EXHIBITOR SURVIVAL GUIDE

NASFT
FANCY FOOD SHOW®
WINTER 2006 • SAN FRANCISCO
JANUARY 22-24, 2006
www.fancyfoodshows.com

Before You Leave for the Show  pages 2-5
Setting up at the Show     pages 6-10
During the Show           pages 11-13
End of Show               pages 14-15
Important Locations       back page

Indicates that more detailed information can be found in your Exhibitor Manual. The number corresponds to the Tab Number in the manual.

Look for a “Move-Out Bulletin” that will be placed in your booth during the last day of the show for more information.
Things to Bring to the Show

2. A copy of the original signed booth space contract.
3. Phone numbers of key contacts.
4. Paperwork documenting special arrangements w/ vendors, NASFT, Freeman, etc.
5. Proof of payment for show services with copies of all service order forms.
6. A copy of your shipping information.
7. Inventory and contents of each carton/crate/box that you shipped to show.
8. A copy of your booth set-up diagrams.
9. A photograph of your exhibit.
10. Your EXHIBITOR SURVIVAL GUIDE!

Preparing Your Booth & Equipment for Shipping

Avoid added costs on-site by following some simple suggestions...

• If your booth display has built-in lighting, you can minimize on-site labor charges by doing as much of the electrical wiring connections before leaving for the show.
• Consolidate smaller boxes into one large crate or carton. This may not only save you money in material handling charges, but will also reduce the risk of lost freight.
• For security purposes, when packing your materials, never list the contents on the outside of the crate/box/carton. It is recommended that you number each box and keep a separate list of the contents for each box. Be sure to have these lists with you when you arrive at the show.

Hotel & Travel Info

It's still not too late to make your travel arrangements. Call Travel Planners at 800-221-3531/212-532-1660.

Still Have Questions? Call 1-800-NASFTNY ext.182 or E-mail us at: exhibitorhotline@nasft.org.
Shipping Arrangements

To Warehouse
By shipping to the warehouse you will have the peace of mind that your shipment will be in your booth with everything accounted for when you arrive at the show.

The Freeman Companies will accept crated, boxed or skidded materials at the warehouse beginning:
December 19, 2005
To avoid additional after-deadline charges, materials must arrive at the warehouse by:
Thursday, January 12, 2006

To Show Site
Materials will be accepted at the Moscone Center beginning:
Thursday, January 19, 2006 at 8:00am.

Delivering Materials with your Own Vehicle?
Between the hours of 8:00am and 4:00pm, all Exhibitor-Driven Vehicles (EDV’s) (e.g., cars, station wagons, vans, pickups or trucks less than 24 feet in length) can be driven directly to the shipping dock. Standing/parking for unloading is NOT permitted at any time in driveways or at curbsides at Moscone.

Location & Schedule:
EDV’s must report to the Freeman Decorating Company representative at the freight entrance off Third Street between Folsom & Howard.
Thursday, January 19 - Saturday, January 21 . . . .8am - 4pm

Policy/Weight Limits: If your Company’s total freight weight is less than 200 pounds, union labor will unload your product and deliver it to your booth at no charge. You will be charged for any weight above the 200 pound limit and your total weight cannot exceed 500 pounds.

Hand-carry Items Policy:
Throughout the lobbies of the Moscone Center Exhibitors will be limited to one (1) hand-carry trip per person – and that is without the use of dollies, hand trucks or other wheeled devices.
Ordering Lead Retrieval

The lead-retrieval system at the Fancy Food Show is the CompuLEAD system which is available on a rental basis to Exhibitors. This system makes it easy to gather pertinent data from a scannable pattern on the badge of Attendees interested in your products.

- **Information gathered includes:** Individual’s Name, Job/Category Title, Buying Authority, Badge ID Number, Primary Business Classification, Company Name, Address, Telephone, E-mail and Fax Numbers (if available)

- **Electrical Connection:** The CompuLEAD system requires a 110V electrical connection that is provided free of charge to NASFT member companies who have ordered CompuLEAD by January 6, 2006. (You do not have to fill out a form or notify anyone that you have placed your Lead Retrieval Order to be eligible for the complimentary electrical service.) For CompuLEAD orders after January 6, 2006, the exhibitor will be responsible for ordering and payment of the electrical service required.

