



THE GLOBAL  
**PRODUCE**  
& **FLORAL**  
SHOW

**August 21, 2024**

**Logistics Webinar: Planning  
Made Easy**



# Expo Team



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# Showcase Your Innovations

## Fresh Ideas Showcase

- New products/services - Oct. 2023
- Main, Packaging, On-The-Go, Floral, Organic, Technology
- Shelf display in lobby C
- Online / mobile listing
- \$1080/\$2160



# What We'll Cover Today

- What's Included
- What's New
- Hotel Info
- Badge Registration
- Resources and Deadlines
- Logistical Information
- Shipping and Handling
- Planning Tips
- Sampling Details
- Move out



# What's Included - Booth

## Included:

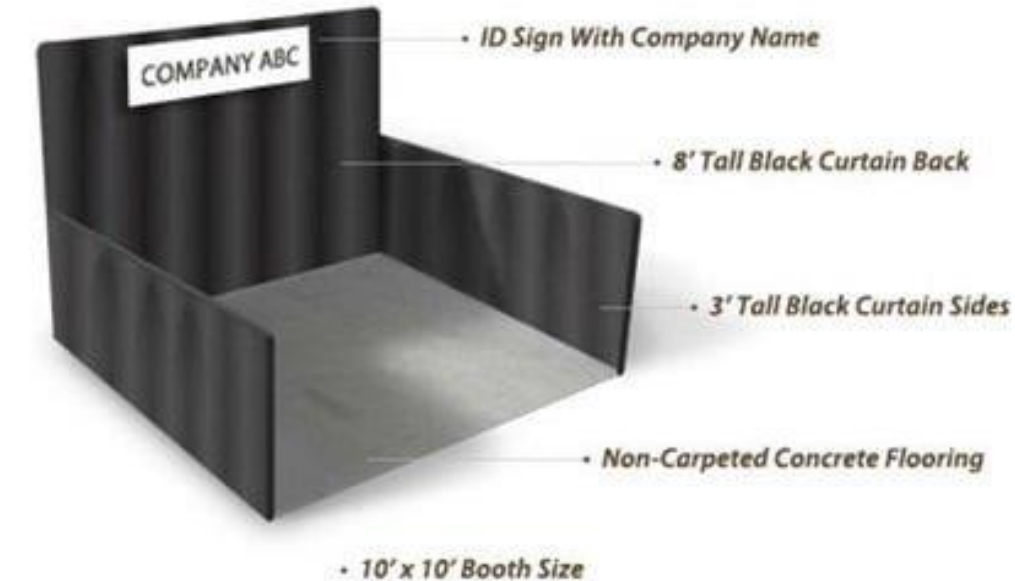
- Pipe, Drape & ID Sign
- Free delivery of perishable product from refrigerated storage to your booth each day

## Not included:

- Carpet, utilities, furnishings

## Required:

- Flooring



# What's New This Year?

- 2 Lobby entrances
- Education close to the show floor
- Women's Fresh Perspectives Breakfast Session included with All Access Passes
- Emailed barcode to print welcome reception tickets onsite
- "LIFO" Last In First Out Areas on the show floor
- "GPFS Express" Trams offering rides through the main aisles
- 5 Lounges on the show floor
- Fun connector area with professional photos and massages



# Travel and Hotels

- Expovision
- Group names due September 5
- IFPA Shuttles
- Heavy traffic
- Meeting rooms



# What's Included - Badges



Allotment of Registration Credits based on Booth Size



## BOOTH PERSONNEL BADGE

Grants access to show floor during setup, exhibiting, and tear-down hours

## COST: 2 CREDITS EACH

These badges may be upgraded to All Access Passes for US\$450 (\$705 Non-members)

All Access = Receptions, Education & Women's Fresh Perspectives

## TRADE SHOW ONLY PASS

Grants access to show floor during expo hours only  
Friday/Saturday, 10am-5pm

## COST: 1 CREDIT EACH

Additional passes may be purchased for US\$295 each  
Not upgradable.





