

MONTERREY PROVISION COMPANY'S

FOOD EXPO 2011 FAQ:

WHEN AND WHERE IS MONTERREY PROVISION COMPANY'S FOOD EXPO 2011?

ONE DAY ONLY! Thursday, October 27th from 10:00 AM until 6:00 PM

San Diego Convention Center

111 West Harbor Drive; San Diego, California 92101

Ballroom 20 A and B, in Section E of the Convention Center

HOW DOES PARKING WORK?

Parking is convenient and free! Just follow the signs for Convention Center parking structure. Monterrey will reimburse you the parking fee of \$10 so it's FREE for you! Please Note: You will be required to present a parking stub or receipt from Ace Parking (Ace runs the parking garage) in order to receive your reimbursement, so don't forget it! Parking reimbursement will be verified and notated by a Monterrey representative, and there will be no exceptions for attendees who do not present verification.

WHERE DO I PARK?

Food Expo is located in **Section E** of the Convention Center, so when you enter the parking garage, go as far down (heading south) as possible. Take the elevator or stairs to the main level and enter. Section E is clearly marked and you will see signs directing you to our space. Also, the Convention Center's friendly concierges will be happy to direct you.

WHERE IS EXPO LOCATED IN THE CONVENTION CENTER?

Food Expo 2011 is located in the **"E Section"** of the Convention Center (at the south end). We are in Ballroom 20 A/B. Simply enter the convention center and at Section E, take the escalator to the second level and you'll see us! Signage at the Convention Center will clearly mark our location. Convention Center staff will be on hand to direct you.

WHAT KIND OF DISCOUNTS CAN I GET?

This year we have nearly 90 vendors offering Expo discounts on the products you already buy. Can you afford not to attend Expo? You can save thousands of dollars because Expo allowances will last for a full four weeks! These deep discounts are not just available to anyone. They are exclusively available to customers who attend Expo. Vendor discounts are up to 30% off what you normally pay!

CAN I GET THE DISCOUNTS WITHOUT ATTENDING?

No! Only customers who attend the show will be able to receive the special Expo savings. This is a once a year event, so don't miss out. You will save substantial amounts just for showing up and ordering! (Note: Monterrey representatives will be available at the show to help you calculate your maximum savings on the spot!)

HOW MUCH WILL I SAVE ON THE PRODUCTS I ORDER?

You can save thousands of dollars, and we'll do the work for you! Just call us at 800.201.1600 to have a Monterrey Representative personally calculate your savings in advance of Food Expo!

WILL THERE BE FREE STUFF AND PRIZES BEING OFFERED TO ME FOR ATTENDING EXPO?

We have so many free, fun things in store for you! Vendors are busy preparing samples, freebies and info on how to help you increase your business! Bay cruises will be given away every single hour by a random drawing! Door prizes will be awarded throughout the day by a random drawing... and more!

THIS YEAR WE ARE OFFERING NOT ONE, BUT TWO GRAND PRIZES! YOU COULD WIN EITHER A CRUISE FOR TWO TO CATALINA ISLAND OR \$1000 OF FREE PRODUCTS FROM MONTERREY PROVISION COMPANY! (A drawing will be held from the names of all customers who attend Food Expo. You do not have to be present at the time of the drawing. Winners will be notified.

DO I HAVE TO BRING MY EXPO ALLOWANCES BOOK TO GET THE DISCOUNTS?

If you have an allowance book, please don't forget to bring it to the show. This will help us to ensure that we can get your orders in to the vendors quickly and get all of the discounts that you want on the products that you buy!

WHAT IF I DON'T HAVE AN EXPO ALLOWANCE BOOK?

If you don't have an allowance book, no problem! We will be able to fill your orders out at the show and a Monterrey representative will be on-hand to make sure that you receive the maximum savings on the products you already buy! Order forms will be available at each vendor booth for your convenience.

WHAT ELSE IS HAPPENING AT EXO?

Monterrey Provision Company wants this to be a fun experience for you, even if you can only attend for a short time. Our theme this year is "nautical" and vendor booths will be decorated in our theme. We also have nautical themed prizes such as bay cruises and a grand prize of a cruise for two to Catalina!

Sarah Kaufmann, "the cheese lady" is nationally known for her live cheese carvings. We are so fortunate to have arranged for Sarah to do live cheese carvings in our nautical theme, in Booth 112, throughout the show. Don't miss out on this – you've never seen anything like it! As an added bonus, there will be drawings for customers who would like to display her final cheese art in their locations. Your customers will be amazed!

New items are being introduced by most of our vendors, and they will provide tips on how you can increase your product offerings and increase your revenues. These new items will be exclusively introduced to customers who attend the show! Don't miss out on the opportunity to have information and products that will not be available to your competition!

WHAT IF I HAVE OTHER QUESTIONS ABOUT FOOD EXPO 2011?

Just give us a call at: 800.201.1600 and we'll be happy to answer any questions you have!

DON'T MISS OUT ON THIS ANNUAL EVENT!

This is your opportunity to save money on the products you buy, get prizes and freebies just for attending, and The Monterrey Team can't wait to see you!

For more information, call 800.201.1600 or visit our website at www.monprov.com!