---

**Pick Up Locations and Hours**

Exhibitor Service Centers (two locations depending on your booth number)

- **For Booths #300 – 1800:**
  North Building - Room 124

- **For Booths #2400 – 5100:**
  South Building - Gateway Ballroom 104

**HOURS:**

- Friday, January 20 . . . . . . . . . . . 8:00am – 5:00pm
- Saturday, January 21 . . . . . . . . 8:00am – 5:00pm
- Show Days . . . . . . . . . . . . . . . 8:00am – 5:00pm

---

**Open Flame Permit**

If you plan on using an open flame during the Show, you will need to apply for a permit. The form is located in your exhibitor manual and for further information you can call the SF Fire Dept. at (415) 558-3303. You must abide by all guidelines set forth by the SF Fire Dept. that pertain to your set-up/equipment. They can provide you with a list of their requirements.
Important Policies and Regulations

Samples
• Attendees will not be permitted to exit the Exhibit Halls with product samples. Bags will be checked and samples will be confiscated and given to charity. All sampling must be done on the show floor.
• Exhibitors themselves may remove merchandise and/or equipment from the Show floor by simply showing their Exhibitor Badges and Photo-ID.
• If you need to send samples to prospective customers, package delivery (via DHL) is available through the Business Center at Moscone.

Shopping Bags
• Complimentary (clear plastic) bags for carrying literature will be distributed by the NASFT at the Show. ALL BAGS are subject to inspection by Security upon leaving the Exhibit Halls.
• Exhibitors may not distribute shopping bags. These bags will be confiscated.

Music: Due to licensing and other laws, exhibitors may not utilize live, recorded, or broadcast (Radio, TV, etc.) music at or within the Moscone Center during setup or Show days.

Absolutely NO SMOKING in the Convention Center. Smokers must go outdoors.

No One Under 18 Will be Admitted into the Show including small children and infants in strollers or other carriers.

Wheeled Luggage Carts of any kind are prohibited on the show floor during show days.

Cameras/Video Equip. are prohibited on show floor during move-in, show days and move-out.

Important Tips & Reminders
• Make sure your travel plans at the end of the show give you enough time to pack up your booth.
• Remember to place all of your orders with vendors before you leave for the show. On-Site prices are much more expensive!
• Save copies of all correspondence and paperwork from your shipping company and bring it with you to the show.

Still Have Questions? Call 1-800-NASFTNY ext.182 or E-mail us at exhibitorhotline@nasft.org.
Schedules/Hours

Exhibit Hall Move In
Thursday, January 19 . . . . . . . . . .7:00am – 5:00pm
Friday, January 20 . . . . . . . . . . . .7:00am – 5:00pm
Saturday, January 21 . . . . . . . . . .7:00am – 5:00pm*
*exhibitors must be checked into the hall by 5pm but may continue setting up product only after this time. Please review the labor rules at the Moscone Center and place all orders early enough for added savings.

Concessions
Location: South (Expressline)
Saturday, January 21 . . . . . . . . . .8:00am – 3:00pm

Shuttle Buses
Friday, January 20 . . . . . . . . . . . . .8:00am - 5:30pm
Every 30-35 minutes
Saturday, January 21 . . . . . . . . . .8:00am - 6:30pm
Every 30-35 minutes

Complimentary Coffee Service
Saturday, January 21 from 7:00am -11:00am,
1:00pm -2:30pm
Stop by and enjoy a cup of coffee on us!
North Hall - In front of booth #1043
South Hall - Front of 3900 aisle

Complimentary Hot Dog Lunch
Saturday, January 21 from 12:00pm–1:00pm
Stop by and enjoy kosher hot dogs, chips, cookies and lemonade or iced tea on us!
North Hall - Rear of 1000 aisle
South Hall - Front of 3900 aisle

Exhibitor Registration
Registration is located in the street-level lobbies of the North and South buildings.
Thursday, January 19 – Tuesday, January 24
7:00am – 5:00pm*
*Please note: Registration will close at 4pm on Tuesday.

Still Have A Question? Find your Floor Manager on-site. They will be happy to help you in any way possible.
Floor Managers

The first person to go to with a problem, question or request regarding the Show floor, is the Floor Manager closest to your booth. Floor Managers serve as representatives of the NASFT. Their job is to ensure that you have a successful Show as well as to enforce Show policies and regulations as determined by the NASFT Board.

