



INTERNATIONAL
FRESH PRODUCE ASSOCIATION

Friday, July 28, 2023

Monterey Conference Center
and Portola Hotel & Spa
Monterey, California USA

Exhibitor Quick Reference Guide

There are three ways to navigate the service kit. Click on the links in this document, go through it section-by-section from the main [service kit](#) page, or use the [checklist](#) we created for you with due dates.

Foodservice Exhibitor Central

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

What's Included with your Booth?

- 8 feet deep by 10 feet wide booth space
- Pipe & black drape
- 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. Available on Thursday, July 27 and Friday, July 28, all product is automatically delivered Friday morning.

View the [floor plan](#) and [full list of booth inclusions](#)

Register your Badges

Your booth includes:

- Three All Access Passes, providing access to education, networking events, and the expo before, during, and after show hours.
- Register your badges online by [logging into your IFPA account](#) and using your discount code. Additional passes may also be purchased.

New this Year!

All badges will be picked up on-site, badges will not be mailed out this year.

Schedule

The expo takes place on Friday, July 28 from 11:00 a.m. - 4:30 p.m.

This date and time will impact when your shipment should arrive, when your staff and booth labor will set up and work, and when your outbound shipment should be picked up.

Review the [exhibitor schedule](#) for detailed information .

Hotel Reservations

A block of hotel rooms has been reserved at several of the nearby hotels in Monterey. To receive the negotiated group rate, you must be registered to attend the Foodservice Conference and [make your reservations](#) through the official IFPA Housing Office, Expovision. **The last day to make rooms reservations or cancel without penalty is July 5.**

Rules and Regulations

Please review the [Booth Display Guidelines & Regulations](#) to ensure you have no issues onsite during your 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 [official Foodservice vendor](#), IFPA cannot guarantee the legitimacy of their claims. Review [this blog post](#) on scams and contact the [IFPA Expo Team](#) if you have any questions.

Catering/Food and Beverage Service

- Booth cooking and sampling is permitted, in fact we encourage it, there are two catering providers for this show. Be sure to review the [product sampling](#) information to find out which company services your booth number.
- 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.
- Interested in serving alcohol in your booth? Submit an [Alcohol Request Form](#) to Show Management for approval.

Submit orders by July 10 to take advantage of discounted rates.

Fresh Ideas Showcase

Increase your exposure online and on-site by being a part of the [Fresh Ideas Showcase](#). Each showcase includes an online product listing and a shelf display to fill with promotional materials/product. [Login here to submit product information](#).

Marketing Toolbox

IFPA has compiled tools and resources to help you realize your goals at the Foodservice Produce Expo. We've highlighted a few here and have a [full list of opportunities](#) available in the service kit.

- [Access Attendee List](#) to reach out in advance.
- [Submit up to 20 pieces of collateral](#), which will be shared with registered press.

Important Dates:

Below is a snapshot of some key dates.

Review the [Exhibitor Checklist](#), which includes the ability to add reminders to your calendar for all expo-related deadlines.

June 30	Last day to register for discount badge rates
July 5	Last day to assign names or cancel hotel reservations without penalty
July 10	Last day to receive vendor discounts on booth orders
July 26-28	Direct Shipments of perishable products and booth materials will be accepted at show site



Online/Mobile Directory Listings

[Update your online listing ASAP for maximum exposure.](#)

The online/mobile exhibitor directories are THE resources used by potential and registered attendees to learn who is exhibiting at the show, what products/services you offer, and how to contact you.

In order to fully showcase your products and services to attendees, you must

[log-in and create a directory listing](#) for your company.

Your directory listing automatically includes company contact information and your booth number. Additionally, you may add a product/company description, a list of your products, logo and up to 20 pieces of collateral (downloadable documents, press releases, etc.)

Need your password reset? Contact [Nancy Pickersgill](#)

Shipping

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. For shipments going directly to the show site, please review this map for delivery location. To ensure your product/booth materials are delivered to the appropriate location, please use the shipping labels.

Method	Dates	Time	Address
<u>Advance Shipping</u> (NO Perishable refrigerated or frozen products)	June 21–July 25	8:00 a.m.–4:00 p.m.	IFPA Foodservice Conference & Expo Exhibiting Company Name, Booth # Tricord Tradeshow Services 738 Neeson Road Marina, CA 93933 USA
<u>Direct Shipping Booth Material</u> or <u>Direct Shipping Perishable Product</u>	July 26 -27 July 28	8:00 a.m.–4:30 p.m. 8:00 a.m.–10:00 a.m.	IFPA Foodservice Conference & Expo Exhibiting Company Name, Booth # Portola Plaza Monterey, CA 95940 USA

General Services Contractor

Orders/labor for material handling, booth set up and dismantle, furniture, carpet, cleaning, and electricity are handled directly by Tricord Tradeshow Services. Tricord offers NO overtime charges for material/perishable product handling!

Material Handling Costs

Submit the material handling cost estimates form

	Booth Materials	Perishable Products	Under 200 lbs
Direct to Show site	\$90 per 100lbs	\$70 per 100lbs	\$65 per cartload
Advance to Warehouse	\$90 per 100lbs	n/a	n/a

Liability Insurance

IFPA requires that all exhibitors 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 27- July 28, 2023. If you do not already have event insurance, it can be ordered through Rain Protection Insurance. Please upload a copy here and have one in the booth on-site.

Expo, Set-up and Dismantling Schedule

View Exhibitor Set-up Information

Dates	Set-Up	Trash Removal	Show	Dismantle*
Thursday, July 27	9:00 a.m. – 5:00 p.m.	—	—	—
Friday, July 28	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 Friday, July 28. Carriers must be checked in by 5:30 p.m.

Booth Services Guide

View the **Booth Services Guide** for a complete list of [approved vendors](#).

Order ALL Services by July 10 to take advantage of discounts.

General Service Contractor Labor/ Material Handling/Furniture/Carpet/ Cleaning/Electricity/Plants

Tricord Tradeshow Services
Phone: +1 (831) 883-8600
E-mail: orders@tricord.net
[Order Online](#)

Audio Visual Equipment Tricord

Tradeshow Services
Phone: +1 (831) 883-8600
Email: orders@tricord.net
[Order Online](#)

Catering/Food Prep

Serra Ballroom Booths Monterey Marriott
Michele Pearce
Phone: +1 (831) 647-4058
Email: michele.pearce@marriott.com

DeAnza Ballroom & Foyer Booths Portola
Paula Burke
Phone: +1 (831) 649-7847
Email: pburke@portolahotel.com

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 - Dominic Giuriato
Phone: +1 (831) 646-3756
E-mail: dominic.giuriato@encoreglobal.com

Recommended Produce Supplier

River Fresh Farms
Phone: +1 (831) 998-7072
Email: sales@riverfreshfarms.com

Request to Serve Alcohol

Phone: +1 (302) 607-2130
E-mail: npickersgill@freshproduce.com



On-site, Now What?

There are many great networking opportunities during the expo, make sure you take advantage of them.

Take a look at the [full schedule](#) of events for details on the on-site networking opportunities available!

[On-site Guide](#): Review the On-site checklist, find vendors contact information and learn more about Monterey.

[Access the Attendee List](#) so you are aware of who is at the show and start connecting.

Enjoy the show and let the [expo team](#) know if you need anything!