

## 2010 REGISTRATION

Please return to Eastern, Armstrong or Ideal FoodService  
by **Wednesday September 15, 2009**

**Registration is Free**

Please list all attendees from your facility that are  
attending the Food Show.

The main contact should be listed first please.

PLEASE PRINT

FACILITY NAME

CONTACT PHONE NUMBER

EMAIL ADDRESS

FACILITY ADDRESS

ATTENDEE NAME

ATTENDEE NAME

ATTENDEE NAME

ATTENDEE NAME

YES, I (WE) WILL BE ATTENDING THE SELECTED EDUCATION SESSION



PLEASE RETURN FOOD SHOW REGISTRATIONS TO YOUR SALES  
REPRESENTATIVE OR FAX TO (902) 876-0162 OR EMAIL ALL THE  
ABOVE INFORMATION TO

[ANDREA.PARKER@OHARMSTRONG.CA](mailto:ANDREA.PARKER@OHARMSTRONG.CA)

THERE WILL BE NO REGISTRATION THE DAY OF THE SHOW

EASTERN, ARMSTRONG & IDEAL FOODSERVICE  
2010 "GET IN THE GAME" FOOD SHOW  
DARTMOUTH SPORTSPLEX  
TUESDAY SEPTEMBER 21, 2010  
10AM-4PM

## GAME DAY BREAK DOWN

- 9am Concurrent **Education Sessions**. Please arrive early as sessions will start at 9am. Doors will be open at 8:30 for Education Session Participants. Enter at Upper Rear Doors of the Sportsplex. Organizers will greet you in the Upper Foyer.
- 10am-4pm **Game Time**. Entrance and welcome table are located in the Upper Foyer at the rear of the Dartmouth Sportsplex. A Food Show Folder and a breakdown of the day be available upon arrival.
- Theme: **Get in the Game...A Sports Theme**. Let's celebrate a great year in sport! Bring your competitive spirit and come dressed like an athlete and you could win best dressed customer!
- Come prepared! Bring your order guide and menus. They will guide you to identify products that you buy and help you find new products.
- If you have been assigned a OPTICON Scanner bring it to the show. (if you don't have one, they can be borrowed at the show)
- Upload your Food Show Order in the designated Utilitran area before leaving the show. Product purchased at the show will be distributed between Oct. 18th and Nov. 26th.

## THE VENUE

Dartmouth Sportsplex  
110 Wyse Road,  
Dartmouth, NS  
(902) 464-2600

Free Parking in the rear of the Sportsplex. Parking can be accessed from Nantucket Ave or Thistle St.

## REGISTER

Register by Wednesday September 15, 2010

## & SAVE THE DATE

10am-4pm Tuesday September 21, 2010

# GET IN THE GAME...

## JOIN US FOR

## FOOD SHOW 2010

September 21<sup>st</sup> 10am-4pm  
in the Arena  
at the Dartmouth Sportsplex

**THERE WILL BE GREAT  
DEALS, GIVE-A-WAYS,  
GAMES, EDUCATION  
EVENTS AND PRODUCT  
SAMPLES SO BRING  
YOUR APPETITE!**



## “THE WARM-UP” EDUCATION SESSIONS

We are excited to offer three education sessions starting at 9am on September 21st. To cater to our broad customer base we have sessions that will peak the interests of everyone. Please register in advance as space is limited. Expand your knowledge base and attend an education session. Sessions are open to all customers!

Please arrive 15 minutes before the sessions. Room for the sessions will



**“Perfect Fry Company”** Do you want a fryer that is compact, virtually odourless, easy and safe to operate, has low start up and operating costs but can give commercial volume out put? Attend this session with Ted Musset, Vision Food Systems Inc. and learn about this innovative technology and how it can work in all businesses, big and small.



**“The Dashboard”** Knowing where you are going and are you making money? Menu Tools will help you measure and monitor your profit monthly. Presented by Wayne MacKay everyone will learn how easy it is to gain control of their costs and increase their profits.



**“Strive for Five!”** Everyone knows getting children (young or old) to eat their fruit and vegetables is a challenge. Please join us for an informative presentation on the provincial school fruit and vegetable initiative *Strive for Five* that is helping make choosing fruit and vegetables fun and tasty. Caroline Whitby from Annapolis Valley Health Promoting Schools will be presenting in partnership with Susan Foote from Scotian Gold Cooperative. Susan will provide a local perspective on supporting local producers and processors.

**“Special Guests”** On the floor this year experts from Certified Angus Beef will be present to answer your questions and provide education on Certified Angus Beef. This is an opportunity not to be missed!

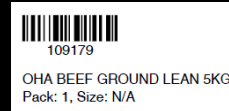
## “THE MAIN EVENT” BUYING SHOW

**“This is a BUYING SHOW”** Attend our show and buy; it will save money, it is that simple. The buying show will be from 10am-4pm on September 21st. Products you buy and **save** on at the show will be delivered to you over a **6 week period from October 18-November 26th**. Take advantage of the savings and get exposure to new products. This is the best opportunity to speak one-on-one with suppliers and sales reps.

## INNOVATION! ORDERING AT THE SHOW

Armstrong, Eastern and Ideal in partnership with Utilitran Corporation are bringing an innovative and unique experience to our 2010 Food Show! In keeping with the theme, we ‘GOT IN THE GAME’ with technology that makes ordering easier and more convenient than ever. Orders at this year’s show will be captured by a pocket memory scanner, an OPTICON (pictured at right) and bar codes (also right) and then uploaded to our Connect Ordering system, all on the show floor!

Some of our customers already use the scanners in their operation and enjoy the time it saves when placing their orders. We are asking customers that are currently using a scanner to bring along their scanners. Don’t have a scanner? Do not worry, a team from Utilitran will be present at the show to loan scanners and assist customers with uploading orders! Saving doesn’t get any easier!



## THE THEME

**“GET IN THE GAME”**, a Sports theme. Why not! Team spirit and competition are always fun. Team AEI (Armstrong, Eastern, Ideal) are inviting customers and vendors to come with their game face on!



## PRIZES

Everyone who buys at the show and participates in this year’s *Sports* theme will receive prizes! We have thousands of dollars in prizes to be won so we want to see your team spirit!

## OUR GAME PLAN

The full Armstrong, Eastern and Ideal Sales Team, Purchasing Team, Management Team, Production Quality Assurance Team and a full support Team from Utilitran will be at the show. Customer service and a focus on customer needs is our game plan. The full sales team will be available to assist you, our customer identify your product needs from the over 70 vendors that will be selling product at the show. Our Teams will be easily identified, so find your rep and save on products!

## ACCOMMODATIONS AVAILABLE

If accommodations for the night before the show are required please contact Country Inn and Suites, Dartmouth, NS to book a room (s) for the evening of Monday September 20th.

Rooms are blocked off at a reduced rate for Food Show Customers. Book by Sept. 5, 2010 and mention you are booking for our Food Show and you will receive the discounted rate. Call **1-800-456-4000** for details and to book your room.

Country Inn & Suites  
101 Yorkshire Ave. Ext, Dartmouth, NS