Overall Exhibit Hall Manager
Jim Carney
Located in Show Office - Room 121

North Hall Floor Manager
Paul Knudsen
Aisles 300-800
Location: front of the 900 aisle

North Hall Floor Manager
Don Capitali
Aisles 900-1800
Location: front of the 900 aisle

South Hall Floor Manager
Mike Stella
Domestic Companies: Aisles 2400-3700
Location: front of the 2600 aisle

South Hall Floor Manager
Al Kahler
International Pavilions
Location: rear of the 3600 aisle

South Hall Floor Manager
Nancy Devlin
Domestic Companies: Aisles 3800-5200
Location: front of the 4700 aisle
Building Conditions

■ Building Temperature

During Move-in, temperature on the show floor could vary based on outside weather conditions. Please keep this in mind when considering what products you will be setting up and the attire you will be wearing. Refrigerated storage is available through Freeman.

■ Electricity and Power

During Move-in: Floor power will be on from 7:00am - 5:00pm each day. If you require power before or after these designated times or if you require 24-hour power in your booth, you must place your order at the Service Desk.

■ Security

The NASFT provides comprehensive security coverage in common areas on a 24-hour basis for the duration of the event. However, we suggest that exhibitors utilize the Overnight Security Storage Room for small, valuable items. It is the exhibitor’s responsibility to take whatever precautions necessary for safeguarding your property.

■ Show Directories

Directory bins will be placed in the Registration areas (upper North and South lobbies) beginning Saturday, January 21.

■ Important Safety Tips

Keep your eyes open for obstacles like machinery, equipment, scooters and forklifts. Drivers may not be able to see you. In general - BE AWARE OF YOUR SURROUNDINGS.
Cleaning Up

Clean Up Stations
Clean Up Stations are provided for exhibitor use throughout the exhibit halls. These stations are equipped with hot water, cleaning solutions and equipment for dishes, utensils, etc. Grease drums are also available in each station.

Clean Up Station Locations

**North Hall:** Front of 1800 aisle; Front of 300 aisle; Rear of 300 aisle

**South Hall:** Rear of 2400 aisle; Rear of 5100 aisle; Front 2800 area; Front 4500 area

**DO** dump all solids and liquids in waste bins provided in the Clean Up Stations.

**DO NOT** dispose of solids, liquids or grease in any of the wash-up sinks or rest rooms.

Wastebaskets & Trash Removal

**DO NOT** empty your booth trash into the smaller Show floor trash receptacles intended to collect attendee waste!

**DO** use the large bins located around the perimeter of the Show.

The NASFT provides “first night cleaning” for exhibitor booths at no charge. Your booth will be vacuumed and the wastebasket will be emptied on Saturday night of move-in only. **Waste is NOT collected from your booth, unless you order porter service.**

If you don’t order this service, you must take care of trash removal yourself.

If you would like a porter to empty your wastebaskets, you can order porter services from the Freeman Service Desk.

Still Have Questions? Find your Floor Manager on-site. They will be happy to help you in any way possible.
**Important Tips and Reminders**

**OVERTIME/DOUBLETIME CHARGES:**
Please keep in mind that any work done before 8:00am and after 4:30pm Monday through Friday, as well as all weekend, will incur overtime and/or doubletime charges. That includes labor for set-up, material handling labor (if your shipments arrive during this time), etc.

**FREIGHT STORAGE:** If you don’t know where your incoming freight is stored, you can have it located through the Freight Desks. Exhibitor Service Centers are in room 124 for the North Hall and the Gateway Ballroom (104) for the South Hall.

**EMPTY CONTAINERS:** You can help expedite Move-in and Move-out by consolidating empties. All empty crates or cartons should be labeled with “Empty Crate” stickers which can be obtained at the Freeman Service Desk.

**SHOW OPENING:** In an effort to have the Show ready on time, we urge you to be set up and have all trash in the aisle by 4:30 pm, Saturday. Trash bags will be available at all Floor Manager Desks.

---

**Space Selection for the 2007 Winter Fancy Food Show**

Applications and deposits must be received at the NASFT office in New York on or before January 6, 2006 for you to be able to participate.

**Date/Time:** SATURDAY, January 21, 2006, from 8:00 a.m. to about 6:00 p.m.

**Location:** Room #206, in the South Building of the Moscone Center (Mezzanine Level)

For further information, refer to the Space Draw package that was mailed to you, or call Phyllis Mintz at (800) 627-3869 (ext. 108), or stop by the Exhibit Space Sales & Membership Office at the Show, room 120 in the North Building of the Moscone Center.
Schedules/Show Hours
Sunday, January 22 ............. 10:00am – 5:00pm
Monday, January 23 ............ 10:00am – 5:00pm
Tuesday, January 24 ........... 10:00am – 4:00pm
Exhibitors have access to floor at 7:00am each morning.

