



Saskatchewan
Liquor and Gaming
Authority



2024



Hospitality
SASKATCHEWAN

2024 Food & Beverage Expo

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SHOW DETAILS

1. What is the Food & Beverage Expo?

This year, we're offering both in-person and online options.

The Expo is an exciting opportunity for producers to promote product to retailers and commercial permittees from across Saskatchewan. The in-person event offers an opportunity for conversation and sampling, while the online event offers the ability to reach retailers who cannot attend in-person.

Previous events have been highly successful, driving thousands of cases sold.

2. What is the cost to participate?

The price of each booth is \$430. If you require electricity, it is an additional \$100 per booth. There are no fees to participate online.

3. How do I register?

The registration link was sent by email; registration closes February 29.

Payment must be made in full prior to the event or your booth space may be cancelled.

4. What are the key dates I need to know?

The producer will need to complete the following activities within the indicated deadlines. SLGA will communicate each step and deadline along the way.

TENTATIVE DATES*	ACTIVITY
February 1	Registration opens
February 29	Registration closes
March 15	Provide an approved sell sheet** for each product available at the Expo
April 5	Review the catalog and submit changes in the event there are errors. Note: This deadline will be dependent on when SLGA shares the catalog – the official due date will be communicated at that time.
May 8	Expo – in person
May 8-10	Online Order

*All dates are subject to change. SLGA will communicate official due dates in upcoming communication.

**See the 'Marketing and Sales' Q&A for details on requirements.

ELIGIBILITY

5. What type of products are eligible?

- SLGA-distributed, privately-distributed, and direct-delivery products.
- All categories.
- Core products coming to the show need to be listed within the last 2 years. Please contact us for an exception.
- All products must be approved by SLGA.
- Up to 4 products per booth may be included.

6. What products are eligible?

a) SLGA-distributed:

- 3 products must be Core and 1 may be Special Order (SO).
- If a supplier has less than 3 Core-listed products, they may include up to 2 SO products (i.e. if you have 0, 1, or 2 Core-listed product(s), you may include 2 SO products if the Core products are also included).
- SO products:
 - Must be domestically sourced.
 - Must indicate if the products can be ordered prior to the EXPO
 - May be included even if there are limited quantities available from the supplier; the supplier must inform SLGA at the time of application.
 - Must be delivered within 3 weeks of the PO submission to the supplier, or SLGA reserves the right to cancel the PO.

b) Privately-distributed:

- Up to 4 products already set up with SLGA LWD.

c) SK Producer direct delivery:

- Up to 4 approved products.

7. Can I have different products in the in-person and online events?

All products approved for the in-person show will be included in the online show; no extras will be added to the online show.

Producers and agents who choose to participate only in the online event will be allowed 4 products. The same rules of eligibility as outlined in question 8 will apply.

BOOTHS

8. Can I have more than one booth?

Each producer will be guaranteed to have one booth as long as registration is received in full before registration closes. If there are extra booths available, SLGA will allocate them to suppliers requesting additional spaces; allocation will be based on date of registration (first come first served).

9. How many products can I display?

Each booth may include up to 4 approved products. No additional product may be present at the booth. Each Exhibitor may exhibit up to 4 products. If you have 3 core listed products, you may include 1 special order product. If you have 2 or less core listings, you may include 2 special order products.

10. Can I provide information about other products as well?

Yes, you can provide attendees with information on your other products (e.g. sell sheets). However, only the approved products may be at your booth.

11. How do I charge for samples?

SK Producers will be required to pre-purchase their own samples for the Expo. Producers will create an invoice as proof of purchase. Receipts must be sent in advance to the SLGA SK Craft Alcohol Team at skcraft@slga.com by 10am April 26th. If no receipt is pre-approved, you will not be able to exhibit.

12. How do I get samples to the Expo?

SK Producers will transport your product directly to the Expo venue.