# Which Badge Type Can Get In?

Event	Badge Type Permitted
Show Floor: Setup hours	Booth Personnel Badge
Show Floor: Expo Hours	Booth Personnel Badge OR Trade Show Only Pass
General Sessions or Education Festival	All Access (or upgraded Booth Personnel)
Friday Community Receptions	Anyone with a badge
Show Floor: Food Safety Tech Xchange Sessions	Anyone with a badge
Welcome Reception	Anyone with a ticket OR All Access



# Registration and Attendee List Access

IFPA Account: <https://my.freshproduce.com/s/login/>



Donate ▾

Store ▾

Directories ▾

Events ▾

Join ▾

Help ▾

Welcome:

logout

My Info

2024 Global Show Exhibitor Badger

2024 Global Show Attendee Export

My Info



Edit your information by clicking "Change" on any of the areas below.

Home

Booth Worker  
Badges

Trade Show Only  
Passes

FAQ

Exhibitor Badge Registration



# Badge Information

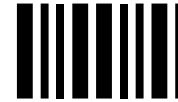
- Retailers and foodservice operators are FREE
- Retailers & Buyers badges
- Tradeshow only badges will not be mailed
- Sept. 16 registration deadline for booth personnel badges to be mailed
- Online system will remain open
- Badge Pickup – Hall B & C lobbies and mobile carts located in the Marriott Marquis and Hilton Atlanta hotels
- The Race for a Healthier World – 5K run/walk
- EAC registration and wristbands



# Welcome Reception Tickets



Check your email in October



# Exhibitor Resources

IFPA Home Hotel & Travel Schedule **Exhibit** 2024 Floor Plan Sponsor Future Dates

Exhibitor Resources

GLOBAL PRODUCE AND FLORAL SHOW  
Become a GPFS Exhibitor  
LEARN MORE

Register Badges

Plan Your Booth

Maximize Visibility

Launch a New Product/Service

## IFPA Global Produce and Floral Show Exhibitor Central Blog

Stay informed! Exhibitor Central is the primary way IFPA communicates with exhibitors throughout the year and is the easiest way to stay up to date with expo information.

Exhibiting for the first time? Sign up and choose the frequency of updates that work for you - never miss a deadline again.

Subscribe Today



# Service Kit

## Exhibitor Service Kit

OCT 17-19, 2024 ATLANTA, GA  
Georgia World Congress Center

IFPA Home Hotel & Travel Schedule Exhibit 2024 Floor Plan Sponsor Future Dates

Become An Exhibitor  
2024 Booth Application Process  
What's Included With Your Booth  
**Service Kit**  
Fresh Ideas Showcase

Exhibitor Resources  
Exhibitor Schedule  
2024 Exhibitor List/Floor Plan

GLOBAL PRODUCE AND FLORAL SHOW  
**Become a GPFS Exhibitor**  
LEARN MORE



# Service Kit - Tools

**ATLANTA, GA**  
 OCT. 17 - 19, 2024 | EXPO: FRIDAY, OCT. 18 - SATURDAY, OCT. 19, 2024

## EXHIBITOR QUICK REFERENCE GUIDE

Navigate the GPFS Service Kit with ease. Choose what works best for you:  
 -Click on the links as you go through this reference guide  
 -Go through the kit section-by-section from the main [service kit page online](#)  
 -Use the [checkboxlist](#) we created for you with due dates and links

**Need Help?** Use the search bar at the top of the [webpage](#) or contact the [expo team](#).

*Schedule* **EXPO HOURS**

Expo hours are Friday, Oct. 18, and Saturday, Oct. 19 from 10:00 a.m. until 5:00 p.m. [View the full schedule](#). Penalties will apply to exhibitors that tear down or give away product prior to 5:00 p.m. Saturday.

