



January 8th, 2010

**Outgoing Educational Mission to Natural Products Expo West
Anaheim, California
March 9th – 14th, 2010**

Food Beverage Canada cordially invites all Canadian specialty agri-food companies to join us in an **incredible educational mission** to the *Natural Products Expo West Trade Show* from March 9th to March 14th, 2010.

In walking *Natural Products Expo West*, you will have the opportunity to discover **3,000 exhibitors**, sample hundreds of new products, and attend **informative educational sessions** & **endless networking opportunities**.

As an **added bonus** to this program, you will have the opportunity to meet and learn from **Al Levy**, a 30 year veteran in the food industry with experience in both the Canadian and American markets. We received **excellent feedback** regarding Al's participation in our programs last year, so we invited him to assist again. His large network of contacts allows Al to be **active both as a Master Broker and consultant working with Canadian companies** and helping them to secure product placement and sales in the United States.

The program in Anaheim will feature:

- Subsidized admission (45%) to Natural Products Expo West
- 2 half-days of Retail Specialty Food Store visits in the Anaheim & Orange County area (including transportation)
- Visit and/or Meet with Distributors (TBC)
- One day educational seminar / Q&A on market trends, market access, pricing
- One networking continental breakfast
- **One-on-one session** with Al Levy

Benefits of Attending this Program:

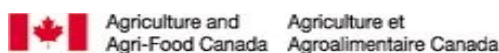
- Receiving reimbursement for travel expenses (45% of an economy class airfare ticket)
- Receiving per diem reimbursement to help cover accommodation and additional expenses (\$180/day to a 6 day maximum)
- Access to one-on-one session with an Industry Expert (Al Levy)
- Networking and learning with other Canadian companies
- Participating in organized retail store tours with transportation arranged for you
- Having the flexibility to make flight arrangements that meet your needs

***Reimbursement Note:** Upon completion of the program you will be reimbursed as follows: 45% of an economy class airfare ticket, a per diem of \$180 CDN per day up to a maximum of 6 days, and 45% of the cost of show admission.

****Important Note:** All program participants **MUST REGISTER THEMSELVES** for the show online at <http://www.expowest.com>, and click on 'Register' online now as an attendee. Also, you will need to book your own hotel immediately as finding a room in Anaheim can be challenging. Use the link found on the www.expowest.com website through Travel Planners.

If you have any questions please do not hesitate to contact:

Lisa Iwanyk, FBC – Tel: 780-486-9679 / 1-800-493-9767; Email: liwanyk@foodbeveragecanada.com
Andrea Sawchuk, FBC – Tel: 780-486-9679/1-800-493-9767, Email: asawchuk@foodbeveragecanada.com



Program funded in part by Agriculture & Agri-Food Canada through the Canadian AgriMarketing Program



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Tentative Agenda

Tuesday, March 9, 2010

Depart for Anaheim from various points in Canada
For shuttle service from airport to hotel, visit www.supershuttle.com
Or Call 1-800-258-3826. Rates are approx \$11 per person.

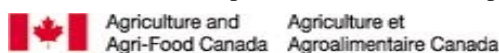
Write your own **Hotel Address** (*you are responsible for booking your own hotel*):

Wednesday, March 10, 2010

- 8:00am** – Continental breakfast/networking in meeting room at Howard Johnson Hotel
Hotel Address: 1380 South Harbor Blvd, Anaheim, (714) 776-6120
- 8:30am** – Educational Session led by Al Levy (held in meeting room, Howard Johnson Hotel)
- Topics to be covered with range from market entry logistics, market makeup, size & potential
 - How to access the market with small & large budgets
 - Pricing component
 - Market trends, what's hot; what's not
 - Package design
- 10:15am** – Coffee break
- 10:30am** – Resume Educational Session with Al Levy
- 12:30pm** – Lunch break (one hour) – *may leave hotel, lunch on your own*
- 1:30pm** – Return to meeting room at Howard Johnson Hotel by 1:30pm to continue with pricing component session with Al Levy
- 4:00pm** – Wrap-up educational session

Thursday, March 11, 2010

- 7:45am** – Meet @ Hilton Hotel near Anaheim Convention Centre in front lobby
Address: 777 Convention Way
- 8:00am** – Retail store tours (please be courteous of others, bus departs on-time)
- 12:30pm** – Return to Anaheim Convention Centre
- 1:00pm** – Walking Fresh Ideas Organic Marketplace, Located in the big white tent, Anaheim
3:30pm Marriott Hotel (parking lot), 700 West Convention Way (Hours: 12:30-5:30pm)
- 6:00pm – 8:00pm** Natural Products Expo West Welcome Reception



Friday, March 12, 2010

- 8:45am** – Meet @ Hilton Hotel near Anaheim Convention Centre in front lobby
Address: 777 Convention Way
- 9:00am** – Retail store tours (please be courteous of others, arrive early)
- 1:30pm** – Return to Anaheim Convention Centre; begin walking the Natural Products Expo West Show
- Afternoon** – Attend pre-scheduled one-on-ones with Al Levy
- 6:00pm** – Show closes
- 9:00pm – Midnight** **Optional Event:** Live Music and Networking Party featuring Julian Marley (hosted by NPEW) Further details on www.expowest.com

Saturday, March 13, 2010

- 10:00am** – All day: Walking Natural Products Expo West
Location: Anaheim Convention Centre, 800 W. Katella Ave
- Attending pre-scheduled one-on-ones with Al Levy
- 6:00pm** – Show closes

Sunday, March 14, 2010

- 10:00am** – All day: Walking Natural Products Expo West
Location: Anaheim Convention Centre, 800 W. Katella Ave
- 4:00pm** – Show closes

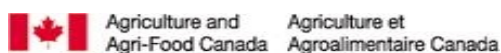
Monday, March 15, 2010

Depart for Canada

NOTES

- **To qualify for per diem reimbursements**, you *must attend* all program sessions/tours held by Food Beverage Canada on March 10th & 11th & 12th

Please ensure you allow yourself enough time to arrive at the Howard Johnson Hotel for meetings. We start at 8:00am on March 10th. The bus will leave the Anaheim Convention Centre at 8:00am on March 11th **and if you miss the bus and day tours, you will not qualify for per diems.**



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Registration Form

*Please print clearly and fax to Food Beverage Canada at [780-484-0985](tel:780-484-0985)
(Offered on a first come - first served basis)*

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

PARTICIPANT:

Name : _____ Position: _____

Email Address: _____

Cost to Participate (limited to 1 person per company)

Educational Program & Market Visit

Cdn\$750 per person

Total \$ _____

Your signature below confirms your company's intention to participate in this program

Payment Details:

Company cheque made payable to: **Food Beverage Canada**
Suite 201, 17904 – 105 Avenue
Edmonton, AB T5S 2H5.

Credit Card:

VISA

MASTERCARD

AMEX

Card Number: _____ Exp. Date _____

Name of Cardholder (please print clearly) _____

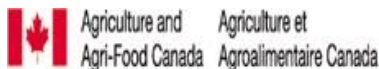
Signature of Cardholder: _____

Cancellation Policy: A fee of \$250 will apply to cancellations received prior to February 9th, 2010. Cancellations received after this date are non-refundable. Please contact FBC immediately if you require a cancellation.

Payment must accompany registration to be considered. Program is offered on a first come – first served basis.

If you have any questions please do not hesitate to contact:

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