



## **Complimentary Attendee Badge Program - Terms**

A single, complimentary registration will be provided only to buyers who have not previously registered to attend the 2026 Summer Fancy Food Show and who register online by June 30, 2026, to attend the 2026 Summer Fancy Food Show.

Eligible buyers are only those with food purchasing authority for retailers, distributors, importers, and foodservice businesses; other attendees such as manufacturers, suppliers, brokers, and business services are not eligible for a complimentary registration.

SFA will determine eligibility at its discretion; registrants may be required to provide supporting documentation for SFA to determine their primary business classification and employment.

A complimentary registration is valid only upon SFA's written confirmation. Receipt of this invitation does not constitute registration and does not guarantee admission or a complimentary registration; registration must be online prior to June 30, 2026, and onsite or other attempts to register will not qualify for this promotion, which expires at 11:59 pm Eastern Time on June 30, 2026.

### **Applicable Buyer Types (4):**

#### **1) Retailer**

A physical or online retail business that sells food products from multiple food and beverage brands directly to consumers. Businesses that exclusively sell their own branded products do not qualify under this category, please refer to the Food Manufacturer/Producer category. If you are an e-commerce platform provider, please refer to the Business Services category.

If you ONLY SELL ONE MANUFACTURER'S PRODUCT LINE, see Manufacturer/Producer.  
If you are an E-COMMERCE PLATFORM PROVIDER, see Business Services.

#### **Primary Business Sub-category**



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- Convenience Store
- Department Store
- Discount Retailer
- Drug Store/Pharmacy
- E-tailer/Mail Order
- Independent Grocer
- Mass Merchant/Wholesale Club
- Natural/Organic/Health/Co-op
- Specialty Stores
- Supermarket Chains
- Retail: Gift Baskets, Corporate
- Retail: Candy, Confections
- Retail: Coffee, Teas, Etc.
- Retail: Bakery, Etc.
- Retail: Deli or C-Store
- Retail: Wines/Liquors
- Retail: Cookware/Housewares
- Retail: Other - Specify Retail Business Type

### **Acceptable Employment Credentials**

Must be current and include one of the following:

- Business Cards are NOT accepted.
- Company email address (i.e. attendee@companyname.com)
- 2 Recent Paycheck Stubs (Please redact sensitive information.)
- Handwritten paycheck stubs are not acceptable.
- Company Identification Card (must include company name, your photo, and full name) - Digital renderings of your company identification card are not acceptable.
- Company insurance card with employee's name (Please redact sensitive information.)

### **Acceptable Business Credentials**

- Must be current and include at least one of the following:
- Active website link that directly sells finished consumer-ready food products from multiple manufacturers products to a retailer or foodservice company.
- Product catalog showing brand selection as well as multiple product lines



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- Two (2) recent wholesale invoices billed to registered company from within the past 180 Days (6 months) which includes your company name and address, as well as the name and address of the manufacturer or distributor.
- Purchase orders and handwritten invoices are not accepted. Waybills, consignment shipping and pro-forma Invoices are not accepted. Invoices billed by your company to another entity are also not accepted.
- You may omit pricing information (Optional).

Please note: we may verify your submitted documentation by contacting vendors you identify in your registration.

## 2) Distributor

A business that sources finished, consumer-ready food products from international markets for resale in the domestic market. To qualify under this classification, you must be a third-party importer of multiple manufacturers' product lines, beyond any brands owned by your company.

If your business produces or distributes food-related commodities, ingredients, spices, or unfinished products, please refer to the Food Manufacturer/Producer category.

If your company offers transportation, warehousing, or logistics services, see Business Services.

If your company provides support with regulations, licensing, or compliance, also refer to Business Services.

### Primary Business Sub-categor

- Distributor (Foodservice)
- Distributor (To Retailers)
- Exporter
- Grocery Wholesaler

### Acceptable Employment Credentials

Must be current and include one of the following:

- Business Cards are NOT accepted.
- Company email address (i.e. attendee@companyname.com)
- 2 Recent Paycheck Stubs (Please redact sensitive information.)



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- Handwritten paycheck stubs are not acceptable.
- Company Identification Card (must include company name, your photo, and full name) - Digital renderings of your company identification card are not acceptable.
- Company insurance card with employee's name (Please redact sensitive information.)

