

2023 Product Show

May 11th- May 12th, 2023



We are keeping it simple this year. Our theme is New Beginnings. Our goal is to kick off the spring and summer with new and innovative skus, new show specials, and the chance to lock in savings for the summer. SWT employees will be wearing golf attire. Polos/Pants and hats.

Pechanga Resort & Casino

45000 Pechanga Parkway
Temecula, Ca 92590

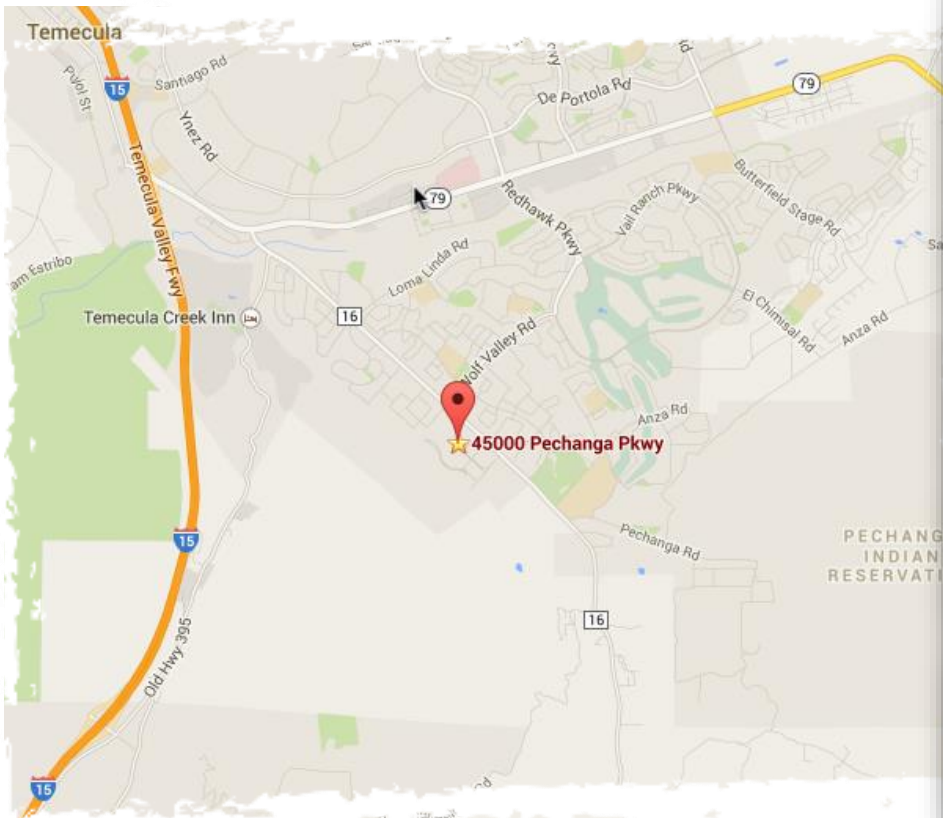


SHOW LOCATION

Show location

About an hour's drive from all the major L.A and San Diego attractions, this AAA four diamond resort has 568 newly renovated rooms, 20 restaurants and bars including an award-winning Great Oak Steakhouse. This facility is also home to one of the nation's best ranked public golf and resorts by Golfweek Magazine. The award-winning resort is also miles from Temecula wine country as well as Old Town Temecula, giving you beautiful scenery and great attractions to visit. Just two miles off the I-15 freeway, this is an easily accessible location and a perfect get away for all ages.

DIRECTIONS



From US. I-15 Southbound:

Take the Temecula Parkway exit. Turn left (east) on Temecula Parkway and travel approximately one (1) mile east to Pechanga Parkway and turn right. Travel approximately one (1) mile to Pechanga Resort & Casino.

From US. I-15 Northbound:

Take the Temecula Parkway exit. Turn right (east) on Temecula Parkway and travel approximately one (1) mile east to Pechanga Parkway and turn right. Travel approximately one (1) mile

ROOM

Welcome back and thank you for choosing Pechanga Resort Casino for your room block and product show!

