

EXHIBITOR QUICK REFERENCE GUIDE

Navigate the Foodservice Expo Service Kit with ease, choose what works best for you from one of 3 ways:

- i. Click on the links as you go through this reference guide
- ii. Go through the kit section-by-section from the main [service kit page online](#)
- iii. Use the [checklist](#) we created for you with due dates and links

Foodservice EXHIBITOR BLOG

Subscribe to [Foodservice Exhibitor Central Blog](#), the online hub of exhibitor information, updates, and conversation for Foodservice Exhibitors.

Booth WHAT'S INCLUDED

- Expo booth spaces are 8' deep x 10' wide
- Pipe and black drape provided for separation
- Facility carpet (exhibitors are not required to rent flooring)
- One 7"x 44" identification sign
- Three (3) All Access Passes
- Listing in the online/mobile [exhibitor directory](#)
- Refrigerated product storage is available on Thursday, July 25, all product is automatically delivered on Friday morning.

View the [floor plan](#) and full list of [booth inclusions](#) for more details.

Review the [Booth Display Guidelines](#) for Rules and Regulations to ensure you have no issues onsite during set up.

Exhibitor WARNINGS

Please be aware of solicitations from vendors not affiliated with IFPA or the Foodservice Conference.

If a company is not an [Approved Foodservice Vendor](#), IFPA cannot guarantee the legitimacy of its claims.

Review our blog post on [scammers](#) and contact the [IFPA Expo Team](#) if you have any questions.

Schedule EXPO HOURS

Expo: Friday, July 26 from 11:00 a.m. - 4:30 p.m.
This date and time impacts when your shipment and your staff arrive as well as booth labor, set up, dismantle, and pick up.
Review the [exhibitor schedule](#) for detailed information.

Hotel RESERVATIONS

IFPA has reserved a block of hotel rooms in Monterey. To receive the negotiated group rate, you must be registered for the Foodservice Conference prior to [making your reservations](#) through the official Housing Office, Expovision.

Rooms sell out quickly, do not wait. The last day to make reservations or cancel without penalty is **July 8**.

Badge REGISTRATION

All badges must be registered in advance and picked up onsite. (no badges will be mailed out)

- All exhibitors receive three (3) Conference Booth Badges for entry to education, networking events, and the expo before, during, and after show hours. **NEW THIS YEAR:** pass includes access to the Women's Fresh Perspective Session (breakfast included).
- Badges are required for access to show floor during set up.
- Register your badges online by [logging into your IFPA account](#) and using the exhibitor discount code sent to all exhibitors via email.
- Additional passes may be purchased in advance through your IFPA account.

Catering **FOOD & BEVERAGE**

- We encourage sampling and cooking in your booth. There are two catering providers for this show based on your booth location. Be sure to review the **sampling** information for contact details and information.
- Review **guidelines** for safe food handling if you are serving food from your booth.
- Review the **fire regulations** if you are cooking in your booth.
- If you want to serve alcohol in your booth, fill out this **request form** for approval. Once you fill in the form, contact the catering representative allocated to your booth to order your alcohol and a bartender.

Deadline to submit catering orders is July 2

Fresh Ideas **SHOWCASE**

Increase your exposure online and on-site by being a part of the **Fresh Ideas Showcase**. Each showcase includes an online listing and a shelf display onsite to fill with promotional materials and products.

Login to your exhibitor portal to submit information and attract attention to your booth leading up to the show.

Marketing **TOOLBOX**

IFPA has created tools and resources to help with your goals at the Foodservice Conference and Expo. We have a full list of **opportunities** available in the service kit, such as:

- Access to the **attendee list**, for you to reach out in advance and set up meetings.
- Ability to **submit collateral** online, and shared with registered press.

Important Dates

Review the **Exhibitor Checklist** that includes key dates and the ability to add expo related reminders to your calendar

- **April 15:** Last day to cancel booth space & receive a refund
- **June 18:** Advanced warehouse begins accepting shipments
- **June 30:** Last day to register for discount badge rates
- **July 2:** Last day for vendor discounts on booth orders and to place catering orders
- **July 8:** Last day to assign names or cancel hotel reservations without penalty
- **July 24:** Direct shipments are accepted at the show

IFPA Foodservice
Show in
Monterey
Friday July 26

Directory **ONLINE/MOBILE**

Update your **online listing** for maximum exposure. The exhibitor directories are THE resources used by all registered attendees before, after, and during the show. Attendees learn who is exhibiting, what products/services are offered, booth numbers, and contact details. You have the option to add company or brand info, a list of products, a logo, and up to 20 pieces of collateral (downloadable documents).

