



MASSACHUSETTS FOOD ASSOCIATION CONVENTION

MAY 24-27, 2024

Omni Mount Washington Resort Bretton Woods, NH

TOTE-BAG FILLERS - A wonderful opportunity exists to showcase your product!

Do you have a trial size, a free sample, a VIP Coupon or a new or existing product you wish to give away at our upcoming Convention?

Please read carefully as instructions have changed. The Committee fills tote bags with these samples for the Convention attendees. It is an extremely popular merchandising promotion with wide participation and exposure. We need roughly 350 units of any product for the sellout crowd. **Frozen or bulky items cannot be handled. You may send a VIP coupon for these and any other items, which will be put in all attendee's registration packets. If you opt to furnish coupons please send them directly to the Cathy Shanahan, 25 Hazelton Ave., Needham, MA 02492. Please do not send them to the Omni Resort as they can guarantee they will not be misplaced. Deadline to make the packet is May 13, 2024.**

DeMoulas Market Basket has arranged storage for product and prizes at their **MB Distributors Warehouse in Lawrence, MA**. A representative will receive your product during regular hours on: May 6-10 and May 13-17, 2024. You must comply with these dates; MB Distributors will not accept early or late deliveries. No exceptions will be made.

Please contact Megan Servello at MFA (617) 542-3085 or mservello@mafood.com if you plan to contribute so that we may give you proper credit in the program book.

“MFA's StoryLand Convention” is this year's theme and “Beverage Bonanza” (non-alcoholic) is this year's category focus. We are looking for promotional materials to help us with decorations, any samples are welcome!

Your continued support of MFA is greatly appreciated. Join us in the celebration!

Thanks,

Chris

Chris Flynn, President, MFA

SHIPPING INSTRUCTIONS:

1. **All tote product must be shipped to the MB Warehouse.** Please do not ship tote product to the Resort directly. Place packing slip with donator's name, contents and quantity on **outside** of carton. Clearly mark all of your cases “MFA Convention” so that they are easily identified as Convention product. Before Shipping: **Call Senad Pajazetovic at MB Distributors at 978-686-8687** to arrange for a delivery time. Product should arrive during normal work hours. **Deadline is Friday, May 17, 2024.** If you are sending valuable prizes (electronics, go-carts, etc.) kindly call Senad to make special storage arrangements. **Ship Attn: Senad Pajazetovic, MB Distributors, One Grocery Way, Lawrence, MA 01843. Phone (978) 686-8687, Fax (978) 685-9478.**
2. **Mail All VIP Coupons to Attn: Cathy Shanahan, 25 Hazelton Ave., Needham, MA 02492. Deadline May 13, 2024.**