

FREQUENTLY ASKED QUESTIONS

How do I order items for my booth?

All order forms are available on the list of **approved vendors** pages. IFPA cannot guarantee service if you use other vendors.

Be sure to place your orders by September 22 to take advantage of discounted prices.

What deadlines do I need to be aware of?

Save the **exhibitor checklist** to your desktop, so you have all the key deadlines in one place. We've created a link so you can add these deadlines to your calendar.

Am I allowed to set up my own booth?

Exhibitors may set up displays if one person can accomplish the task in less than 30 minutes without the use of tools. If your exhibit preparation, installation, or dismantling requires more than 30 minutes, you must use union personnel supplied by the Official Service Contractor (GES).

Only full-time employees of your company are allowed to set up your booth. They must provide identification and proof of full-time employment on-site. Otherwise, you can hire an exhibitor-appointed contractor or work with Global Experience Specialists (GES) to hire labor to install your booth.

For full details review the **Exhibitor setup** page.

Who does what at the show?

Review the **approved vendors** for a full list of vendors and order forms.

- Electricity, plumbing, air, gas, water, cable, hanging signs/rigging, lighting, furniture, booth displays, labor, refrigerated storage, carpet, cleaning, material handling, and shipping are provided by the general service contractor, GES
- Internet and phone are provided by Smart City.
- Booth catering is supplied by Aramark.
- AV is provided by Freeman.

Can I serve samples in my booth?

Yes, food and beverage sampling is encouraged as long as you follow the **sampling guidelines**.

Samples are limited to 1oz of "Bite Size" food portion and 2oz of non-alcoholic beverage. Exhibitors hand out 700-1200 samples per day depending on booth size and location.

All traffic promoting food & beverages (coffee, sodas, bottled waters) must be purchased from Aramark.

You must have Aramark, the Anaheim Convention Center, and the City of Anaheim listed as additional insured on your **Liability Insurance** if you are sampling.

Review **product sampling and catering** for complete details.

MORE FAQ'S

Can the convention center caterer help me prepare samples?

Absolutely!

ARAMARK Sports & Entertainment Services have exclusive food and beverage distribution rights within the Anaheim Convention Center.

Aramark can assist with kitchen prep and cooking. They provide full catering **menus** and require **order forms** to be filled out by exhibitors requiring assistance.

Kitchen facilities are not available for exhibitors to use.

Where can I display my new product for everyone to see?

The **Fresh Ideas Showcase** will be in the lobby just outside of the show floor, ensuring high traffic before, during, and after show hours.

You can showcase your product/service in the following categories:

- Main Fresh Ideas (refrigerated and non-refrigerated)
- On-The-Go (refrigerated and non-refrigerated)
- Certified Organic (refrigerated and non-refrigerated)
- Packaging Innovations
- Technology Innovations
- Floral (vertical or horizontal displays)

You can order through the **exhibitor portal** or upon booking your booth space. Remember to add the details & photo of your showcase submission for attendees view.

Note: Electric outlets are available upon request.

Where do I find help with my badges?

Exhibitors are given credits to use towards badges based on booth size. Review **badge registration** for details on badge types, what's included, and more.

Contact **Member Services** if you have trouble registering.

Note: Only those with a Booth Worker Badge or an upgraded Booth Worker All Access badge can enter the show floor during setup hours. If you purchase a regular attendee All Access Pass, that person would not be able to access the show floor outside of expo hours.

Can you explain the hotel reservation policies?

All hotel reservations must be made through our official housing supplier, Expovision.

A credit card is required to book rooms, a 1st night's room and tax deposit will be charged per reservation.

All cancellations must be received in a written email to **ifpahotels@expovision.com**.

Review the **Housing** page for more information.

MORE FAQ'S

How can I track people visiting my booth?

You can order **badge scanner(s)** from ExpoBadge.

ExpoBadge offers desktop, mobile, and mobile app solutions to collect leads during the show. If you are a first-time exhibitor, you'll also qualify for a 50% discount. Remember to follow up with your leads after the show!

Do you have a list of attendees?

We sure do!

Primary and secondary exhibitor contacts can view the attendee list by logging into their **IFPA portal**. Simply look for the "Global Show Attendee Export" link in the top-right corner.

Be courteous and strategic—only reach out to those in your target market or key prospects.

As the show approaches, more attendees will be added as registrations continue. Be sure to check back regularly!

How can I interact with the media?

All exhibitors are encouraged to **upload up to 20 press releases to the digital press room** for the media to review.

Download the **press and media kit** for tips on coverage before, during, and after the show. We include information on receiving media lists, and how to use social media. We recommend extending media invitations three to four weeks prior to the show, as schedules fill up quickly. Don't forget to reach out to food bloggers as well!

What do I do with anything I don't want after the show?

Donate it!

Donation stickers can be found at the GES Servicenter or with IFPA floor managers. These stickers can be applied to all products or items from your booth display that you no longer want and wish to donate or recycle.

Do I need Insurance?

Yes.

All Exhibitors must have **Liability Insurance**. It can be obtained from your corporate insurance company or order from our approved vendor, **RainProtection Insurance**.

Who should I contact with additional questions?

Email the **Expo Team** or call +1 (302) 738-7100.

Make sure to subscribe to **Exhibitor Central**, our blog where we post about everything exhibitors need to know and more.