### **Acceptable Business Credentials**

Must be current and include at least one of the following:

- Active website link that directly sells finished consumer-ready food products from multiple manufacturers products to a retailer or foodservice company.
- Product catalog showing brand selection as well as multiple product lines
- Two (2) recent wholesale invoices billed to registered company from within the past 180 Days (6 months) which includes your company name and address, as well as the name and address of the manufacturer or distributor. Purchase orders and handwritten invoices are not accepted. Waybills, consignment shipping and pro-forma Invoices are not accepted. Invoices billed by your company to another entity are also not accepted.
- You may omit pricing information (Optional).

Please note: we may verify your submitted documentation by contacting vendors you identify in your registration.

### **3) Importer**

A business that sources finished, consumer-ready food products from international markets for resale in the domestic market. To qualify under this classification, you must be a third-party importer of multiple manufacturers' product lines, beyond any brands owned by your company.

- If your business produces or imports food-related commodities, ingredients, spices, or unfinished products, please refer to the Food Manufacturer/Producer category.
- If your company offers transportation, warehousing, or logistics services, see Business Services.
- If your company provides support with regulations, licensing, or compliance, also refer to Business Services.



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### **Acceptable Employment Credentials**

- Must be current and include one of the following:
- Business Cards are NOT accepted.
- Company email address (i.e. attendee@companyname.com)  
2 Recent Paycheck Stubs (Please redact sensitive information.)
- Handwritten paycheck stubs are not acceptable.
- Company Identification Card (must include company name, your photo, and full name) - Digital renderings of your company identification card are not acceptable.
- Company insurance card with employee's name (Please redact sensitive information.)

### **Acceptable Business Credentials**

Must be current and include at least one of the following:

- Active website link that directly sells finished consumer-ready food products from multiple manufacturers products to a retailer or foodservice company.
- Product catalog showing brand selection as well as multiple product lines
- Two (2) recent wholesale invoices billed to registered company from within the past 180 Days (6 months) which includes your company name and address, as well as the name and address of the manufacturer or distributor. Purchase orders and handwritten invoices are not accepted. Waybills, consignment shipping and pro-forma Invoices are not accepted. Invoices billed by your company to another entity are also not accepted.
- You may omit pricing information (Optional).

Please note: we may verify your submitted documentation by contacting vendors you identify in your registration.

## **4) Foodservice**

An individual, business or institution engaged in the preparation and sale of prepared food directly to the end consumer. This classification includes restaurants, caterers, and hospitality businesses, as well as institutional foodservice providers in settings like schools, hospitals, government facilities, and corporate dining operations.



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### **Primary Business Sub-category**

- Caterer
- Full Service Restaurant: Chain
- Full Service Restaurant: Fine Dining
- Full Service Restaurant: Independent
- Hotel and Lodging
- Institutional/Commercial Dining Services
- Limited Service Casual
- Limited/Quick Serve Restaurant
- Meal Kits
- Foodservice: Hospital/Healthcare/Military
- Foodservice: School/School District/University
- Foodservice: Resort/Casino/Cruise Ship/Airline
- Foodservice: Corporate Dining Services/Private Chef
- Foodservice: Clubs: Country/Membership/Health
- Foodservice: Other - Specify Foodservice Business Type

### **Acceptable Employment Credentials**

Must be current and include one of the following:

- Business Cards are NOT accepted.
- Company email address (i.e. attendee@companyname.com)
- 2 Recent Paycheck Stubs (Please redact sensitive information.)
- Handwritten paycheck stubs are not acceptable.
- Company Identification Card (must include company name, your photo, and full name) - Digital renderings of your company identification card are not acceptable.
- Company insurance card with employee's name (Please redact sensitive information.)

### **Acceptable Business Credentials**

- Must be current and include at least one of the following:
- Active website link to menu or catering services provided
- Current Food & Beverage License (must be a copy of the document itself)
- Two (2) recent wholesale invoices from different manufacturers billed to registered company from within the past 180 Days (6 months) which includes your company name and address, as well as the name and address of the manufacturer or distributor. Purchase orders and handwritten invoices are not accepted. Waybills,



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consignment shipping and pro-forma Invoices are not accepted. Invoices billed by your company to another entity are also not accepted.

- You may omit pricing information (Optional).

Please note: we may verify your submitted documentation by contacting vendors you identify in your registration.