



Founder / President
Walter Neuhold

Secretary
Don Whittemore

Legal Counsel
Arnold P. Peter

Chapter Presidents

Chef Terrence Ballowe
Colorado / Wyoming
**

Chef Andreas Maeder
Las Vegas
**

Chef David Yeo
San Francisco
**

Chef's Panel

Chef Andreas Nieto
Westin Hotel
**

Chef Art Gibson
Gelson's Market
**

Jean Yves Vendeville
Pastry Instructor, Charlotte
**

Corporate Chef Jeffrey Mora
CARNIVALE Restaurants
**

Executive Chef Mark Baida
USC - Los Angeles
**

Chef Christian Mochatre
Jonathan Club, LA
**

Regional Chef Gustavo Vega
Sodexo Marriott
**

Chef Christian Rassinoux
Ritz Carlton, Dana Point
**

Chef "LaLa" Laura Diaz
Savor Los Angeles
**

Chef Paul Prudhomme
New Orleans
**

Raimund Hofmeister
Art Institute, Las Vegas
**



Home	Retail/Grocery Culinarians	Certification	Chapter News	Trade Shows	Gold Seal	Virtual Expo	Jobs Online	Sales & Marketing
Fine Cigars	Membership	PCA Chefs Board	Safety News	Shopping Cart	Food Competitions	Vines & Spirits		

Dear Sponsor:

As President of the PROFESSIONAL CHEFS ASSOCIATION, I am proud to present the

PCA Culinary Salons of Excellence & Foodservice Marketing Campaign 2006

With Chapters forming all over the country we are proud to offer you the opportunity to meet with decision makers in various Cities. Our Chapter Presidents are working hard on local events, outings and various meetings. For schedule and up to date information check out our website's Chapter pages at www.professionalChef.com

We'll bring in the top decision makers, leading Corporate and Executive Chefs, Owners, Food & Beverage Directors and Purchasing Directors from today's market place. **CHEFS COMBINED WITH OVER A BILLION IN PURCHASING POWER AND QUALITY VENDORS / MANUFACTURERS**

Competition Prize Money \$ 45,000.00 cash

Our Programs

TO PARTICIPATE IN THE SHOW(S), PLEASE COMPLETE THIS FORM	Participation Fee
4/4- Las Vegas , Arts Institute Chef Open House 4/25- Denver , Spring Vendor Show 5/16- Oakland Spring Show at Marriott Hotel 7/11- Blackhaw/ Central City , Colorado The Casino Show 9/9-10 Las Vegas , two day "Gourmet Food & Wine Safari" 9/12- Reno , High Sierra Culinary Vendor Show 10/3- Honolulu , Waikiki Beach Radisson Hotel 10/10+11- Colorado Mountain Selling Show 10/17- San Francisco Fall Show at Palace Hotel 11/8- Los Angeles PCA Nationals & Trade Show	Each Show \$ 1200 Exclusive Exhibitor at all shows, including upgrade to Corner booth - add \$500 each Culinary Competition Sponsorships available \$ 2500 each show includes double booth
Golf Tournament – Las Vegas, Denver, San Francisco---	\$ 600 pair of two
Christmas Dinner – Las Vegas, Denver, San Francisco --	\$ 600 per couple
Corporate Hospitality Search Engine	\$ 2,000
PCA Quality Gold Seal Food & Beverage evaluation by Professionals	\$2,400 for first item tested Additional items \$ 400 ea.
Virtual Expo – Trade Show on-Line	\$ 3,500 for 12 months
Corporate Sponsorship 2006 Participate at 6 shows of your choice and all programs	Exclusive \$ 15,000 Executive \$ 12,000

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Payment (must be completed):

Check Enclosed - Please make check payable to PCA and mail to 1207 Hawkeye Court, Fort Collins, CO 80525

Signature: _____ Today's Date: _____

We would love to work with you and together we can make a difference, not only for our Industry but also on your bottom line! For additional information pick up the phone and call me at (970) 402-0688

Foodservice Marketing Campaign 2006

➤ Trade Shows & Culinary Salons of Excellence 2006

Competition Prize Money \$ 45,000.00

We'll bring in the top decision makers; leading Corporate and Executive Chefs, Owners, Food & Beverage Directors, and Purchasing Directors from today's market place.

