

EXHIBITOR QUICK REFERENCE GUIDE

Choose how you want to navigate the Foodservice Expo Service Kit:

1. Click the links provided throughout this reference guide
2. Browse the **Service Kit** section-by-section online.
3. Use this **checklist** we created with due dates and direct links.

EXHIBITOR BLOG

Subscribe to our IFPA **Foodservice Exhibitor Central Blog**, the online hub for exhibitor information, updates, and deadlines.

BOOTH INCLUSIONS

What is provided as part of your expo booth package:

- Expo booth spaces are 8' deep x 10' wide
- Pipe and black drape for booth separation
- Facility is carpeted (no flooring rental required)
- 7"x 44" identification sign with exhibiting company name
- Three (3) Conference Booth Badges
- Online/mobile **exhibitor directory** listing
- Refrigerated product storage: all products are automatically delivered on Friday morning.

View full **booth inclusions** for complete details, and be sure to review the **Booth Display Guidelines** for rules and regulations to avoid any onsite or last-minute issues.

WARNINGS

Be aware of solicitations from vendors not affiliated with IFPA or the Foodservice Conference.

If a company is not an **Approved Vendor**, IFPA cannot guarantee the legitimacy of its claims. Review our blog post on **scammers** and contact the **Expo Team** if you have any questions or concerns.

NEW EXPO HOURS

Friday, July 24, from 10:00 a.m. - 3:30 p.m.

This date impacts when your shipment and staff must arrive, and for hiring booth labor.

Check out the **exhibitor schedule** for details.

HOUSING

Spargo is IFPA's official **hotel** reservation company for the Foodservice Conference.

Exhibitors can **book online** until June 28.

Rooms will not be guaranteed until two steps are complete.

1. Request the hotel(s) and number of rooms
2. Manage the block - enter names, dates, and credit card information for each room

Rooms without a name or payment by **May 29** will be cancelled.

REGISTRATION

Exhibitors receive **3 Conference Booth Badges** that grant access to the Thursday networking reception, Friday "Breakfast with Purpose", and the show floor during setup, expo, and tear-down hours.

Women's Fresh Perspectives Reception: Tickets must be purchased.

Register badges online through your **IFPA account** using the exhibitor discount code emailed to your booth contact. All badges must be registered in advance and picked up onsite. (no badges are mailed)

SAMPLING & COOKING

We encourage you to sample fresh produce or cook in your booth. Share your best recipe for a chance to win this year's **Chef's Choice Award**.

There are two catering contacts for this show based on your booth's hall location. Check our **sampling page** for contact details and additional information.

Before You Sample or Cook:

- Review the **guidelines for safe food handling** if you plan to serve food.
- Review the **fire regulations** if you plan to cook in your booth.
- If you intend to serve alcohol in your booth, complete the **alcohol service request form** for approval.

Note: Once you submit the alcohol request form, contact your assigned catering representative to place alcohol orders and secure a bartender—you do not need to wait for approval to begin the ordering process.

Catering order deadline: July 2

FRESH IDEAS SHOWCASE

Increase your exposure by being a part of the **Fresh Ideas Showcase**. Each showcase includes an online listing and an on-site shelf to display promotional materials and products. **Log in to your exhibitor portal** to submit information and attract attention leading up to the show.

Note: Your product, product line or service must have been introduced since July 2025.

MARKETING TOOLBOX

We have created a suite of tools and resources to help you maximize your presence at the Foodservice Conference & Expo.

You'll find a full list of **marketing opportunities** in the service kit, including:

- Access to the **attendee list**, so you can reach out in advance and schedule meetings
- Ability to upload & submit collateral online.
- Downloadable e-signatures to promote your participation and let buyers know you'll be at the show.

Dates to Remember

- **May 29:** Rooms without a name or credit card will be canceled. Cancellations after this date will forfeit the deposit.
- **June 22:** **Advanced warehouse** opens and begins accepting shipments.
- **July 2:** Last day to receive **discount pricing** on booth vendor orders.
- **July 3:** Final day to register for **discounted badge rates**.
- **July 22:** **Direct-to-show-site shipments** may begin arriving.
- **July 24:** **Foodservice Expo Floor Opens**

ONLINE/MOBILE DIRECTORY

The exhibitor directory is the go-to resource attendees use before, during, and after the show to find exhibitors, products, services, booth numbers, and contact details. To help buyers discover you, make sure your listing is complete and up to date.

Enhance your profile by adding:

- Company or brand description
- Product list
- Logo
- Up to 20 pieces of collateral (PDFs, sell sheets, product info, etc.)

Your listing appears both online and in the show app, giving you year-round exposure.

To get started, **log in to the Exhibitor Portal**—your booth contact can sign in using their email address and update the profile anytime.

SHIPPING - ADVANCE AND DIRECT

You may ship booth materials to the advance warehouse or directly to the show site. Perishable items **must** be shipped directly to the show site only.

To ensure your materials are delivered correctly, always use the appropriate labels: for **advance shipping**, **direct shipping**, and **perishable shipping**.