Your guests are also able to receive this special rate by calling Hotel Reservations (888-732-4264) and identifying themselves as with the **Southwest Traders Tradeshow 2023** group and providing the booking code **8407553**. **Guests must give NAME OF BUSINESS AND CUSTOMER NUMBER WHEN REGISTERING FOR A ROOM. New customers need to give the name of business only.**

Group rates **SUNDAY APRIL 9TH, 2023.** Reservations made after this date will be at the prevailing rate based on availability. Please call the hotel for more information. Hotel check in is at 4:00pm. Hotel check out is at 11:00am. Parking is free.

Pricing for the rooms is \$211.68 + tax per room.

The product show will be in the summit ballroom. Vendor registration and customer registration will be in the designated registration area. Please see show schedule for registration, move in move out.

Customers: **No credits or discounts of any kind will be given unless upon registration, you register your customer's name AND customer number.** If you register online, please put your customer's name and number in the additional comments box.... If you are calling in, please give that information to a Pechanga employee on the phone.

Vendors: You will not receive our room block rate unless you provide the company name in which you are working the show with. All registered room block guests will be reviewed before approved.

Exhibitor

Exhibitor Move-In:

**Exhibitor
Appreciation**

Exhibits Hours:

**Customer
Appreciation**

Exhibitor Move-Out:

Wednesday, May 10th.....1:00pm - 5:00pm

Note: All vendors must register and receive their badge before setup. Please provide your raffle contribution when you register.

Wednesday, May 10th1:00pm - 5:00pm

Note: All displays must be completed by 5:00pm on Wednesday. Parking and unloading is not allowed on the front drive-way of the Hotel due to fire zones. Exhibitors will need to valet or self-park their vehicles in the designated areas and then proceed to the exhibit area. There is parking at the back of the complex.

Wednesday, May 10th5:30pm - 7:30pm

Note: Please join us for our annual vendor appreciation reception. It will be held at cross creek golf club in Temecula CA immediately following the golf event.

Thursday, May 11th.....10:00am - 5:00pm

Friday, May 12th.....9:00am - 3:00pm

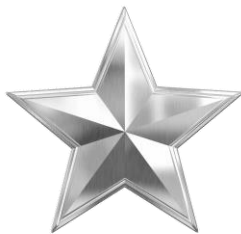
Thursday, May 11th5:30pm - 8:00pm

Note: Please join us for our annual customer appreciation reception. It will be held in the Eagles Nest Ballroom. The Summit Ballroom will be closed at this time. We will have live entertainment and a brilliant guest speaker.

Friday, May 12th.....3:15pm

Note: Displays may not be broken down prior to the show ending at 3:00pm. If you breakdown early you without permission from Ryan Camara, you will be subject to a fee of \$100 for disrupting the event

Why upgrade your booth to gold?



For a bronze booth, you receive the bare minimum of the booth itself and an Ipad for the ability to place orders at the show. You lose out on all the amenities and features that make the show so great!

For a grand total of \$800 more to upgrade to a gold booth you receive the following upgraded attributes:

1. A 4 some for our golf tournament on the 10th
 - a. Bring your buddies/ customers/friends/neighbors and come play golf at a world class golf course that offers amazing views and tough challenges on the course
 - b. Gain quality time with customers on the course and the ability to discuss business and anything of your choice while enjoying perfect weather and sunshine
2. Show specials
 - a. Lure customers to your booth with customized incentives that allow you to work your magic and get customers committed to buying product on the iPad.
3. Raffle prize
 - a. Bring a prize of your choice that will be raffled off to a lucky customer. Get your name in the door of that shop with a gift of your choice
4. Spot announcements
 - a. Our announcer will be given a script written by you to announce to the show in order to draw attention to your booth
5. Lunch for 2 people
 - a. We will provide 2 \$25 Pechanga lunch cards redeemable at any pechange restaurant.

Wait no further! Check off that Gold Booth and come enjoy 3 days with the Southwest Traders team and gain access to ALL the amenities the show has to offer to gain the best ROI from the show!

2023 VENDOR FORM

Vendor Name: _____

Address: _____ **City:** _____ **State:** _____
Zip: _____

Phone: _____ **Fax:** _____ **E-Mail:** _____

Signature: _____ **Authorizer Name:** _____
Contact Information Must Be the Show Decision Makers
Date: _____

TERMS

In accordance with the terms, conditions and regulations governing the exhibits of Southwest Traders, Inc. to be held at Pechanga Casino & Resort on May 12th-13th, 2023, the undersigned agrees with all show terms and conditions and makes application for exhibit space(s).