*Booth* **WHAT'S INCLUDED**

Included with your booth space:

- Booth Drapes (Black, Blue for first-Timer pavilions)
- Astle Carpet (Pepper / black & white)
- Booth Signage (shining company name sign)
- Free delivery of perishable products from refrigerated storage to your booth each day
- Access to lounges on the show floor
- Daily aisle carpet cleaning

Booth carpet/flooring is not included and is required. Flooring can be ordered through GES.

Electricity, utilities, and furnishings are not included in the booth and can be ordered separately.

**View IFPA Approved Vendors and place all orders by September 23 for discounted rates.**

View the [Floor Plan](#) to see the show floor layout. Note the red symbols indicating columns on the show floor.

*What's* **NEW THIS YEAR**

There are two lobby entrances, where attendees can enter the show floor. Both lobbies will offer badge pick-up in addition to the mobile carts located in the Marriott Marquis and Hilton Atlanta hotels.

The Women's Fresh Perspectives Breakfast Session is now included with an All Access Pass.

Review the [Booth plan](#) to see if your booth is in a last in, first out (LIFO) area. Those booths cannot start set up until 1:00 p.m. Thursday afternoon, make sure to plan accordingly!

We will have 6-seat trolleys (arts) offering rides through the main aisles of the expo floor, making it easier than ever to see what the show has to offer.

Need a place to sit, meet, or catch up on work? Visit 1 of our 3 lounges on the show floor.

This year, have some fun and get professional photos taken, and then relax with a massage in the connector area between B & C halls!

Visit the IFPA booth in B Hall between the B1/B2 entrance to connect with some familiar IFPA faces and learn about all the [exposures](#) that can help your company/brand grow.

*Rules* **REGULATIONS**

The service kit includes a section outlining all the details for booth displays, show permits, multi-level booth displays, and official IFPA [Rules and Regulations](#).

**Labor Regulations**

Georgia is a "right-to-work" state. Exhibitors have the option of utilizing the Official Service Contractor (GES), who provides qualified union labor from the Sugarlands Union, qualified display houses or personnel from their own companies to install and dismantle their displays. Review the [access rules](#). Exhibitors are allowed to use two-wheel dollies to bring materials onto the show floor as long as each load weighs less than 250 lbs total.

**On-site Setup & Dismantling**

Every convention center is unique. Please review the [Exhibitor Set-Up](#) info to learn facility-specific details.

Review the [exhibitor schedule](#) to learn about move-in/out times, the clean floor policy, the show policy, product/trash removal times, donations and dismantling.