13. What happens with leftover samples?

Exhibitors may take unopened product with them. Partial bottles of alcohol may also be taken if it is properly secured and sealed. Leftover sample product may only be used in future samplings. Exhibitors may not give leftover product away, and SLGA will not accept returns.

14. For product sampling, does SLGA supply the sampling glasses?

Exhibitors are responsible for providing their own supplies, including sample glasses.

DISCOUNTS

15. Is a discount required?

Yes. Exhibitors are required to offer a minimum 10% show discount. The discount will default to 10% off the regular wholesale base price, unless otherwise stated in the registration form.

16. How do I submit a discount?

Submit the discount during registration.

17. What other restrictions are there for discounts?

- Additional discounts will not be approved on Expo products during Expo month or the month following (May and June).
- Price changes will not be approved on Expo products during Expo month or the month following (May and June).

18. Can I offer separate discounts for the in-person and online events?

No, the discount must be the same.

MARKETING

19. Can I offer dealer-loaders or other offers?

Yes! We encourage dealer-loaders at the in-person Expo to help encourage retailers to come to the show and purchase there.

The following rules apply:

- Dealer loaders and other offers must be approved by SLGA.
- Expo dealer loaders must be fulfilled by the producer and must be available to retailers upon direct delivery.
- Dealer loaders are not available for online orders.

20. What are the requirements for the sell sheet?

The following rules apply to sell sheets:

- Must be vertical letter-sized (8.5" wide x 11" tall) pdfs.
- Save all PDFs as "Smallest File Size" to ensure file size is best suited for screen viewing.
- Maximum one page per product; multiple products of the same brand may be combined onto one page.
- Only approved Expo products may be included.
- Do not include pricing on sell sheets.
- No extra pages may be included.

Tips:

- This is your opportunity to promote the product, so focus on the features that will help sell your product.
- Retailers will be looking through many products and sell-sheets, so look for ways to capture their attention without overwhelming them.

21. Can we see the catalog?

SLGA will share the catalog of sell-sheets with all participating suppliers – first for review to ensure all content is accurate, and again as a final version.

22. Can we promote our products to retailers?

Yes! To support your sales targets and investment in the event, we invite all suppliers to promote the event and your participating products to retailers. Promotion helps draw a larger crowd and we'd like as many retailers there as possible.

ORDER FULFILLMENT

23. How will orders be fulfilled?

A. SLGA-distributed Core-listed product

- i. If the product is in the DC before Expo, SLGA will work with the agent/supplier to forecast demand and determine additional order quantities as needed. In the event sales exceed inventory, SLGA will order additional inventory and distribute it to retailers as soon as the inventory is received.
- ii. If the product is expected to arrive at the DC after Expo, SLGA will order enough inventory to fulfill Expo orders and to have sufficient inventory for future orders.

B. SLGA-distributed Special Order product

SLGA will collect pre-orders from retailers, submit one PO to the supplier, and distribute the product to the ordering retailers as soon as inventory arrives at the SLGA DC. Future orders may be placed by retailers via typical Special Order process.

C. Privately-distributed product

SLGA will provide your specific sales, including which retailers ordered which products, so you can deliver directly.

D. SK producer product

- SLGA will provide your specific sales, including which retailers ordered your products so you can deliver directly via your regular channels, unless the product is distributed via the SLGA DC (via Core or Special Order).
- Product must be made available to all retailers, regardless of location. SK Producers may use any approved means of delivery – direct delivery themselves, partnering with another SK Producer, using common courier, or via SLGA Special Orders. NOTE: if you would like to learn more about the Special Order process and the requirements involved (including pricing, SCCs and more), please contact the SK Craft Alcohol team at skcraft@slga.com.

RESULTS

24. How will we know what we sold?

The week after Expo, SLGA will provide a summary of the show results, as well as your specific sales, including which retailers ordered your products.

SLGA will provide a QR code online order form for simple one stop shopping for the RSPs and Commercial Permittees. Use of the QR code will allow SLGA to support exhibitors with order fulfillment. The QR code will also provide SLGA an opportunity to gather Expo data to provide to producers post show.