



2026 EXHIBITOR CHECKLIST



April

- Review the **exhibitor service kit**.
- Book your **hotel accommodations**; rooms sell out quickly.
- **Register Your 3 Free Badges** – advanced registration is required, and pick up is onsite.
- Subscribe to the **Exhibitor Central Blog** and receive updates, deadlines, and expo tips.
- Confirm your **Fresh Ideas Showcase** entry if you're debuting a new innovation.

May

- Update the directory listing; log in to your **Exhibitor Portal** for online and mobile directory listings (booth contacts log in using their email address).
- Leverage the **promotional tools** included with your booth—like the attendee list, press releases, and e-signature assets—to increase your visibility and reach.
- Review the booth **display guidelines** to ensure you meet all required regulations.
- Select your **sampling** dishes for the show to participate in the **Chef's Choice Award**.
- **May 29 - Housing deadline**. Rooms without a name or credit card will be canceled. Cancellations after this date will forfeit the deposit.

June

- Submit **booth orders with approved vendors** (furniture, electrical, labor, material handling, shipping, catering, cleaning, lead retrieval, graphic signs, etc.) to secure discounted pricing.
- Submit your **liability insurance** – required for all exhibitors.
- If using an EAC or outside contractor, submit the **EAC information form**.
- **June 22** - The Tricord warehouse begins accepting **advance shipments** (recommended for booth materials)
- Prepare your booth staff to deliver strong attendee engagement and impress the **Best of Show Judges**.
- Review the **full show schedule** to plan your networking opportunities.
- Access the **attendee list** through your IFPA account and begin marketing to prospective buyers & media.
- Download the Foodservice Conference Mobile App for quick access to all event information.

July

- **July 2** - Final day to receive **booth order discounts** from approved vendors.
- **July 3** - **Early registration deadline** - Last day to register at discount badge rates.
- After **July 8**, all housing changes (names, dates, etc.) must be made directly with your hotel.
- **July 21** - Final day Tricord will accept **advance shipments** at their warehouse.
- **July 22-23** - **Direct shipments**, including **perishables** will be accepted at the expo. Provide your driver with the **delivery map** and ensure all items are properly labeled.
- After the show, complete your Bill of Lading & label any items you are **shipping back**.
- Follow up on your leads by **downloading the attendee list** and keeping the conversations going.
- **July 30** - Submit your 2027 **booth application** at 11:00 a.m. ET.

Contact the expo team if you have any questions.

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