**ATLANTA, GA**  
 OCT. 17 - 19, 2024 | EXPO: FRIDAY, OCT. 18 - SATURDAY, OCT. 19, 2024

Click here to add Checklist items to your Calendar

## 2024 EXHIBITOR CHECKLIST

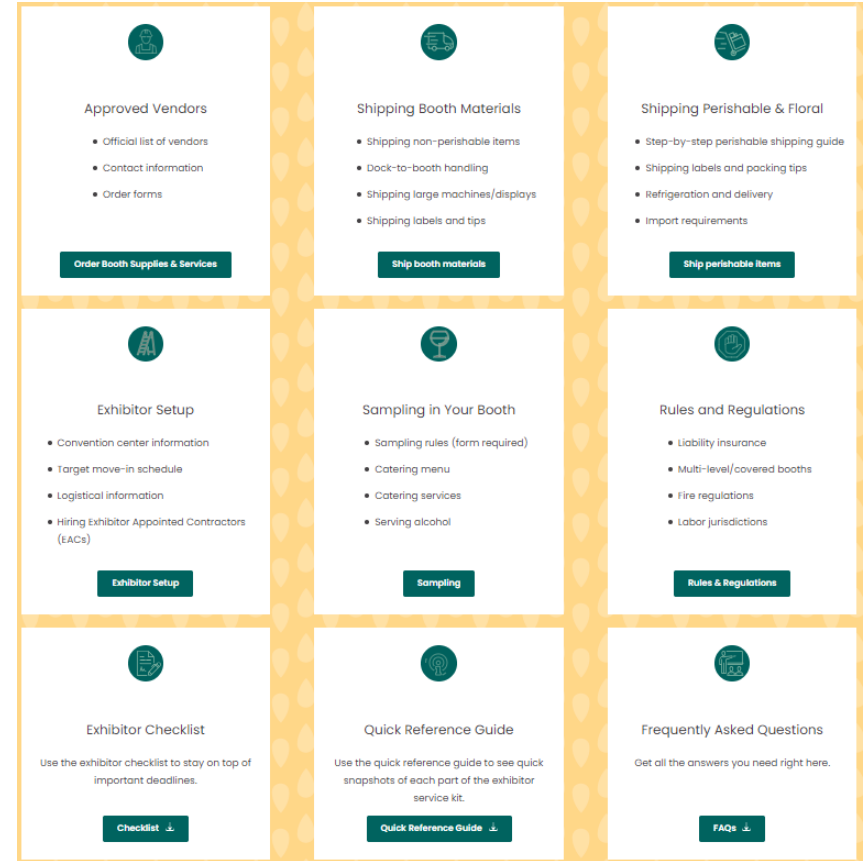
ITEM	COMPLETE	
<b>June</b>	<ul style="list-style-type: none"> <li>• Subscribe to the <a href="#">Exhibitor Central Blog</a> to receive important updates and deadlines.</li> <li>• Review the <a href="#">exhibitor setup information</a> and be aware of all setup policies and procedures.</li> <li>• Make <a href="#">hotel reservations</a> with IFPA's approved housing vendor <a href="#">Exposuisse</a>.</li> <li>• Register <a href="#">badges</a> using the <a href="#">credits</a> that come with your booth.</li> </ul>	Right Away Right Away Right Away June 23
<b>July</b>	<ul style="list-style-type: none"> <li>• Review <a href="#">Booth Display Guidelines</a> for rules and regulations on your booth display and space.</li> <li>• Submit your <a href="#">Directors Listing</a> (company description, products/services, tags, availability, etc.) for the online/mobile directory. This is how attendees learn about your company &amp; products.</li> <li>• Promote yourself. Take advantage of the <a href="#">free marketing opportunities</a> of being an exhibitor (email signature, media outreach, showcases, contests).</li> </ul>	Right Away Right Away Right Away
<b>August</b>	<ul style="list-style-type: none"> <li>• Review <a href="#">perishable product</a> and <a href="#">booth material</a> shipping details, and prepare to ship in advance.</li> <li>• Check all <a href="#">sampling and catering information</a>, fill in necessary forms, and place orders.</li> <li>• Place your booth orders with the IFPA <a href="#">approved vendors</a> to make sure you get what you need.</li> <li>• Attend the <a href="#">Exhibitor Logistics Webinar: Planning Made Easy</a> at 2:00 p.m. Eastern Standard Time.</li> </ul>	Right Away Right Away Right Away Aug. 21
<b>September</b>	<ul style="list-style-type: none"> <li>• Last day to assign names &amp; cancel <a href="#">hotel reservations</a> with <a href="#">Exposuisse</a> for group blocks and individual rooms.</li> <li>• Attend the <a href="#">Exhibitor Marketing Webinar: Promotional Tools and Tips from our Judges to help you Stand out on the Show Floor</a> at 2:00 p.m. Eastern Standard Time.</li> <li>• <a href="#">Advance shipments</a> (non-perishable only) accepted at GES warehouse from Sept 10 – Oct 9.</li> <li>• Last day to cancel badges &amp; receive a refund. Also, the last day to request <a href="#">booth personnel badges</a> to be mailed (continental US only), all other badges are picked up onsite.</li> <li>• <a href="#">Promote</a> your company to attendees. You must be a booth contact or registered attendee to view the <a href="#">attendee list in your IFPA account</a>.</li> <li>• Last day to submit a <a href="#">booth-sharing form</a> if you plan to share your space with an affiliated company or brand.</li> <li>• Last day to place orders at a discounted rate with IFPA <a href="#">approved vendors</a>.</li> <li>• Determine if you need to arrive earlier/later than your scheduled <a href="#">target move-in date</a>. Submit the <a href="#">Target Variance Request Form</a> to make changes and avoid off-target surcharges.</li> <li>• Last day to register <a href="#">exhibitor sponsored contractors</a> not on the approved vendor list.</li> <li>• Booth Personnel Badges requested to be mailed are mailed out via FedEx Ground.</li> </ul>	Sept. 5 Sept. 10 Sept. 11 Sept. 16 Sept. 23 Sept. 23 Right Away Sept. 23 Sept. 23 Sept. 23 Sept. 24
<b>October</b>	<ul style="list-style-type: none"> <li>• <a href="#">Booth material</a> and <a href="#">perishable product</a> shipments will be accepted at the <a href="#">GWCC</a> from Oct. 13 - 19.</li> <li>• All booths may begin setup, check your <a href="#">freight Target Move-in Time</a>, view <a href="#">expo schedule</a>, &amp; note the <a href="#">clean floor policy</a> to avoid labor fees.</li> <li>• The show floor opens at 10:00 a.m. View the <a href="#">Expo Schedule</a> and have fun.</li> <li>• Exhibitor Lounge is open from 5:00 -10:00 p.m. Great place to wait for your empties.</li> <li>• Follow up on your leads! <a href="#">Download the attendee list</a> and filter by your target audience. Login to your <a href="#">exhibitor portal</a> to see who viewed your online/mobile listing.</li> </ul>	Oct. 13 Oct. 13 Oct. 18-19 Oct. 19 Oct. 20

