



5th ANNUAL

Central Market
H·E·B

**SUPPLIER PARTNER
SHOWCASE**

Welcome to the *2015 Central Market
Supplier Partner Showcase*

This year:

- ❖ Exciting new location in Downtown Dallas
- ❖ Expanded venue; bigger booths
- ❖ 3rd party Exhibitor Services
 - Details provided upon request (*additional fees apply*)

Booths will sell out quickly....

**Don't miss out! Sign up early to guarantee your choice
of booth size.**

DEADLINE JANUARY 4th, 2015

5th ANNUAL



Central Market
H.E.B.

SUPPLIER PARTNER

SHOWCASE



Showcase new products and programs to 500+ Central Market Partners including General Managers, Store Directors, Department Managers, and Division staff.

Present and sample product of your choice including **NEW** products that have not yet been selected by Central Market.

FEBRUARY 3, 2015 1:00p – 5:00p

**DALLAS CONVENTION CENTER, also known as
Kay Bailey Hutchinson Convention Center
in DALLAS, TX**

Special offer extended for GO TEXAN suppliers not currently in HEB or Central Market, see next page

\$5,000 PLATINUM

Up to four seats at an exclusive “Top-to-Top” breakfast with Central Market Leadership Group on February 3rd at the Dallas Convention Center prior to the food show.

Largest display booth available:

16’ x 16’ booth space

Four 8’ tables and four chairs

Tablecloth, bunting, banner (*please provide your high resolution logo*)

Electrical – 20 amp/120v single outlet included – power strip is ok to bring

\$2,500 GOLD

Located in high traffic area

12’ x 12’ booth space

Three 8’ tables

Three chairs

Tablecloth & skirting

Electrical single outlet

(power strip is ok to bring)

\$1,500 SILVER

Located near main aisles

10’ x 10’ booth space

Two 6’ tables

Two chairs

Tablecloth & skirting

Electrical single outlet

(power strip is ok to bring)

\$1,000 BRONZE

For New & Emerging

8’ x 8’ booth space

One 6’ table

One chair

Tablecloth & skirting

Electrical single outlet

(power strip is ok to bring)

\$500 COPPER

For New and Emerging

8’ x 8’ booth space

One 6’ table

One chair

Tablecloth & skirting

NO electrical available

Central Market



Supplier Partner Sponsor Form

(Please print and mail to address below)

Company/Vendor: _____

Contact Name: _____

E-mail: _____

Address: _____

City, State, Zip: _____

Phone: _____



GO TEXAN.
VENDOR

The convention center requires each supplier to provide information on items to be sampled

Item to be Served (circle all that apply):

Beverage; Dry; Snack; Refrigerated; Dairy; Floral;

Other _____

Prep Required (circle all that apply):

Cooked; Sliced; Refrigerated; Other _____



GO TEXAN.

Special Pricing*

- ~~\$5000~~ Platinum \$4,000
- ~~\$2500~~ Gold \$2,000
- ~~\$1500~~ Silver \$1,000
- ~~\$1000~~ Bronze \$750
- ~~\$500~~ Copper \$250

Additional Requests:

- \$69ea – 35lbs ice Qty _____
(larger size than last year)

TOTAL DUE (Sponsorship + Requests) \$ _____

- Check – Must be included

Remit To:

Gilda Jordan
Central Market Division
3890 W. Northwest Hwy., Suite 300
Dallas, TX 75220
214.252.5969 or jordan.gilda@heb.com

*Special offer extended for GO TEXAN suppliers not currently in HEB or Central Market stores

A Central Market Business Development Manager will be contacting you shortly for this exciting opportunity.

***Space is limited and available on a first come, first served basis.**

Platinum Sponsors will be contacted for further information and to discuss displaying of their company logo.



Supplier Partner Product Showcase - Q & A's

Q. *When and where is the Supplier Partner Product Showcase?*

A. February 3, 2015 from 1p to 5p at the Dallas Convention Center
Dallas Convention Center
650 S Griffin St.
Dallas, TX 75202
214-939-2750

Q. *How many Supplier Partners will be there?*

A. We expect to have over 300 Supplier Partners in attendance.

Q. *How many Central Market Partners will be attending?*

A. We expect to have over 500 Central Market Partners including senior leadership.

Q. *Are Suppliers able to ship samples directly to the Dallas Convention Center?*

A. *NEW!* We have partnered with Freeman for an additional fee, to assist you with advanced shipping and handling of your product. Details available upon request.

Q. *Are refrigerators and cooking devices included in the booths?*

A. No, they are not available.

Q. *Am I able to buy napkins and sample cups at the Dallas Convention Center?*

A. No, you will need to bring napkins, serving cups, utensils, etc. Dallas Convention Center will not provide this.

Q. *What is included in the vendor booth?*

A. All vendor booths include tables, tablecloth and chairs.

Q. *Is it possible to get additional tables?*

A. No, booth space will not accommodate additional tables.

Q. *Can I designate an employee to walk around the Showcase and hand out samples and collateral?*

A. We prefer that all Supplier Partners hand out samples and collateral from their designated booth area.

Q. *What time is set up?*

A. You can set up the DAY BEFORE from 5p-9p and DAY of EVENT from 8a-12p. Take down must be completed by 7p.

Q. *Is there a dock area or specific area where we are able to unload?*

A. Dallas Convention Center has a large dock area for unloading. Central Market will have Partners stationed at the loading dock to assist you and to direct you to your booth.

Q. *Is parking available?*

A. Yes, parking is available for free for all Supplier Partners.

Q. *How will I know where my booth is located?*

A. Each Supplier Partner will receive a map upon arrival showing the layout of the Dallas Convention Center. Each booth will be labeled and Central Market Partners will be available to assist suppliers.

Q. *Is this a casual or formal event?*

A. This is a business casual event.

Q. *What are the amps and voltage for the electrical outlet that is provided?*

A. With the exception of Copper (no electrical is available), booths include a single power outlet, 20amp/120volt. You can bring a power strip if additional inputs are needed.

Q. *I have a question that is not on this list. How do I get an answer?*

A. Contact your appropriate BDM for any additional questions.