Besides the traditional booth set up, you'll have the opportunity to feature your product at the VIP Food & Beverage Reception. We encourage you to show your product in your best recipe to inspire usage. The finished competition show pieces will be utilized at the buffet tables. Companies who deal in other than Food or Beverage will get time allowance to demonstrate their products (like Uniform Companies can hold a Fashion Show, China/Glass Companies may provide their product for the Reception and so on). Please call for individual set up needs.

This concept has proven tremendously successful over the past year. Many exhibitors consider getting an exclusive on a product/product line - see sign up form.

With Chapters forming all over the country we are proud to offer you the opportunity to meet with decision makers in various Cities. Our Chapter Presidents are working hard on local events and outings like Golf Tournamenst, Picnics and various meetings. For schedule and up to date information check out our website's Chapter pages.

➤ Virtual Expo – Trade Show on line

FOOD, BEVERAGE AND EQUIPMENT BUYING PROGRAM FOR PROFESSIONALS

Our Program

1. Weekly - every Wednesday (24 hours) log in at www.ProfessionalChef.com
2. Receive "exclusive right" for one of your company items for 12 months
3. Your products will be shown at a professionally designed booth
4. Buyers can order on line, or simply pick up the phone. They may also communicate with exhibitors through Live Events, Chat rooms, and online forums.

Participation at our PCA Virtual Expo provides great potential for buyers and sellers.

- Recognizing Excellence
- 3500 + Members with Hundreds of Millions in purchasing power
- Representing the Culinary Elite
- Bringing the trade show to the Chefs

"Virtual Expo" brings prospective customers and partners together!

Gustavo Vega, Sodexho Regional Chef

➤ Hospitality Search Engine, Chef Collaboration System

12-month license, unlimited use, weekly updates

- ✚ 14,000 plus Food & Beverage accounts
- ✚ 20,000 + manufacturers, Vendors, Distributors, Brokers

We continuously update our data base calling/communicating with 25,000 food & beverage professionals annually.

Professional Chefs Association ■ 1207 Hawkeye Court, Fort Collins, Colorado 80525

Phone 970 223 4004 ■ Fax 877 392 1443 ■ Email: Signup2006@Professionalchef.com ■ web: www.ProfessionalChef.com

Foodservice Marketing Campaign 2006 - continued

➤ **Corporate Sponsorship 2006**

By partnering with PCA you will gain recognition within your community. PCA, as a nation-wide organization, also provides opportunities for nationwide recognition of sponsors at its regional and annual national convention. Sponsors will gain recognition among the country's culinary leaders through our members and coverage at our website www.professionalchef.com. Sponsorship of PCA helps bolster the professional image of chefs and the culinary industry as valuable national and local leaders. Sponsors will receive marketing benefits by their inclusion on the PCA's marketing mailing list.

Corporate Benefits Include:

- Recognition at the PCA national convention as sponsor, rewarded the PCA Gold Medal
- Recognition at our regional and national conferences as sponsor
- Recognition at our PCA website for five years
- Free booth at the PCA regional and national conferences
- Use of PCA logo on approved products for five years
- Your Company POS information will be included in the Welcome Member package
- Two jackets embroidered with the PCA logo
- Official PCA Sponsor's certificate

➤ **Quality Gold Seal Program**

- **Recognizing Excellence**
- **Our Chefs Testing Panel Represents The Culinary Elite**
- **Expert Opinion Based On Measurable Criteria**

Evaluation and Licensing Fees:

- Cost is \$2,400 for first item, any additional items are \$ 400 each.
- We offer a discount for more than 12 products
- There will be a licensing fee of \$250 per item, for each additional year of usage.

