



EXHIBITOR INFORMATION GUIDE

April 5-7, 2018
San Antonio Hill Country Resort & Spa
San Antonio, Texas • VivaFreshExpo.com

Preparing for the Viva Fresh Expo

This guide provides you with all the information and resources you'll need to prepare for the 2018 Viva Fresh Expo. We look forward to seeing you in San Antonio!

Planning Details and Resources

Each exhibitor will receive the following booth package from Freeman with their booth space purchase. *See photo example at right.*

Exhibitor Services

Freeman is the official services contractor and the provider of all Show Management Services. You have the option to order additional booth materials such as electrical, Internet access and any other furnishings you may need directly from Freeman. Here is the list of services they provide:

- Cleaning (exclusive)
- Electrical and Internet Access
- Customs Services
- Exhibit Rentals
- Furnishings and Carpeting
- Graphics and Signs
- Installation and Dismantle Supervision
- Labor and Rental of Mechanized Equipment
- Material Handling Services
- Overhead Rigging Labor and Equipment (exclusive)
- Transportation for booth materials and not cold storage

These services will be paid by the exhibitors directly to Freeman and can be accessed through the online Exhibitor Resources Kit, see link below.

Quick Links for Exhibitors

Viva Website: <http://vivafreshexpo.com/>

Exhibitor Services: <http://vivafreshexpo.com/exhibitor-resources/>

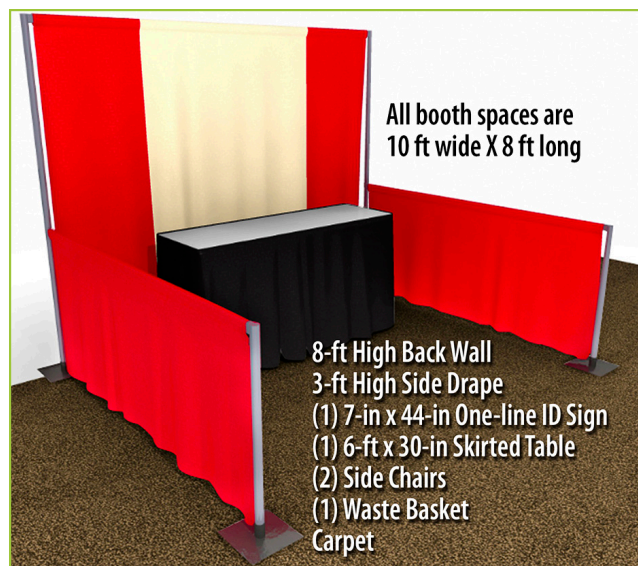
Hotel Information/Registration: <http://vivafreshexpo.com/hotel-information/>

Golf Tournament: <http://vivafreshexpo.com/golf-tournament/>

Freeman Exhibitor Kit: <http://www.freemanco.com/store/show/landing.jsp?showID=444795>

Lost Badges or Changes Onsite:

To help expedite service on the day of the event, please make all changes to your exhibitor badges by no later than Friday, March 30. There will be a charge of \$150 to replace a lost/stolen badge, \$100 to change a company name on a badge and \$75 to change a badge to a different name onsite. A badge consists of the badge and badge holder; both are required for admittance. To have your badge reprinted, please bring your picture ID to the on-site registration desk.





Shipping Booth Materials to Viva Fresh

Non-perishable items and non-refrigerated booth materials should be shipped to Freeman, and you can access Freeman’s Exhibitor Services kit [here](#) for instructions on where to ship and how to label your materials.

For more information, please contact Freeman via phone, 210-554-2021, or email, FreemanSanAntonioES@freeman.com.

Another great resource for shipping non-produce items is the [Freeman FAQ](#), available at:

Freeman Standard Freight Pricing: \$76 per 100 weight

Please Note: Freeman can receive materials up until Wednesday, April 4. There will be an additional \$19 per 100 weight added to their standard freight price.

Shipping Fresh Produce In Advance of the Viva Fresh Expo

Please contact Freeman PRIOR to shipping refrigerated product. All fresh produce will be delivered to M&P Produce in partnership with CH Robinson, but you’ll need to access the shipping forms through Freeman since they will be bringing the produce items to your booth for an additional fee. Here are step-by-step instructions:

1. Download Fresh Produce Shipping Instructions [here](#)

2. Complete Fresh Produce Shipping Form and email to Mike Lopez at mikelo@mpproduce.com

3. Select Freeman’s freight services on the site page so they can transport your fresh produce from the produce truck to your booth area.