BOOTH

- 1) **Platinum Level.....Please reserve: _____ Non-Yogurt Booth(s) Please reserve: _____ Yogurt Booth(s)**
- Gold Level.....Please reserve: _____ Non-Yogurt Booth(s) Please reserve: _____ Yogurt Booth(s)**
- Silver Level.....Please reserve: _____ Non-Yogurt Booth(s) Please reserve: _____ Yogurt Booth(s)**
- Bronze Level.....Please reserve: _____ Non-Yogurt Booth(s) Please reserve: _____ Yogurt Booth(s)**

PROMOTIONAL ADD-

2) We encourage our vendors to participate in our show promotional add-ons. These add-ons have been designed to provide you with maximum exposure of your products at the show. If you would like to purchase add-ons please specify your selection on the show application form include in this packet. As always we like to provide our customers with a bag for product samples and product information that they will collect while attending the show. We would like for every vendor to provide products to go into the gift bags. Please provide as many samples as possible. Your purchasing team will be happy to accept your product at donation exhibitor registration. If you would prefer we could also pull some of your product with an authorization to bill back for the product samples or you can always ship your product directly to us.

Show Specials Catalog: A show catalog is e-mailed out to all of our customers with the product specials of your choosing. The catalog is published after the product show. Please be sure to fill out the "Product Show Specials Form"..... **\$150**
Initials _____

Raffle List: This is an extra option that is always a lot of fun! If you participate in the raffle list your name will be placed on a list that the customer will need to visit in order to collect raffle tickets. When the customer visits your booth they simply ask you for a raffle ticket and the tickets are yours to give out at your direction. The more tickets the customers collect the more chances they will have to win prizes throughout the day on Thursday and Friday. We will once again be offering a fabulous grand prize on Friday sponsored by Southwest Traders..... **\$125**
Initials _____

PAYMENT

- Payments must be received no later than April 14th, 2023 or you will be subject to a \$50 late fee.
- We are only accepting 3 forms of payment:
 - Credit memo
 - Deduct from open invoice (Must have open invoices to cover the fee to qualify)
 - Check
- If you choose to pay with credit card, the supplier will be responsible for covering the 3% service charge.

Payments due by Friday April 14th, 2023

The applying exhibitor, in consideration of being allowed to participate in this product show, and intending to be legally bound, does hereby release and discharge Southwest Traders, Inc. and their respective employees, agents and contractors, from any and all liability resulting from but not limited to personal injury, accident, illness, death, property damage or loss or other occurrence which such exhibitor may suffer in any manner this arising out of or resulting from such exhibitor's participation in this product show. The applying exhibitor assumes all risks of its participation in this product show, including without limitation the risk that such exhibitor may be injured as result of negligence of the above parties, or some defect in or on the property thereof, and from any and all losses, damages, expenses (including without limitation attorney's fees) and costs in any manner arising out of or resulting from such exhibitor's participation in this product show. Southwest Traders, Inc. reserves the right to refuse application, participation, and entrance of any exhibitor or any person's with who Southwest Traders, Inc. feels is in direct competition. Exhibitor assumes responsibility and agree to indemnify and defend Southwest Traders, Inc. Pecharanga Casino and Resort and their respective employees and agents against any claim or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither Southwest Traders, Inc. nor Pecharanga Casino and Resort maintain insurance covering the exhibitors property and it is the sole responsibility of the exhibitor to obtain such insurance.

SWT INTERNAL USE ONLY: DATE RECEIVED ___/___/___ ACCOUNTING___ BADGES___ ELECTRICAL___ ICE___

SAMPLES - PULL PRODUCT FROM

Please do not ship your product directly to the Pechanga Casino & Resort , they will not be responsible for your product. We offer two options to help you with your show samples. We can pull your product from our inventory or you can ship your products directly to SWT. (see form on next page) and we will transport your product to the show location.

Pull product from Inventory - Contact Information Must Be The Show Decision Maker!