Concession Hours
Concessions will be open on Sunday & Monday from 7 am- 5 pm and Tuesday from 7 am - 4:30 pm

Ice Desk & Catering Supplies
Location - Gateway Ballroom 104
Sunday, January 22 ............. 8:00am – 2:00pm
Monday, January 23 ............ 8:00am – 2:00pm
Tuesday, January 24 ........... 8:00am – 11:00am

Complimentary Coffee Service
Show Days ....................... 7:00am – 9:45am
Locations - North Hall - Rear of 1000 aisle
South Hall - Front of 3900 aisle

Shuttle Bus Hours
Sunday - Tuesday
6:45am – 10:00am ............. Every 10-15 minutes
10:00am – 4:00pm ............. Every 30-35 minutes
4:00pm – 6:30pm ............. Every 10-15 minutes

Health Inspection
Health inspectors will be walking the show during normal show hours. The inspectors are available to answer your questions and educate exhibitors on the proper handling and sampling of food. If you have any questions or concerns, please see your Floor Manager or stop by the Show Office in room 121.

Important Tips and Reminders
• If you need your EDC to have access to your booth during show hours, you will need to register them for an exhibitor badge.
• Exhibitor personnel should stay within the perimeter of their booth when conducting business and handing out literature.
• Solicitation of Exhibitors or Attendees on the Show Floor by Non-Exhibiting visitors is prohibited. If someone solicits you or your staff, it’s appropriate and within your rights to ask that person to leave your booth. Please notify an NASFT Staff member immediately.
How to Read Attendee Badges

All registered Attendees will be wearing a badge.

There are 6 badge holder colors to distinguish the attendees at the Show:

<table>
<thead>
<tr>
<th>COLOR</th>
<th>BUSINESS SEGMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>Retail Buyers</td>
</tr>
<tr>
<td>Purple</td>
<td>Food Service, Restaurant/Café/Caterers, Foodservice/Institutional &amp; Hotel, Distributors &amp; Wholesalers (to foodservice)</td>
</tr>
<tr>
<td>Blue</td>
<td>Distributors to Retail</td>
</tr>
<tr>
<td>Green</td>
<td>Brokers/Mfr’s Rep’s/Agents</td>
</tr>
<tr>
<td>Brown</td>
<td>Trade Affiliates: Cooking School/Educational, Consultants, Media/Publications</td>
</tr>
<tr>
<td>Orange</td>
<td>Manufacturers/Producer</td>
</tr>
<tr>
<td>Grey</td>
<td>Importer/Exporter</td>
</tr>
</tbody>
</table>

On the front of the badge you will see the name and person’s company (in bold print for easy recognition), as well as a business classification and a special code (P, R or T) signifying the person’s buying/purchasing authority.

- **P** = Authorizes or makes buying decisions
- **R** = Recommends buying decisions
- **T** = Neither P nor R

