting us show our appreciation for your participation in the exposition. Please let us know how many people will be attending dinner on the Booth Reservation Form.
Booth Reservation – Booths must be reserved in the name of the manufacturer. Booth assignments are on a first reserved, first assigned basis.

Brokers: Please complete one (1) separate booth reservation form for each manufacturer you represent. Indicate the amount of booth space that manufacturer has authorized. If a manufacturer changes brokers prior to the Food Exposition, that amount of booth space will transfer to the new broker’s area depending upon space availability.

Manufacturer Name: ____________________________________________
Local Reps Name: _______________________________________________
Phone Number: __________________________________________________
Email: _________________________________________________________

Brokerage Name: _______________________________________________
Contact Name: __________________________________________________
Phone Number: __________________________________________________
Email: _________________________________________________________

Booth Price: Price per booth is $4,500 for this exposition.

Number of Booths Requested: _________ Total Fee $: _____________

Method of Payment  Billback: ______ Deduct: ______ Included in Marketing Program: ______

Number of People Attending Dinner: ______

Return this form to Jessica Horath JCHorath@benekeith.com by Friday, December 23, 2016
Name Badge Request: Complete the information that you would like to appear on your food expo name badge. You will receive your name badges in your vendor packet during setup on Monday, February 6, 2017. Please be sure you have your name badges prior to the show. **Brokers: Please input name badges for brokers only one time.**

### Manufacturer Name Badge(s)

<table>
<thead>
<tr>
<th>#</th>
<th>Name:</th>
<th>Company:</th>
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<tbody>
<tr>
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<td>2</td>
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<td>6</td>
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</table>

### Brokerage Name Badge(s)

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<th>#</th>
<th>Name:</th>
<th>Company:</th>
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<td>6</td>
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</tbody>
</table>

Return this form to Jessica Horath JCHorath@benekeith.com by Friday, December 23, 2016
### Shipping Addresses

Sandestin Golf and Beach Resort  
Ben E. Keith SE Division  
Exhibit Name & Booth Number  
9300 Emerald Coast Parkway West  
Miramar Beach, FL 32550

- [ ] I will be shipping to Sandestin.  
- [ ] I will need to ship outbound from Sandestin.  
- [ ] I will not use Sandestin for shipping.

### Package Shipping and Receiving Handling Charges

**Receiving Handling Fees**

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Handling Fee per Piece</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letters up to 5 Lbs</td>
<td>$2.00</td>
</tr>
<tr>
<td>5-25 Lbs</td>
<td>$20.00</td>
</tr>
<tr>
<td>26-50 Lbs</td>
<td>$40.00</td>
</tr>
<tr>
<td>51-100 Lbs</td>
<td>$60.00</td>
</tr>
<tr>
<td>100+ Lbs</td>
<td>$0.60/lb</td>
</tr>
<tr>
<td>Wooden Crate</td>
<td>$85.00</td>
</tr>
<tr>
<td>Pallet</td>
<td>$175.00</td>
</tr>
</tbody>
</table>

**Outbound Handling Fees**

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Handling Fee per Piece</th>
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</thead>
<tbody>
<tr>
<td>Letters up to 5 Lbs</td>
<td>$2.00</td>
</tr>
<tr>
<td>5-25 Lbs</td>
<td>$10.00</td>
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<tr>
<td>26-50 Lbs</td>
<td>$20.00</td>
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<tr>
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<tr>
<td>100+ Lbs</td>
<td>$0.35/lb</td>
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<tr>
<td>Wooden Crate</td>
<td>$50.00</td>
</tr>
<tr>
<td>Pallet</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

**Forklift Services** are available - contact shipping and receiving for information at 850-267-8194

Handling Fee includes addressing, labeling, taping, stacking, wrapping pallets, forwarding packages to the Loading Dock and logging and forwarding tracking numbers to the shipper and recipient.

** Handling Fees DO NOT include applicable shipping charges determined by your provider **

**FedEx / UPS Accounts**: You may provide your account number for shipping fees. Forms submitted without a shipping account will ship under Sandestin’s FedEx/UPS account and shipping fees will be billed directly to client.

### Outbound Shipping Information

**Ship to Address:**  
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

**Contact / Telephone:**  
__________________________________________________________________________

**Special Instructions / FedEx or UPS Account:**  
__________________________________________________________________________

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Prices are subject to 7% sales tax.
PAYMENT FORMS MUST BE SUBMITTED PRIOR TO SHIPPING TO SANDESTIN

SHIPPING LABELS

TO: ________________________________________

(Exhibit Company Name)

Booth#: ________________________________________

Sandestin Golf and Beach Resort
Ben E. Keith SE Division
9300 Emerald Coast Parkway West
Miramar Beach, FL 32550

Prices are subject to 7% sales tax.
## VENDOR ORDER FORM

**Ben E. Keith SE Division**

February 5 - 7, 2017

*FORMS SUBMITTED AFTER 1/27/17 ARE SUBJECT TO A 20% LATE SERVICE FEE*

### Request for Electrical Service

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Up to 20 Amps (110 Volt)</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20-50 Amps (110 Volt)</td>
<td>$120.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50-100 Amps (110 Volt)</td>
<td>$130.00</td>
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<tr>
<td></td>
<td>Up to 20 Amps (208 Single Volt)</td>
<td>$150.00</td>
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<tr>
<td></td>
<td>20-50 Amps (3 Phase)</td>
<td>$170.00</td>
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<td></td>
<td>50-100 Amps (3 Phase)</td>
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<tr>
<td></td>
<td>Multi Plug</td>
<td>$ 50.00</td>
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</table>

### Request for Internet & Telephone Service

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Telephone Line</td>
<td>$120.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wired Internet (per computer)</td>
<td>$250.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of Days ($50/Day/Computer)</td>
<td>$ 50.00</td>
<td></td>
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</tbody>
</table>

Subtotal: 

Tax (7%): 

20% Late Fee (if applicable): 

Total: 

### Special Instructions:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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_Sandestin Golf and Beach Resort offers complimentary standard Wi-Fi in the conference facility._

_On-site requests for services will be subject to availability._
VENDOR ORDER FORM
Ben E. Keith SE Division
February 5 - 7, 2017
FORMS SUBMITTED AFTER 1/27/17 ARE SUBJECT TO A 20% LATE SERVICE FEE

Method of Payment

☐ Paying by Check

Send checks payable to Sandestin Investments, LLC to:
Sandestin Golf and Beach Resort
ATTN: Taylor Green
9300 Emerald Coast Pkwy West
Destin, FL 32550

Credit Card Information

SELECT WHAT PURCHASES TO MAKE BY CREDIT CARD

☐ Shipping       ☐ Electrical       ☐ Internet / Phone

Any remaining balance will be billed to credit card on file.

Type of Card: ____________________________________________

Card Number: ____________________________________________

Exp: _____ / _____      CCV: ______

Name on Card: __________________________________________

Authorized Signature: ___________________________________

☐ Tax Exempt (Must provide FL tax exemption)

Electrical, Internet & Phone orders will be processed upon receipt. All shipping charges are processed and billed at time of service.

COMPLETED VENDOR FORMS CAN BE SENT TO:

SECURE FAX LINE: 850-267-5514

PHONE: 850-267-7791

To protect your credit card information, only submit vendor forms to the secure fax line.

Do not submit vendor forms via email.