

## VEGAS FOOD EXPO 2017

### GOLD COAST RESORT & CASINO

March 30-31, 2017

#### GENERAL INFORMATION

**Facility:** Gold Coast Resort & Casino  
4000 W. Flamingo Road  
Las Vegas, NV 89103  
Halls Nevada & Arizona on the 2<sup>nd</sup> floor

#### Show Hours:

March 30, 2017	Thursday	9:00 am	3:00 pm (Private Buying Hours)
March 31, 2017	Friday	9:00 am	3:00 pm (Standard Hours)

#### On Site Registration Hours:

March 29, 2017	Wednesday	1:00 pm	10:00 pm (All Attendees)
March 30, 2017	Thursday	8:00 am	3:00 pm (All Attendees)
March 31, 2017	Friday	8:00 am	3:00 pm (All Attendees)

#### DAILY SCHEDULE

##### WEDNESDAY, MARCH 29

1:00 pm – 10:00 pm	Registration open
10:00 pm	Nightclub TBD – free entrance for all VFX badge holders

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##### THURSDAY, MARCH 30

8:00 am – 8:00 pm	Registration open
8:30 am	Exhibitor Move In
9:00 am – 3:00 pm	Exhibit Hall Open – Buyers Only
9:30 am – 2:40 pm	Keynote Sessions – Nevada Ballroom (Open to all)
9:30 am	HOSTED BY FORMER LAS VEGAS MAYOR OSCAR GOODMAN Presenting a history of food in Las Vegas and how Vegas Food Expo is a launching pad for innovative American food companies.
9:45 am	Paul Saginaw, Co-Owner Zingerman's Sharing how they built their Ann Arbor, Michigan deli into a \$60-million dollar gourmet retailer.

10:40 am	Exhibitor Pitch
11:00 am	Chip Heath, Author Made to Stick: Why Some Ideas Survive and Others Die Presenting marketing strategies for smaller food companies.
11:40 am	Exhibitor Pitch
12:00 pm	Scott Norton, Co-Founder Sir Kensington's Presenting "Condiments with Character" - building a challenger brand within the food movement.
12:40 pm	Exhibitor Pitch
1:00 pm	Karen Caplan, President & CEO Frieda's Tapping into Fresh Trends in Produce
2:00 pm	Lou Abin, Managing Partner TAO Group VIBE Dining: Current and Future Trends
3:00 pm	Exhibitor Hall Closed
5:00 pm – 8:00 pm	VFX Kick-Off Reception (Open to all attendees. \$35 online; \$45 at door)
10:00 pm	TAO Nightclub in Venetian – free entrance for all VFX badge holders

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## FRIDAY, MARCH 31

8:00 am	Registration open
8:15 am	Registration for Buyers Tour (Open to Pre-Registered Buyers) to Get Fresh, Desert Meats, Three Square Food Bank, Tenaya Creek Brewery
8:30 am	Exhibitor Move In
9:00 am – 3:00 pm	Exhibit Hall Open – General Admission
9:30 am – 2:40pm	Keynote Sessions – Nevada Ballroom (Open to all)
9:30 am	HOSTED BY FOOD/LIFESTYLE CELEBRITY ROBIN LEACH How we built the Food Network.
9:45 am	Abel Charrow, Business Development Soylent Speaks on Creativity as Currency: Experiential Marketing on a Budget
10:40 am	Exhibitor Pitch
11:00 am	Robert Chang, Managing Dir./Chief Truffle Officer American Truffle Company The Truffle Revolution: Using science to cultivate European truffles in America, and how it's fundamentally revolutionizing the traditional truffle industry in every aspect.
11:40 am	Exhibitor Pitch

- 12:00 pm                      Seafood Panel: Sustainable Salmon, Shark Fin Ban, Lionfish Invasion  
An update on cutting-edge sustainable seafood farming, the need for a national shark fin ban, and working to raise public awareness of keeping reefs healthy.  
Speakers include: Brandon Gottsacker, COO and Kurt Wagman, Business Development Mgr. - Superior Fresh; Stacy Frank, co-founder - LionfishUniversity.org; and David McGuire, founder - Shark Stewards.
- 12:40pm                      Exhibitor Pitch
- 1:00 pm                      Katrina Markoff, CEO Vosges  
Telling how she built her dream in to a multi-million dollar chocolate business, providing encouragement for girl food entrepreneurs.
- 1:40pm                      Exhibitor Pitch
- 2:00 pm                      Ariane Daguin, Chef/Founder D'Artagnan  
Sharing how she created America's first purveyor of game and foie gras and built the specialty business into a food powerhouse with annual sales revenues closing in on \$100 million.
- 3:01 pm – 10:00 pm                      Exhibitor Move-Out
- 10:00 pm                      Marquee Nightclub in The Cosmopolitan – free entrance for all VFX Badge holders

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