

FOR INVITED BUYERS

Complimentary Attendee Buyer Badge offer details

You have been invited to register for a complimentary Attendee Buyer Badge at Winter FancyFaire* 2027. There is no promo code.

THE OFFER

Qualified buyers invited through an exhibitor's Customer Invitation Program may register for a complimentary Attendee Buyer Badge.

ELIGIBILITY

Applies only to those with food purchasing authority for retailers, distributors, importers, and foodservice businesses; other attendees such as manufacturers, suppliers, brokers, and business services are not eligible for a complimentary registration. SFA will determine eligibility at its discretion; registrants may be required to provide supporting documentation for SFA to determine their primary business classification and employment. A complimentary registration is valid only upon SFA's written confirmation. Receipt of this invitation does not constitute registration and does not guarantee admission or a complimentary registration; registration must be online prior to January 19, 2027, and onsite or other attempts to register will not qualify for this promotion, which expires at 11:59 pm Pacific Time on January 19, 2027.

Expires 11:59 pm Pacific Time on January 19, 2027. Registration must be completed online before that time.