



May 28th, 2024

Dear Supplier,

NSA Florida along with Sherwood Food Distributors' Miami Division is preparing the most successful "One Day" DSD purchasing and sales event. It will be the only Show to be held in South Florida in 2024. Our desire is to show off our **best suppliers** with an exclusive list of **extremely hot deal buys on their Best-selling items**. We will be packing the sales floor with enthusiastic customers traveling from all over the state and the Caribbean, to take advantage of Truckload Buying Power in an effort to generate unbelievable sales numbers for everyone, as we have accomplished in previous years.

The DSD / Sherwood Foods Buying Show starts with the most aggressive offerings from our top suppliers and concludes with an unbelievable number of cases shipping "exclusively to the customers that attend this event" during the months of September and October.

We will only consider vendors for participation in this event that put forth the most aggressive deal offerings. We would like to offer a wide variety of products and expect over 500 customers to provide a wide base of potential sales opportunities for our best vendors.

The Exclusive DSD Sherwood Foods Buying Show will take place at the Seminole Hard Rock Hotel & Casino on Wednesday, August 21st, 2024 from 9:00 a.m. to 5:00 p.m. The shipping period to our customers will be for the month of October and November.

Your prompt response to our invitation is important. Please understand that we do not want to offer your entire line of products. **We are only interested in blowout deals on your best-selling SKU's that have significant impact in our marketing areas.** An offering of three to five items per vendor is perfectly acceptable as long as these SKU are **winners** in your respective lines. **We need your commitment by July 30th, 2024**, in order to reserve your space and begin planning our truckload purchases with you and your company. Sign up early to ensure a prime booth location, since booths will be assigned on a first come first serve basis.

Please understand the goal this year is not to set records for getting the most vendors or the most items in the Buying Show. The goal is to offer the HOTTEST DEALS of 2024 to our customer base. We want our customers to leave our event satisfied that the orders booked are the most significant deals of 2024. We need your help to accomplish this goal. Pull all the strings necessary to bring forth all aggressive offerings and let us all enjoy the rewards.

A nominal fee will be collected from each vendor to offset the cost of this event. You will find details about the fee on the Sponsorship package. This is money well spent to reap the rewards of the extra truckloads of product that we will be selling.

Call us at 305.340.1094 if you have any questions or concerns regarding the event. Please complete and return the commitment form and the item offerings.

We look forward to hearing from you soon!

Daniela Roman
nsaflorida@nsafla.org
305-340-1094