We will be more than happy to pull your product from our current inventory with your *authorization for auto deduction off your next open invoice for the total amount.* If you would like to take advantage of this convenience, please fill out this form. Please specify product description, the SWT product number and the quantity of cases requested.

methods for inventory for product show

1. Ship samples directly to Southwest Traders.
 - a. Label the pallet "**Product show inventory**" or label all cases very clearly and ship them to our 27565 Diaz Road, Temecula CA, 92590
 - b. This product can arrive between **April 24th-April 28th- NOTHING LATER WILL BE ACCEPTED.**
2. We can pull inventory from our warehouse given permission to bill you for all product selected
 - a. If this is chosen, the full list needs to be into Alicia Reyes and perenso by **April 21st, 2023.**
 - b. Any late requests will not be processed.
3. Bring the samples yourselves

For vendors requesting Ice:

- Please enter the QTY of ice in pounds you will need in your booth.
 - If you are unsure of the QTY, please lean on the higher side to ensure we have enough for you.

Please specify if there are any special instructions for your product (example: temperature requirement, slacking requirement, etc.) We will not be held liable for your product if you do not provide instructions!

SAMPLES - SHIP TO SOUTHWEST

If you would like to ship your product samples directly to us please complete this form. You must also notify us if you are sending product to us. We will need to know the expected date of arrival at SWT and the quantity of boxes. You must also specify if your product has special instructions for temperate, slacking, etc.

Please use the labels below to affix to your pallets/boxes. You need to specify if the product is dry, frozen or perishable. You must also specify if there are any special instructions. The product you are sending to us must be shrink-wrapped and palletized. Please make copies if you need more labels. The pallet must be clearly labeled in order for our warehouse to identify that it is for the product show.

YOUR PRODUCT MUST BE RECEIVED IN OUR WAREHOUSE NO LATER THAN April 28th, 2023 or you will be responsible for bringing your own samples. No Exceptions. Please clearly label samples

PRODUCT SHOW SAMPLES

From (Exhibitor Name): _____

Total Number of Boxes: _____

SWT Item Number: _____

Product Description: _____

Carrier Name: _____ Tracking #: _____ ETA Date: ____ / ____ / ____

DRY

FROZEN

PERISHABLE

Please specify if there are any special instructions for your product (example: temperature requirement, slacking requirement, etc.) We will not be held liable for your product if you do not provide instructions!

PRODUCT SHOW SAMPLES

From (Exhibitor Name): _____

Total Number of Boxes: _____

SWT Item Number: _____

Product Description: _____

Carrier Name: _____ Tracking #: _____ ETA Date: ____ / ____ / ____

DRY

FROZEN

PERISHABLE

Please specify if there are any special instructions for your product (example: temperature requirement, slacking requirement, etc.) We will not be held liable for your product if you do not provide instructions!

PRODUCT SHOW SPECIALS

Although we cannot mandate show specials, we strongly advise that vendors offer show specials on all SKUs. Even if this special is .10 cents/case, we are encouraging customers to pre book summer business. They will have no incentive if there is nothing special about the SKU and every other customer can order and get the same deals. The preferred method is to offer your normal show specials on the new items and featured items displayed at the show, but to get customers to lock in more items, offer something between \$1-\$5 per case on the rest to ensure customers review all items with you at the show.

We are running show specials for 16 weeks after the show. The specials will run from May 22nd-September 10th, 2023.

This is your chance to lock in new customers and drive bottom line sales with hungry and excited customers ready to grow their businesses. Do not miss out on this and not offer anything. For all questions, please reach out to Alicia Reyes for assistance. Aliciar@southwesttraders.com

All show specials must be entered into Perenso and approved by Southwest Traders by April 7th, 2023!

NEW PRODUCT SPECIFICATIONS

- All new items must be approved by Alicia Reyes and Brad Smith **PRIOR** to showing at them at your booths. They must be signed off & in Perenso ipad with a SWT item number matching it.
 - Southwest Traders reserves the right to take away items that have not been approved to not cause confusion to the customers.
- The first pallet of all new items will be purchased on 90-day consignment to ensure movement. If the pallet does not sell in 90 days, we will be sending it back.
 - This is to ensure we do not waste anybody's time or products.
- If a new item is approved to be shown, ALL POS and marketing material needs to be emailed to Alicia Reyes so she can insure the **SWT team can review and be aware of what new items will be being shown.**
 - This is mandatory so SWT Reps are aware of all new items being shown and



have the proper knowledge to sell the product.