**PRIMARY BUSINESS CLASSIFICATION (from the Registration Application)**

<table>
<thead>
<tr>
<th>A</th>
<th>Retail/Specialty Foods</th>
<th>O</th>
<th>Corporate Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Retail/Department Store</td>
<td>R</td>
<td>Mail Order</td>
</tr>
<tr>
<td>C</td>
<td>Retail/Supermarket</td>
<td>S</td>
<td>Caterer</td>
</tr>
<tr>
<td>D</td>
<td>Retail/Specialty Supermarket</td>
<td>T</td>
<td>Foodservice/Institutional</td>
</tr>
<tr>
<td>E</td>
<td>Retail/Deli or C-Store</td>
<td>U</td>
<td>Foodservice/Hotel</td>
</tr>
<tr>
<td>F</td>
<td>Retail/Health, Natural Foods</td>
<td>V</td>
<td>Distributor (to retailers)</td>
</tr>
<tr>
<td>G</td>
<td>Retail/Gifts, Gift Baskets, etc.</td>
<td>W</td>
<td>Wholesaler (to retailers)</td>
</tr>
<tr>
<td>H</td>
<td>Retail/Candy, Confections</td>
<td>X</td>
<td>Distrib/Whsr (foodservice)</td>
</tr>
<tr>
<td>I</td>
<td>Retail/Wines, Liquors</td>
<td>Y</td>
<td>Broker/Mfr’s Rep/Agent</td>
</tr>
<tr>
<td>J</td>
<td>Retail/Coffee, etc.</td>
<td>Z</td>
<td>Manufacturer/Producer</td>
</tr>
<tr>
<td>K</td>
<td>Retail/Florist</td>
<td>1</td>
<td>Importer/Exporter</td>
</tr>
<tr>
<td>L</td>
<td>Retail/Mass Merchant</td>
<td>2</td>
<td>Cooking School/Educational</td>
</tr>
<tr>
<td>M</td>
<td>Retail/Bakery, etc.</td>
<td>3</td>
<td>Consultant</td>
</tr>
<tr>
<td>N</td>
<td>Retail/Drug Store</td>
<td>4</td>
<td>Other</td>
</tr>
<tr>
<td>O</td>
<td>Retail/Other</td>
<td>5</td>
<td>Retail, Cookware/Houseware</td>
</tr>
<tr>
<td>P</td>
<td>Restaurant/Café</td>
<td>6</td>
<td>Media Publications</td>
</tr>
</tbody>
</table>

Each badge has a scannable pattern that contains the attendees’ full data (name, job title, buying authority, company, business classification, address, phone/fax/email numbers). This can be “read” by the special electronic scanner (CompuLead System), available to all Exhibitors.
Exhibitor Badge Allocation Procedure and Policy

An Exhibitor can request up to five complimentary badges for each 10’ x 10’ booth (100-square-foot area). For example, a 10’ x 10’ booth gets up to five complimentary badges, a 10’ x 20’ booth gets up to ten complimentary badges, etc.

Other Badges you will see at the Fancy Food Show

- **Member of Editorial Press**

- **Guest of NASFT**

- **NASFT Staff**
  - **Silver** badges are NASFT Staff
  - **Gold** badges are NASFT Board of Directors

- **Freeman Decorating Company**

  - **Bill Smith**

  Freeman Decorating Company
Move Out Information

The Fancy Food Show will close at 4:00pm, Tuesday, January 24, 2006.

Exhibit Hall Move Out Hours
Tuesday, January 24 .......... 4:00pm – 10:00pm
Wednesday, January 25 ...... 7:00am – 5:00pm
Thursday, January 26 ........ 7:00am – NOON

Shuttle Bus Hours
Tuesday, January 24 .......... 4:00pm – 6:30pm
Every 10-15 minutes

NO DISMANTLING will be allowed to take place until 4:00pm, Tuesday, January 24 to allow all attendees the same opportunity to view the exhibits.

End of Show: Electrical Power to your booth will be terminated at 4:00pm, on Tuesday. The show electricians will remove all power lines, at this time. If you require power after 4:00pm on Tuesday, you must make arrangements at the Freeman Service Desk.

• ALL HAND-CARRIED ITEMS REMOVED FROM THE EXHIBIT HALL MUST BE BY AN EXHIBITOR WEARING HIS/HER EXHIBITOR BADGE, ALONG WITH A PHOTO I.D.
• At 4:00pm on Tuesday, Freeman will begin to remove aisle carpet. PLEASE DO NOT PLACE ANY ITEMS IN THE AISLES until the carpet has been removed. Once removed, Freeman will return crates to the booths. Please be patient. This will take some time to complete.
• If you require labor to assist you in dismantling your display, please be sure to place your order at the Freeman Service Desk.
• All Outbound Freight must be accompanied by a Material Handling Agreement available at the Freeman Service Desk. All outstanding invoices must be settled prior to obtaining a Material Handling Agreement.
• All Exhibitor material MUST BE DISMANTLED, packed and ready for shipment by 4:30pm on Wednesday, January 25. All materials must be removed by NOON January 26.
• Freeman reserves the right to choose another freight carrier for your shipment if your assigned carrier has not checked in by 10:00am on Thursday, January 26.

• Return your telephones and lead retrieval systems to their respective desks by 6:00pm on Tuesday, January 24.

• Secure your valuables at the close of the show that might be vulnerable to theft, like VCRs, monitors, computers and small items of a personal value.