METHOD	DATE & TIME	SHIPPING ADDRESS
<u>Advance Shipping</u> Booth Materials (no perishable products)	June 22 - July 21 Monday - Friday 8:00 a.m.-4:30 p.m.	IFPA Foodservice Conference Exhibiting Company Name, Booth # Tricord Tradeshow Services 738 Neeson Road Marina, CA 93933
<u>Direct Shipping:</u> <u>Booth Materials</u>	July 22 - 23 8:00 a.m.-4:30 p.m.	IFPA Foodservice Conference Exhibiting Company Name, Booth # c/o Monterey Conference Center 1 Portola Plaza Monterey, CA 93933
<u>Direct Shipping:</u> <u>Perishable Product</u>	July 24 7:00 am.-9:00 a.m.	

For shipments going directly to the show site, please review and share this **map** for delivery location.

GENERAL SERVICES CONTRACTOR

Tricord manages all booth services—setup & dismantle labor, material handling, AV, furniture, carpet, cleaning, and electric. Exhibitors will receive an email with a unique login to place orders.

Order by July 2 for discounted rates.

A Tricord Service Desk will be available onsite for any assistance.

MATERIAL HANDLING

Submit your **material handling** form in advance to Tricord. You will be charged for actual items only.

Advance Warehouse - Materials \$120 p/100lbs

Direct to Show: Booth Materials \$125 p/100lbs

Perishable Products - \$90 p/100lbs

Cartload under 250lbs - \$75 p/cartload

LIABILITY INSURANCE

IFPA requires all exhibitors carry Commercial General Liability Insurance

Coverage must be in effect during the event lease dates July 23–25, 2026, with minimum limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. The certificate holder must be listed as: International Fresh Produce Association.

You may request a Certificate of Insurance (COI) from your Insurance provider, or you may purchase event insurance through our approved vendor **Rain Protection Insurance**.

If you have a COI, **email a copy to Rain Protection** and keep a copy in your booth onsite.

SET UP AND DISMANTLE SCHEDULE

DATE	SET UP TIMES	TRASH REMOVAL	SHOW	DISMANTLE
Thursday, July 23	9:00 a.m. - 5:00 p.m.	_____	_____	_____
Friday, July 24	7:00 a.m. - 9:00 a.m.	9:00 - 9:45 a.m.	10:00 a.m.- 3:30 p.m.	3:30 p.m.- 6:00 p.m.

Exhibitors that cannot set up their booths by 5:00 PM on July 23 must notify **Nancy Pickersgill**

Carriers must be checked in by 5:00 p.m. on July 24.

Displays must be fully dismantled, crated, and Bills of Lading turned in to Tricord by 6:00 p.m. on July 24

Refer to the **exhibitor schedule** and **onsite information** to be fully prepared onsite.

APPROVED VENDORS

General Services Contractor

Tricord Tradeshow Services

Phone: +1 (831) 883-8600

E-mail: orders@tricord.net

Online Ordering

Badge Scanning - Lead Retrieval

ExpoBadge

Phone: +1 (714) 630-2945

Phone: +1 (800) 490-9941

Email: orders@expobadge.com

Online Ordering

Catering & Food Prep - Sampling

Serra Ballroom Booths - Monterey Marriott

Contact Email: **Eddie Guice**

Phone: +1 (831) 521-2914

DeAnza Ballroom & Foyer Booths - Portola Hotel

Contact Email: **Megan Strandburg**

Phone: +1 (831) 649-7847

Liability Insurance

Rain Protection Insurance

Phone: +1 (800) 528-7975

E-mail: sales@rainprotection.net

Order Form

Hotel Reservations

Spargo

Phone: +1 (888) 220-5013

Phone: +1 (571) 281-0506

E-mail: ifpahousing@spargoinc.com

Produce Supplier

River Fresh Farms

Phone: +1 (831) 998-7072

Email: sales@riverfreshfarms.com

Order Form

Wifi / Internet

Encore Global

Contact Email: **Daniel Del Real**

Contact Email: **Eli Tellez**

Phone: +1 (800) 966-4498,

Online Ordering

ON-SITE GUIDE

Make the most of your time at the Foodservice Conference & Expo. There are great networking opportunities throughout the event—review the **full schedule** of events to plan your time.

Use the **Exhibitor Checklist** to stay organized and fully prepared.

Access the **Attendee List** to connect with buyers and suppliers in advance and set meetings before you arrive.

Update your information in the **Exhibitor Portal** to ensure buyers and attendees see you online and in the mobile app.

Download the Show App to access schedules, floorplans, attendee lists, and real-time updates while onsite.

Quick tips:

- Schedule key meetings early to maximize time on the show floor.
- Pack essentials (business cards, chargers, basic tools) to avoid last-minute scrambles.

Need help onsite? Visit the Exhibitor Service Desk or contact the Expo Team—we're here to support you.

Preparing ahead helps you maximize time on the show floor.

EXPO TEAM



Let us know if you have any questions or require assistance before, after, or during this event.

Kyle McMillan +1(302) 607-2130

Nancy Pickersgill +1(302) 781-5857

We look forward to seeing you in Monterey!