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## Springfield FoodCentric - Know Before You Go FAQs

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Sat, Apr 13, 2024 at 12:45 AM



Hello Grace, Springfield is excited to be hosting you for this year's Spring Foodcentric Experience! Below are some details that will help you successfully navigate the day.

**Event Date:** Tuesday, April 16, 2024

**Time:** Check-in begins at 10am EST with show closing 4pm EST

**Location:** Eastern States Exposition – Better Living Center

**Address:** [1305 Memorial Avenue West Springfield, MA](#)

Please enter through **Gate 1** or **Gate 9** – More info below

Please present this email with your personalized QR code below to one of our registration staff members and they will ensure a seamless check-in. Your QR code is also available through the Performance Foodservice Events app. Upon scanning, your sales rep will receive a text message alert when you arrive!



**Download the Performance Foodservice Events app today to engage with our event** – during our live event hours, guests will be able to interact with booths using easy-to-scan codes to book their own product and lock in bonus payout opportunities. Once you download, please use your email address to log in to the app – no password is required!



**How do I maximize my payout potential?**

Every customer walking through the door already has show deals locked in as a potential payout\* but you can give yourself even more reward by using our Performance Foodservice Events app to book product at the show and create a payout bonus. For every new item you are not already buying that is booked through the app, you will earned the listed allowance for all cases you purchase during our shipping period.

The shipping period following our event will run from April 28 – July 6, 2024. You must purchase the cases booked during this timeframe to earn bonus monies.

\*ask your sales rep for information on how to earn your potential payout!

**Where do I go on the Eastern States Exposition grounds?**

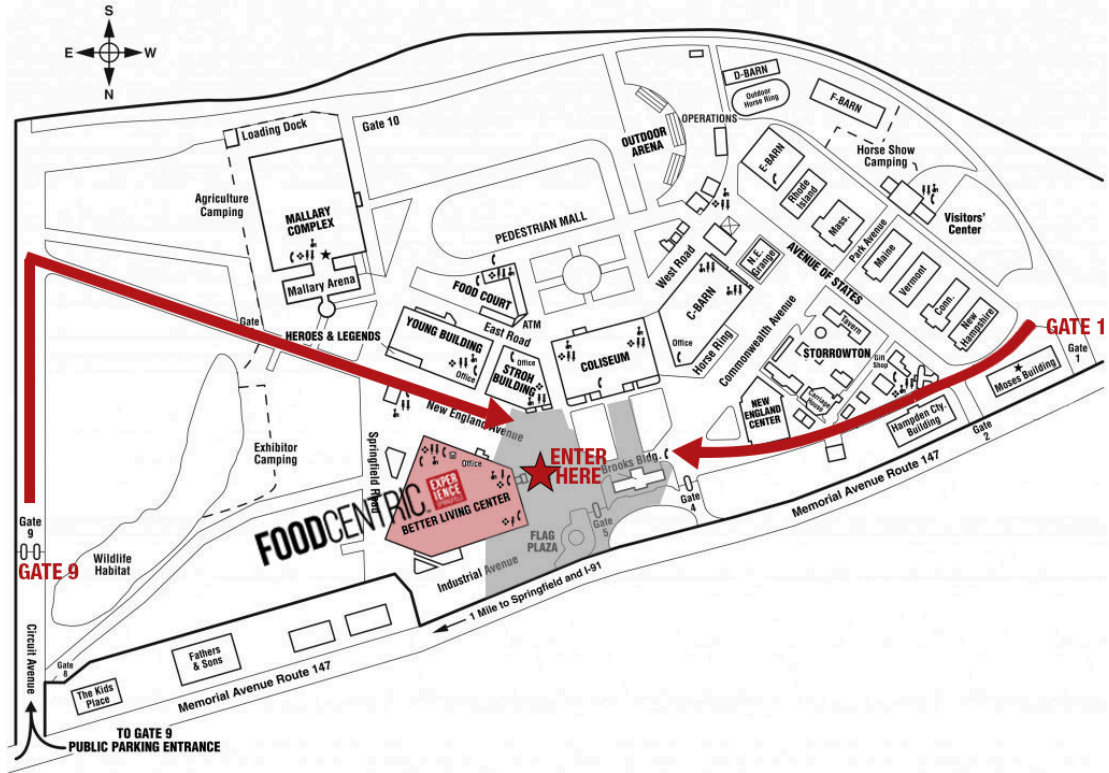
 **GATE 1**  
**1761**  
**MEMORIAL AVE**  
WEST SPRINGFIELD, MA  
01089

 **GATE 9**  
**875**  
**MEMORIAL AVE**  
WEST SPRINGFIELD, MA  
01089

You will be able to enter the exposition grounds through Gates 1 and 9.

Our event will be held in the Better Living Center building. Please park in the front of the building (look for the Coliseum building to identify this space) – Eastern States staff will be on-site to help you identify where to find available parking.

Registration will be located directly inside **Door 8** – doors are located on either side, just past the ATM vestibule. All guests will be asked to register upon entrance. Kindly use your custom QR code to scan and receive your personalized badge.



On behalf of the entire Springfield team, we thank you for taking time out of your busy life to join us. We hope this event will bring you many new ideas, ways to make your own business more profitable, and deepened connections with our Specialists and support staff.

We are grateful for your partnership, and are excited to grow with you.

Enjoy!

