



As founder of the PROFESSIONAL CHEFS ASSOCIATION I like to invite you to join us -

Denver FOOD & KITCHEN EXPO Skyline Park, Denver Colorado May 4 – 22, 2012

The Denver Food & Kitchen Expo will make its debut at the Denver Skyline Park (Arapaho and 16th street) from May 4-22, 2012, and will feature a giant outdoor market for those who appreciate and cook with fresh, locally produced ingredients. The expo is being hosted by the Professional Chef's Association, located in Fort Collins, Colorado. In addition to exhibitors, the expo will feature product tastings and demonstrations, thus providing cooking advice and culinary education. Several professional competitions like Ice and Vegetable Carving, Wedding Cake and Gourmet Food Platters will be held.

“Denver’s hip Foodie community” will be challenged with preparing foods utilizing Colorado products. During the busy lunch hours we’ll challenge customers with fun gimmicks like recognizing foods blindfolded from local restaurants.

We will put great emphasize on advertising. Denver Post, Weekly newspaper, flyers, banners and of course all cyber media will be utilized.

Cordially,

Walter Neuhold
Founder / President
Professional Chefs Association



Founder
Walter Neuhold

Board of Directors
Steven Boehmfeldt
Corporate Chef
Loggins Meat Company

Chef's Panel
Chef Andreas Nieto
Bonaventure Hotel, LA

Art Gibson
Corporate Chef

Chef Jean Vendeville
Pastry Instructor, Charlotte

Chef Mark Baida
Los Angeles

Chef Gustavo Vega
Sodexo Marriott

Chef "LALa" Laura Diaz
Savor, Los Angeles



Denver Food & Kitchen Expo Schedule

Date: *Set up May 2 and 3rd*
 Event dates: May 4th through 22nd
 Breakdown: May 23rd

Hours: *Sunday through Thursday 11am – 7pm*
 Friday and Saturday 11am – 9pm

Show highlights:

- Competitions: \$ 4,000.00 in CASH prize money – wedding cake competition, ice carving competition vegetable carving competition and cold food platter ----
- Job Fair – major hospitality companies seeking help
- Quality vendors
- Recognizing Culinary Excellence - Introducing our own Center of Plate Quality Gold Seal line of products. Awards will be given out daily
- Beverage products sampling
- Green Show - Culinary impact on environment

Media / Advertising:

The Professional Chefs Association works closely with the media communities. We also advertise in local newspapers, publications such as Restaurant Magazines. Weeks leading up to the show, our chefs will appear in local TV News Channels promoting our trade show, including live local TV News and Radio Station coverage during the show. Our staff will also RSVP our attendees, do reminder calls and utilize social media such as Blogging, Twitter and Facebook, etc.

Our PCA Charities and Outreach programs are most important to us. We help raise funds at our show to benefit local charities, schools and scholarship programs for the advancement of culinary arts. So, by participating at our trade show, you are helping us help those in need.

After 14 years of organizing PCA Trade Shows in multiple major cities, our experience and our unique marketing platform gives us an edge above others to bring top to our Show. Our Culinary Celebrations event creates the perfect environment for you to showcase your products.

I look forward to working with you in making this a memorable event.

Walter N

Vendor Sign - up Form

Denver FOOD & KITCHEN EXPO
Skyline Park, Denver Colorado
May 4 – 22, 2012

BOOTH SIZE AND AVAILABILITY ARE BASED ON A FIRST COME FIRST SERVED BASIS..
DEADLINE FOR VENDOR SIGN-UP IS MARCH 15TH, 2012. ALL SIGN-UP FORMS MUST BE ACCOMPANIED
WITH FULL PAYMENT. TO REQUEST AN INVOICE TO PROCESS PAYMENT, PLEASE CONTACT US

COMPANY BUSINESS: _____ CATEGORY: _____

MAIN CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

Set up:

Regular 10*8 space is located inside large main tend or at stalls, there is plenty of space
outside to set up your own tend or booth, needs to be approved by show organizers and
fire marshal.

Cost to participate is \$ 2000.00 for this 20 day event, this includes a 10 * 10 foot space
only. Larger spaces are available, please contact Chef Neuhold.
Corporate Sponsorships are available.

Please make check payable to – Professional Chef Association

CHECK AMOUNT: \$ _____ CHECK #: _____

or

Credit Card Number: _____ Exp. Date: _____

Signature: _____

Comments: _____