



# ORLANDO, FL

OCT. 14-16, 2026 | EXPO, THURSDAY, OCT. 15 - FRIDAY, OCT. 16

Click to add list to your Calendar

## 2026 EXHIBITOR CHECKLIST



### June

- Review the **exhibitor service kit**.
- Subscribe to the **Exhibitor Central Blog** for updates and deadlines.
- Review **booth display guidelines** to ensure compliance.
- **June 3: Book your hotel** through IFPA’s official housing provider, **Expovision**.
- **Register** exhibitor badges using your **registration credit allotment** –registration required, pick-up is onsite only.

### July

- Update your online and mobile directory listing via the **exhibitor portal** (booth contacts log in using their email address).
- Promote your company using **free marketing tools**, including the attendee list and e-signature.
- Apply for a **Fresh Ideas Showcase**, or submit your details online if you’ve already secured one.

### August

- **Aug. 5:** Attend the **Exhibitor Marketing Webinar** at 2:00 p.m. EDT.
- **Aug. 19:** Attend the **Logistics Webinar** at 2:00 p.m. EDT.
- Review shipping guidelines for **perishable products** and **booth materials** to ensure proper handling.
- Review **sampling policies** - complete required forms, and place catering orders.
- Register **Exhibitor Appointed Contractors** (EAC’s) that are not on the approved vendor list.
- Register any **sub-exhibitors** or affiliated brands for their own online directory listing.
- **Aug. 28:** Hotel rooming lists for group blocks are due to **Expovision**.

### September

- **Sept. 2:** Attend the **Exhibitor Office Hours** at 2:00 p.m. EDT.
- **Sept. 8 - Oct. 5: Advance shipments** accepted at the GES warehouse (non-perishable only).
- **Sept. 16:** Attend the **Exhibitor Office Hours** at 2:00 p.m. EDT.
- Promote your booth **online** and use the attendee list (accessible via your **IFPA account**) to attract attention.
- Review the **exhibitor setup** information to understand policies and procedures onsite.
- Submit **exhibitor liability insurance** (required for all exhibitors).
- Stand out in the **Best of Show contest** by reviewing these **tips from our Best of Show Judges**.
- **Sept. 11:** Final day for exhibitors to change names or cancel hotel rooms without a penalty.
- **Sept. 16:** Last day to purchase badges at a discount rate or to cancel badges & receive a refund.
- **Sept. 21:** Last day to place orders at discounted rates with **approved vendors**.
- **Sept. 21:** Request changes to assigned move-in and move-out times by submitting a **request for variance form**.
- Review the **full schedule** to plan your networking opportunities.

### October

- Download the **GPFS Mobile App** for real-time event details and updates.
- Follow us on social, and use **#GPFS2026**
- **Oct. 10:** Direct shipments accepted onsite for **booth materials** and **perishable products**.
- Confirm your freight **Target Move-in time**, review the **expo schedule**, and follow the **clean floor policy**.
- **Oct. 15:** Expo Floor Opens Thursday at 10:00 a.m.
- All exhibitors have a **Target Move-out time**; plan your **move-out, and dismantling** procedures in advance.
- **Oct. 16:** Relax in the exhibitor lounge after the show (Friday 5:00 -10:00 p.m.) while waiting for empties.
- Follow up on leads by **downloading the attendee list** and reviewing your **showroom performance** recap.
- Prepare for 2027 in Atlanta! Booth applications open in early February.

Contact the expo team if you have any questions.

Email: [npickersgill@freshproduce.com](mailto:npickersgill@freshproduce.com) or phone: +1 (302) 791-5857