• Charitable Contributions: The official charity for the Fancy Food Show, UNDER ONE ROOF, will be accepting donations at the close of the show. Please pick up “CHARITABLE CONTRIBUTION” stickers in the show office or from the floor manager counters beginning Tuesday, January 24 at 1:00pm. Please note that there are two types of stickers:

  1. CHARITABLE CONTRIBUTION —
     PERISHABLE (green)

  2. CHARITABLE CONTRIBUTION —
     NON-PERISHABLE (bright orange)

Please sticker your unwanted product and leave it in your booth for pickup. It’s that simple!

Important Tips and Reminders

• Drop off the Material Handling Agreement form in the basket at the Freeman Service Desk ONLY AFTER all crates, material, etc. are packed and clearly labeled for shipment.

• Outbound service via DHL are available at the Business Center during Move-Out.

If your outbound freight is significantly less than your inbound, see a representative at the Freeman Service Desk to make an adjustment on your invoice.

Contact us if you have questions.
We are happy to give advice and help you solve any issue that you need assistance with – that is what we are here for!
Call us at: 1-800-NASFT-NY, ext. 182
or E-mail us at: exhibitorhotline@nasft.org
## Important Locations at the Show

**SHOW OFFICE**  
North Hall - Room 121  
For questions about show services, programs, policies, locations, etc.  
The Show Operations staff will be available to assist you in this office.

**BUSINESS CENTER**  
North Hall & South Hall - Lower Lobby  
Photocopying, Fax, Office Supplies, DHL.

**CHILDREN’S TASTING/WALK**  
South Hall (level 2) - Room 228  
Opportunity for your children to learn more about this industry – Sunday, January 22 from 2-6pm only!  
Call Stephanie Morris at 800-NASFTNY, ext. 105 to sign up!

**COAT & LUGGAGE CHECK**  
North Hall - Room 123;  
South Hall - Upper Lobby  
Open show days from 8am-6pm.

**EXHIBITOR LOUNGE**  
North Hall - Room 110;  
New & improved lounge with high-speed internet, wireless internet access,  
foot massage machines and more!

**EXHIBITOR SERVICE CENTER**  
North Hall, Room 124  
(Freeman, COMPULEAD Rental & Moscone only)  
South Hall, Gateway Ballroom 104. (All Vendors)  
Check on all of your show orders here including ice pick-up/Food Service.

**EXHIBIT SPACE SALES & MEMBERSHIP OFFICE**  
North Hall - Room 120  
Review floor plans and reserve space for future shows.

**FIRST AID**  
North Hall - Across from Room 124;  
South Hall - Across from Room 106  
Dial 511 from any house telephone in case of an emergency.

**FOCUSED EXHIBITS**  
Rear of 2700 aisle  
Be sure to drop off your product by 4pm on Saturday, January 21.

**FOCUSED TASTINGS**  
Rear of 2600 aisle  
Be sure to drop off your product between 9am and 5pm on Saturday, January 21.

**MEETINGS & EVENTS OFFICE**  
Room 300 - South Hall  
Stop by for information about the Educational Program and Special Events, including the Interview Sessions and Pre-Show Buyer-Supplier Connection.

**MESSAGE CENTER**  
North Hall & South Hall - Upper Lobbies  
The center will receive messages and hold them for exhibitors. See number below.

**NASFT RESOURCE CENTER**  
North Hall - Booth #1043  
Review NASFT Show activities and programs.

**ON-SITE CHILD CARE**  
South Hall (level 2) - Room 270  
See the form in your exhibitor manual to make arrangements.

**PRESS OFFICE**  
North Hall - Room 122  
Drop off your press materials here and get more exposure!

**SECURITY OFFICE**  
North Hall - Room 112  
Overnight storage of small items also available here.

**SPACE DRAW**  
South Hall (level 2) - Room 206  
Select your booth space for next year’s show –  
Saturday, January 21st only!

## Useful Telephone Numbers

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOSCONE CENTER</td>
<td>(415) 974-4000</td>
</tr>
<tr>
<td>NASFT SHOW OFFICE</td>
<td>(415) 978-3500</td>
</tr>
<tr>
<td>FIRE, POLICE, FIRST AID</td>
<td>Dial ext. 4022 from any house phone</td>
</tr>
<tr>
<td>VISITOR INFORMATION CENTER</td>
<td>(415) 391-2000</td>
</tr>
<tr>
<td>MESSAGE CENTER</td>
<td>(415) 978-3526</td>
</tr>
<tr>
<td>AIRPORT TRANSPORTATION</td>
<td>(650) 817-1717</td>
</tr>
</tbody>
</table>