Contact the expo team if you have any questions.  
[npickersgill@freshproduce.com](mailto:npickersgill@freshproduce.com) or +1 (302) 791-5857



# Service Kit - Layout

- Approved Vendors – Order forms
- Shipping – Booth Materials
- Shipping - Perishables
- Exhibitor Setup
- Sampling
- Rules & Regulations
- Exhibitor Checklist
- Quick Reference Guide
- Frequently Asked Questions





# Approved Vendor

**Global Produce and Floral Show**  
Georgia World Congress Center  
Friday, October 18 - Saturday, October 19, 2024  
Order GES Services by Monday, September 23 for Best Pricing

- Rigging
- Flooring
- Cleaning
- Furniture
- Packages
- Hanging Signs
- Booth Installation & Dismantle
- Labor
- Shipping & Material Handling
- Electric
- AV
- Internet/ Phone
- Refrigeration
- Lead Retrieval
- Shipping
- Talent
- Transportation
- Accommodation



# Shipping Materials

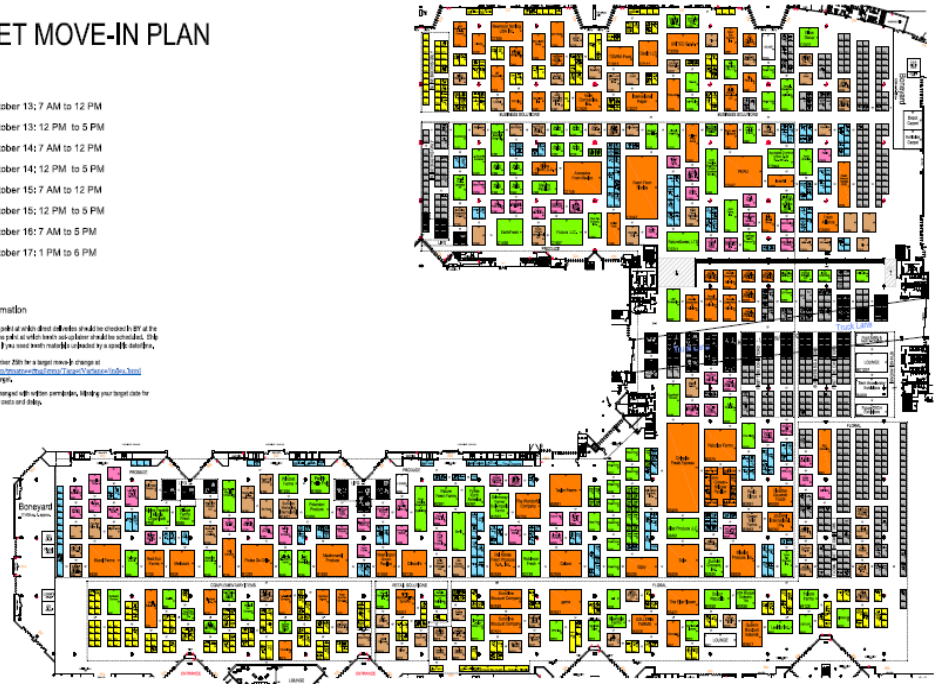
- Target Move-in Plan
- Exhibitor Schedule
- LIFO – Last In First Out Area
- Direct or Advance Shipping
- Personally Owned Vehicle
- Marshalling Yard
- Shipping Services

