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February 10–12, 2011
Orange County Convention Center
Orlando, Florida, USA



**Step right up for innovation!
WHAT'S HOT! WHAT'S COOL!® Fast Facts**

What is WHAT'S HOT! WHAT'S COOL!®?

- This one-stop-shop gives you a quick point of reference to see new products in the areas of labor savings, sanitation, “green”, food safety, life cycle costs and more.
- All NAFEM Show exhibitors are invited to submit items to *WHAT'S HOT! WHAT'S COOL!®* for **free** as long as the product meets the set criteria established by NAFEM.

What makes a product “hot” or “cool”?

- NAFEM screens exhibitors' applications for inclusion in the gallery based on the following:
 1. The item must be a new concept or existing product update available for sale after February 8, 2009 (the last NAFEM show).
 2. The item must demonstrate a strong value proposition to the foodservice operator through aesthetic impact, cost reduction, offering a new foodservice application or some other type of additional benefit.

When can I visit the WHAT'S HOT! WHAT'S COOL!® new product gallery?

- *WHAT'S HOT! WHAT'S COOL!* is open during all show hours.

Is there a participation fee (for exhibitors) or an entrance fee (for attendees)?

- There is **no additional badge fee** for attendees to visit the gallery.

**Catch a glimpse of the future in
the *WHAT'S HOT! WHAT'S COOL!®* new product gallery.
Register today at www.thenafemshow.org.**