

# Back to School

## 2017 Regional Food Show

Please Join Us for a Fun-Filled Afternoon!  
See New Products • Sample Items • Win Raffle Prizes

**Wednesday, July 26 - 1 to 4 p.m. CST**  
**Jennifer's Garden - 555 W. Gore Rd - Morris, IL 60450**

Make sure no one misses out on attending this important kick-off to the new school year. Please share show date with your staff and fellow school district foodservice managers!  
[See back page for registration deadline and information.](#)

- **Items on display will be geared toward schools; however, all customer types (street, daycares, etc.) are welcome to attend.**
- Nearly 100 major manufacturers will be on display: Brakebush, Campbell's, General Mills, Kraft Heinz, J&J Snacks, Kellogg's, McCain, Nestle, Pepsico, Schwan's, Simplot, Tyson!
- Items from our exclusive family of PERFORMANCE brands will also be featured.
- Due to insurance liabilities, no one under the age of 18 is permitted.

### **New Case Rebates:**

- Earn NEW CASE REBATES on select items. Valid on new case sales only for an 8-week ship period (8-14-17 to 10-6-17).  
*New case sale = Customer hasn't purchased qualifying product within 120 days (since 4-15-17, end of previous school year).*
- Take advantage of this convenient way to earn show monies! New case rebates will be automatically tracked for all show attendees. Prebooking or ordering at the show is not required, so you can spend more time sampling new items and gathering product information – all resulting in a more productive show experience.
- Customer must attend show and order qualifying product through their Fox River Area Manager (AM) during the promotional period to qualify for rebate. All show attendees, regardless of customer type, are eligible to receive New Case Rebates.
- Redeem New Case Rebates as a credit to your account. Minimum earnings of \$25 per individual account # to qualify for payout.



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[www.performancefoodservice.com/foxriver](http://www.performancefoodservice.com/foxriver) • (630) 896-1991



[WWW.PERFORMANCEFOODSERVICE.COM/FOXRIVER](http://WWW.PERFORMANCEFOODSERVICE.COM/FOXRIVER)

**Please go online by 4:00 p.m. Monday, July 17 to register.**

Preregistration is encouraged to speed up the check-in process! You may still attend the show if you miss the deadline. However, please be prepared to wait in line on-site to register for attendee name badges.

### **TO REGISTER:**

1. Go to [www.performancefoodservice.com/foxriver](http://www.performancefoodservice.com/foxriver), Click on Food Show Registration.
  - a. If registering more than one person, please be sure to register each attendee to his/her individual account location or purchasing account number (i.e. the Primary Account #).
  - b. Even if you have multiple account numbers, you still only need to register once per person/attendee. Preregistration is for name badge purposes only. A separate registration form will be distributed at the show to register multi-unit accounts for New Case Rebates.
  - c. When you have successfully finished the registration process, you will see a screen that says "Thank you for preregistering."  
**If you need to register additional attendees, you must go back to the home page to start the registration process over again. DO NOT hit the back button or it will void the registration!**
  - d. If you provide a valid email address, you will receive an email confirmation of your registration. Please bring a copy of registration confirmation with you to the show to speed up the check-in process.
2. You may also contact your PERFORMANCE Area Manager/Customer Service Rep and ask him/her to register you for the show. Please be sure to provide the first and last names of all guests attending the show (with the proper spelling).

Customers who preregister will pick up their name badges and all other show materials at the door. There will be a special line for "Preregistered Accounts" at check-in. Badges will be sorted alphabetically by last name.

### **PLEASE NOTE THESE SHOW POLICIES:**

- There is no charge to attend the show.
- **All foodservice operators and their employees are welcome to attend (adults only).**  
**Due to insurance liabilities, no one under the age of 18 is permitted.**
- Everyone entering the show floor must wear a show name badge.
- No \*carts, luggage carriers or wheeled coolers are allowed on the show floor.  
\*Excludes medical assistance equipment.