## TARGET MOVE-IN PLAN

ORANGE	October 13; 7 AM to 12 PM
GREEN	October 13; 12 PM to 5 PM
BROWN	October 14; 7 AM to 12 PM
PINK	October 14; 12 PM to 5 PM
YELLOW	October 15; 7 AM to 12 PM
BLUE	October 15; 12 PM to 5 PM
GRAY	October 16; 7 AM to 5 PM
BLACK	October 17; 1 PM to 6 PM

### Target Move-In Information

- Target assignments are the **only** at which direct exhibitor should be checked in BY the Exhibitor's name. It is not the place in which exhibitor will be checked in, only the Advance Information if you need more information is subject to a non-refundable fee.
- Submit a request by September 26th for a target move-in change at <https://www.target.com/Target/Advance/Info> if you need to change it.
- Target dates may only be changed with written permission. Missing your target date for move-in will result in higher costs and delays.



# Shipping Perishables

- Booth #, Hall, Exhibitor Name
- Perishable products direct to show Oct. 13-19
- Delivered according to labels
- Floral Refrigerated labels
- Free Deliveries to booths: Thur. 8am-5pm; Fri. & Sat. 6am-8am
- Weight Certificate for Perishables
- Per Pound rate for frozen or refrigerated storage
- Product left will be donated

**Floral Refrigerated Storage**  
Deliver to booth on  
**Wednesday**

Company Name:	Booth Number:
Onsite Contact:	Cell Phone:

**Refrigerated Storage**  
Deliver to booth on  
**Thursday**

Company Name:	Booth Number:
Onsite Contact:	Cell Phone:

**R RUSH!**  
REFRIGERATED DIRECT

FROM: IFPA  
1500 Casho Mill Road  
Newark, DE, 19711  
United States of America

DIRECT SHIPPING

TO: IFPA  
Exhibiting Company  
**Global Produce and Floral Show**  
Name of Exhibition 051601068  
**B123**  
Booth Number

C/O GES  
285 Andrew Young Intl Blvd NW  
Atlanta, GA, 30313-1513  
United States of America

SHIPMENT SHOULD ARRIVE ON OR BETWEEN:  
Reference Targeted Floorplan Dates & Times  
CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00 PM to be guaranteed same day unloading.  
Number 1 of 1 pieces



**D RUSH!**  
DIRECT SHIPMENT

FROM: IFPA  
1500 Casho Mill Road  
Newark, DE, 19711  
United States of America

DIRECT SHIPPING

TO: IFPA  
Exhibiting Company  
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Number 1 of 1 pieces



**FROZEN STORAGE**

Company Name:	Booth Number:
Onsite Contact:	Cell Phone:

**DO NOT REFRIGERATE**  
Deliver to Booth



# Material Handling

- Material Handling Costs
- GES
  - Large displays
  - Equipment
  - Vehicles
- Hand –Carried Materials
- Cartload
- Show Site Storage