We at the Professional Chefs Association will help market your product(s) through:

- Full page advertisement on our website: www.professionalchef.com
- Monthly e-mail flyers to over 8000 Hotel and Restaurant Executives with your company and Quality Gold Seal product(s) information.
- Advertisement in the National Restaurant News Magazine.
- Discounts at our Regional Trade Shows and Culinary Salons Of Excellence.
- Collaboration with our PCA members, currently at 3,500 and growing.

➤ **Chef Tables – Industry Luncheons**

Summary:

- **Recognizing Culinary Excellence**
- **Keynote Speakers - Today's challenges of Food & Beverage Distributors**
- **Beverage Concepts**

Guests include both Executive Chefs and Restaurant Chefs as well as Food & Beverage Directors and Catering Directors from Major hotels and restaurants.

Great reasons to attend;

- Networking with colleagues,
- Business Development,
- One on One with key Players,
- Trends and Techniques,
- What's new – what's hot!

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Rules and Regulations

Exhibitor and Professional Chefs Association (hereinafter referred to as "PCA" or "Management") agree as follows: Exhibitor agrees to prepare an exhibit of its products or services to be presented at the Culinary Salons of Excellence.

Exhibit space and all other costs (i.e. advertising in Directory) must be paid in full before any Exhibitor will be permitted to install his/her display.

Management reserves the right to relocate Exhibitor to space other than specified above. Cancellation of this contract will be accepted only at the sole discretion of the Management. A full refund will be given by management within 14 days of signature provided that it is at least 4 months prior to the show. Upon cancellation, Management shall have the right to retain all amounts paid by Exhibitor as liquidated damages and not as a penalty. Booth display cannot obscure neighboring booths. Obstructions will be removed by management.

Exhibitors are expected to maintain and operate their booths during show hours up until the actual time of closing. Only "sample size food" may be distributed. Management reserves the right to restrict outgoing traffic of full packages or larger than "sample size food." No persons under the age of 18 including infants are permitted onto the exhibition floor and may not be present in the booth area. Exhibitors may not distribute shopping bags at the show.

PCA reserves the right to determine the eligibility of any product for display. Only the sign of the Exhibitor whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors of the Exhibition. Sub-leasing of booth space is prohibited. No display or advertising will be allowed to extend beyond the space allotted to Exhibitor, or above the back and side rails. Management reserves the right to veto any displays that may be obstructive or are not in the spirit of the professional character of the show.

The Exhibitor agrees that PCA shall not be responsible in the event of any errors or omissions in the listing of the exhibitor in the Show's Official Directory and Buyer's guide and in any promotional material or electronic system.

If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by show management for such purposes as it may see fit.

Booth representatives shall be restricted to exhibitor's employees, and authorized representatives. Booth representatives shall wear badge identification furnished by PCA Management at all times. PCA Management may limit the number of booth representatives at any time. Exhibitor must staff all booths during all open Show hours.

PCA shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Show Management for costs that may devolve upon exhibitor thereby. An Exhibitor building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths (no logos, no graphics), and are in accordance with dimensional display limitations for that booth as specified in the exhibitor's manual.

PCA reserves the right to determine whether the character and/or attire of Exhibitor's booth representatives is acceptable and in keeping with the best interests of the show. Further, Exhibitor expressly agrees that Exhibitor and Exhibitor's agents will not conduct official functions in private rooms during business hours of the show.

Any demonstration or activities that results in obstruction of aisles or prevents ready access to nearby Exhibitor's booths shall be suspended for any periods specified by PCA.

In the event that the premises in which the show is or is to be conducted shall become, in the sole discretion of PCA, unfit for occupancy, or in the event the holding of the show or the performance of Show Management under this agreement are substantially or materially interfered with the virtue of any cause or causes not reasonably within the control of Show Management, said contract and/or the show (or any part thereof) may be terminated by PCA shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Management.

Exhibitor warrants that Exhibitor's regular company insurance includes extra territorial coverage, and that Exhibitor is covered for theft, public liability, product liability, liquor liability, property damage, personal injury and other loss or liability.

PCA Management shall bear no responsibility for damage to or loss of Exhibitor's property, or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost. Exhibitor warrants that it has adequately insured against these risks.