

Event Dates: July 28-29, 2022

Expo Date: **NEW** this year, the expo will take place on a Friday, July 29, 2022

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

Exhibitor Quick Reference Guide

There are three ways to navigate the service kit. Navigate through the links in this document, go through it section-by-section from the main [service kit](#) page, or use the [checklist](#) to navigate by due date.

Foodservice Exhibitor Central

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

What's Included with your Booth?

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

- 8 feet deep by 10 feet wide booth space
- Pipe & black drape
- Facility carpet (exhibitors are not required to rent carpet)
- One 7"x 44" identification sign
- 3 All Access Passes
- Listing in the online/mobile [exhibitor directories](#)
- Refrigerated product storage available on Thursday, July 28 and Friday, July 29. All product is automatically delivered Friday morning.

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 free passes here](#) using your discount code. Additional passes may also be purchased.

Register your free badges online by July 1 to be mailed in advance. Online registration will remain open until July 22.

New Schedule, New Format!

- The expo will now take place on Friday, July 29. This shift 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.
- Expo Hours are now 11:00 a.m. - 4:30 p.m. Review the [exhibitor schedule](#) for more 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 reservations or cancel without penalty is July 5.**

Rules and Regulations

Please review the [Booth Display Guidelines & Regulations](#) to ensure you have a smooth on-site experience.

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

- In-booth cooking and sampling is permitted, and 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.
- **Submit orders by July 11** to take advantage of discounted rates.
- 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.

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 some tools and resources to help you realize your goals at the Foodservice Produce Expo. Use those highlighted below and the [full list of opportunities](#) that are available.

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

Important Deadlines:

Below is a snapshot of key deadlines. Review the [exhibitor checklist](#), which includes the ability to add reminders to your calendar for all expo-related deadlines.

July 1	Last day to register badges you wish to be mailed.
July 5	Last day to assign names or cancel hotel reservations without penalty
July 11	Last day to receive vendor discounts on booth orders
July 22	Last day to register badges in advance for expedited on-site pickup



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? Contact Kyle McMillan at showlogistics@freshproduce.com.

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](#). **With the expo now taking place on Friday, your inbound and outbound shipping dates may be different this year.**

Method	Dates	Time	Address
Advance Shipping (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
Direct Shipping Booth Material or Direct Shipping Perishable Product	July 28 July 29	8:00 a.m.–4:00 p.m. 8:00 a.m.–10:00 a.m.	IFPA Foodservice Conference & Expo Exhibiting Company Name, Booth # 1 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	\$85 per 100 lbs	\$65 per 100 lbs	\$60 per cartload
Advance to Warehouse	\$85 per 100 lbs	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 28- July 29, 2022. If you do not already have event insurance, it can be ordered through [Rain Protection Insurance](#). Please email a copy to showlogistics@freshproduce.com and have one in the booth on-site.

On-site Set-up, Expo, and Dismantling Schedule

[View Exhibitor Set-Up Information](#)

Dates	Set-Up	Trash Removal	Show	Dismantle*
Thursday, July 28	9:00 a.m. – 5:00 p.m.	—	—	—
Thursday, July 29	1st Floor: 7:00 a.m. – 10:00 a.m.	0:00 a.m. – 10:45 a.m.	11:00 a.m. – 4:30 p.m.	4:30 p.m. – 7:30 p.m.

*After the show, we encourage everyone to attend the closing networking reception in the MCC (4:30 p.m. – 5:30 p.m.) before tearing down. All displays must be completely torn down, crated, packed and Bills of Lading turned in to Tricord by 7:30 p.m. on Friday, July 29. Carriers must be checked in by 6 p.m.

Booth Services Guide

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

Order ALL Services by July 11 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](#)

Fax: (831) 883-8686

Audio Visual Equipment

Tricord Tradeshow Services

Phone: +1 (831) 883-8600

Email: orders@tricord.net

Fax: +1 (831)-883-8686

[Order Online](#)

Catering/Food Prep

Steinbeck & Serra Ballroom Booths

Monterey Marriott

Michele Pearce

Phone: +1 (831) 647-4058

Email: michele.pearce@marriott.com

DeAnza Ballroom & Foyer Booths

Portola Hotel & Spa

Eddie Guice

Phone: +1 (831) 649-7847

Email: eddie@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

Phone: +1 (415) 706-9529

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: showlogistics@freshproduce.com

On-site, Now What?

- **Networking Opportunities:** Take a look at the full schedule of events for details on the on-site networking opportunities available!
- **On-site Guide:** Double check the On-site Checklist, find vendor contact information and learn more about Monterey.
- **[Access the Attendee List](#)**