# Exhibitor Set Up

- Georgia is a "Right to Work" state
- Submit (EAC) forms for contractors/vendors not on the official list
- Rules and regulations
  - Booth Displays
  - Liability Insurance
- Concessions during setup



# Exhibitor Set Up

- Clean Floor Policy 7pm Wed.
  - Booths 400sq. & larger
  - Thursday - small booth set up and product merchandising
- LIFO Exhibitors
- Late Set-up Notice
- Show Floor Set up Days
  - Closed toe shoes
  - No Children



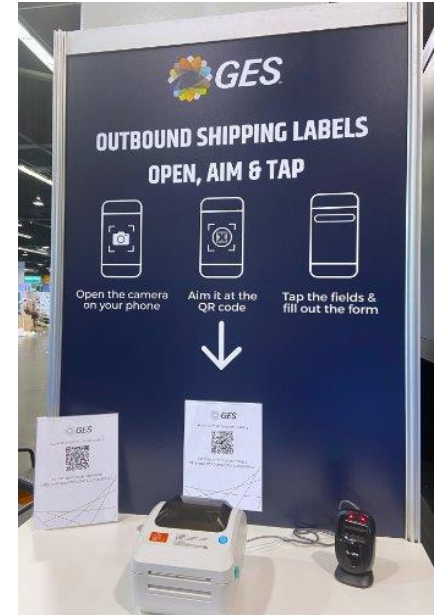
# Sampling

- In booth sampling
- Authorization form
- Average of 700-1000 p/day
- Food safety practices
- 2oz Food/ 4oz Non Alcoholic Beverages
- Levy Catering at GWCC
- Staffing
- Alcohol (1oz.spirits, 2oz.wine, 4oz.beer)



# Move Out

- Penalties for early tear downs
- Floral: water dumping bins after 5pm
- Review the Targeted Move-Out Schedule
- First-Out booths
- Hanging Signs
- Bills of Lading (BOL)
- Label Kiosk
- Carrier Pick up





# Sustainability

- Separate recyclables in marked bins
- Separate items accordingly at the Cleaning Stations (compost/oil/recycle/regular)
- Compostable bins
- Furniture donations
- Carpet recycling (or donated)
- Atlanta Food Bank collecting donations



# One Bag Policy

Donate as much  
as possible!



# Conclusion

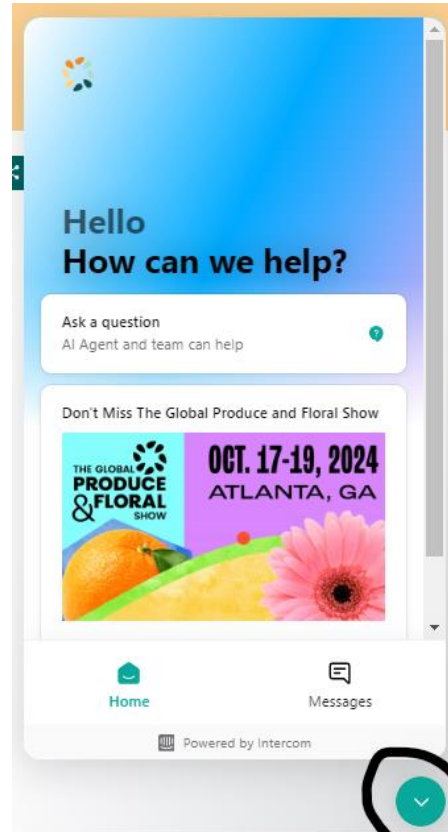
- Successful Show
- Sampling
- Networking
- Promote
- GPFS2024
- Blog
- Marketing Tips Webinar



# Questions

- Feedback?
- Comments?

Try our new chat bot, Joy!





THE GLOBAL  
**PRODUCE**  
& **FLORAL**  
SHOW

**THANK YOU!**