To fully showcase your products and services, **login and create a listing** with details for your company that will be viewed online and on our show app. Your Exhibitor ID and Password were emailed to your booth contact that applied. Need your password resent? Contact **Nancy Pickersgill**

Shipping **ADVANCE / DIRECT**

Booth materials can be **shipped** in advance to the warehouse or direct to show site. All refrigerated/perishable product must be sent directly to show site. To ensure your items are delivered to the appropriate location, please use the shipping labels for **advance**, **direct** and **perishables**.

| METHOD | DATE & TIME | SHIPPING ADDRESS |
|--|---|--|
| Advance Shipping (no perishables or frozen products) | June 18 - July 18 8:00 a.m.-4:00 p.m. | IFPA Foodservice Conference Exhibiting Company Name, Booth # Tricord Tradeshow Services 738 Neeson Road Marina, CA 93933 USA |
| Direct Shipping Booth Materials or Perishable Product | July 24 - 25 8:00 a.m.-4:30 p.m. July 26 8:00-10:00 a.m. | IFPA Foodservice Conference & Expo Exhibiting Company Name, Booth # Portola Plaza Monterey, CA 95940 USA |

For shipments going directly to the show site, please review and share this **map** for delivery location.

General **SERVICE CONTRACTOR**

Orders, labor for material handling, booth set up and dismantling, furniture, carpet, cleaning, and electricity are all handled directly by **Tricord Tradeshow Services**. Tricord offers NO overtime charges for material/perishable product handling!
Order online before July 2.

Liability **INSURANCE**

IFPA requires all exhibitors must carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate.

IFPA, the Portola Hotel & Spa, and The Monterey Conference Center shall be named as Additional Insured.

This insurance must be in force during the lease dates of the event: July 25- July 27, 2024
If you do not already have event insurance, it can be ordered through **Rain Protection Insurance**.

If you have a Certificate of Insurance already **Upload a copy to IFPA** and remember to have one in your booth on-site.

Material **HANDLING COST**

Submit your **material handling cost estimates** form to Tricord in advance so they have your details. You will only be charged for your actual items.

Advance to warehouse - Booth Materials \$95 p/100lbs

Direct to show - Booth Materials \$98 p/100lbs

Direct to show - Perishable Products - \$75 p/100lbs

Direct to show - Carload under 200lbs - \$65 p/cartload

Set up/Dismantling **SCHEDULE**

View the **exhibitor set up information** for details.
All displays must be set up by 5:00 p.m. on July 25

| DATE | SET UP TIMES | TRASH REMOVAL | SHOW | DISMANTLE |
|-------------------|----------------------|-----------------------|----------------------|---------------------|
| Thursday, July 25 | 9:00 a.m.-5:00 p.m. | ----- | ----- | ----- |
| Friday, July 26 | 7:00 a.m.-10:00 a.m. | 10:00 a.m.-10:45 a.m. | 11:00 a.m.-4:30 p.m. | 4:30 p.m.-6:30 p.m. |

All displays must be completely torn down, crated, packed and Bills of Lading turned in to Tricord by 6:30 p.m. on July 26. Carriers must be checked in by 5:30 p.m. on July 26

Booth Service **GUIDE**

IFPA has the following **Approved Vendors** set up for your convenience:

General Service Contractor

Services include: Labor, Material Handling, Furniture, Carpet, Cleaning, Electricity, Plants, Audio Visual

Tricord Tradeshow Services

Phone: +1 (831) 883-8600

E-mail: orders@tricord.net

Tricord Online Ordering

Badge Scanning - Lead Retrieval

ExpoBadge

Phone: +1 (714) 630-2945

Toll Free: +1 (800) 490-9941

Email: orders@expobadge.com

Lead Retrieval Online Ordering

Catering/Food Prep - Sampling

Serra Ballroom Booths - Monterey Marriott

Contact: **Eddie Guice**

Phone: +1 (831) 601-2855

DeAnza Ballroom & Foyer Booths - Portola Hotel

Contact: **Megan Strandburg**

Phone: +1 (831) 649-7847

General Liability Insurance

Rain Protection Insurance

Phone: +1 (800) 528-7975

E-mail: sales@rainprotection.net

Housing

Expovision

Phone: +1 (703) 770-3905

E-mail: ifpahotels@expovision.com

Internet

Encore Global

Phone: +1 (831) 646-3756

E-mail: dominic.giuriato@encoreglobal.com

Internet Online Ordering

Recommended Produce Supplier

River Fresh Farms

Phone: +1 (831) 998-7072

Email: sales@riverfreshfarms.com

Order Form

On-Site **GUIDE**

There are many great networking opportunities during the expo, make sure you take advantage of them to ensure a successful show for you and your team. Look at the **full schedule** of events for details on all the opportunities available!

To ensure you are fully prepared onsite, check out the **Onsite Exhibitor Checklist** so you do not forget anything.

Access the **Attendee List** and start connecting with buyers, and suppliers ahead of time so you connect at the show.

Enjoy everything the Foodservice Conference and Expo have to offer and let the expo team know if you need anything!

Expo Team **CONTACT**

Contact us if you have any questions!

Kyle McMillan +1(302) 607-2130

Nancy Pickersgill +1(302) 781-5857

We look forward to seeing you in Monterey!