4. Complete Fresh Produce Shipping Labels – yellow for Friday delivery, green for Saturday delivery.

5. Attach Fresh Produce Shipping Labels to all 4 sides of the pallet, and ship to M&P Produce Company (deliver to the address provided on the forms).

CH Robinson will bring product from M&P to the JW on Friday and/or Saturday. Both Friday and Saturday deliveries will be made during exhibitor move-in times as specified on the delivery labels to ensure on-time delivery to booths. You MUST contact Freeman prior to delivering to M&P; otherwise your produce will not make it to your booth on Saturday.

For more information, please contact Freeman via phone, 210-554-2021, or email, FreemanSanAntonioES@freeman.com.

**** DO NOT DELIVER FRESH PRODUCE DIRECTLY TO THE JW MARRIOTT. Any fresh produce shipped directly to the hotel will be refused ****

Bringing Fresh Produce to Your Booth: If you plan on bringing your produce items directly to the expo, you may do so during exhibitor move-in times ONLY. You cannot bring a truck or vehicle into the loading dock of the hotel. The JW Marriott will NOT permit deliveries to their dock at ANY TIME, REGARDLESS OF THE PRODUCT. You may drive a vehicle to the bus loop in front of the convention center at the Nelson Wolff Exhibit Ballroom to drop off materials for your booth, and unload by hand only. The loop is for drop off only, not parking, and does have a 20min time limit.

Exhibitor Schedules

The Viva Fresh Expo will be held in the Nelson Wolff Exhibit Ballroom on Level 1. Below is the schedule for booth setup and take-down:

Expo Booth Setup:

Expo Hours:

Expo Move Out:

Friday, April 6 2:00pm – 6:30pm

Saturday, April 7..... 11:30am – 4:00pm

Saturday, April 7..... 4:30pm - 6:00pm

Saturday, April 7..... 7:00am – 11:00am

Note: Exhibitors are not allowed to begin dismantling booths prior to 4:30pm on Saturday, April 7.



Serving Food or Beverages in Your Booth

If you are planning to serve food or beverages in your booth during the Expo you'll need to complete a Food Waiver and Indemnification Agreement from the JW Marriott. This includes fresh-cut product. If you are planning to serve alcoholic beverages, you'll need to coordinate with the hotel directly. In addition, the hotel can provide assistance with food preparation or rental of supplemental equipment. Please find the Food Waiver and Indemnification Agreement beginning on page 5 of this packet. Please sent completed forms to Whitney Winton at the JW Marriott:

Whitney Winton
JW Marriott San Antonio Hill Country Resort
Event Manager, CMP
Whitney.winton@marriott.com • Direct: 210-491-5876

FAQ's by Previous Exhibitors

1. Where can I find Freeman's Exhibitor Kit online?

Here is the link to view Freeman's Exhibitor Kit online where you can order additional booth materials like electrical and fresh produce delivery. <https://www.freemanco.com/store/show/landing.jsp?showID=444795>

2. How do I ship my fresh produce in advance of the Expo?

The Texas International Produce Association will be coordinating with a third party to handle all of the refrigerated transportation of fresh produce for the Viva Fresh Expo. You will need to identify your shipment with different colored shipping labels to designate Friday or Saturday delivery. You may access this information and download the shipping labels online through the Freeman Exhibitor Kit since they will be responsible for delivering the produce to your booth at <https://www.freemanco.com/store/formsBrochures/forms-and-brochures.jsp?showID=444795>

3. Can I ship fresh produce directly to the hotel?

The hotel will not accept advance shipments of fresh produce since they do not have a place to store it. We recommend you follow our guidelines to ship your fresh produce in advance of the Expo to our third party as detailed in this guide.

4. How do I order items for my booth?

You can order furniture, electrical, internet access and other items for your booth directly through Freeman. Access to the Freeman exhibitor services kit can be found online at <http://freemanco.com/store/show/landing.jsp?showID=444795>

5. Can I serve samples in my booth? Can the hotel caterer help me prepare samples?

Yes, food and beverage sampling is encouraged and the Hotel can assist as needed. Details are provided on page 2.

6. Can I deliver my booth material/product using my own truck?

You are allowed to make deliveries in a personally owned vehicle during exhibitor set up hours only but you will not be able to access the loading dock at the conference center since there is only one loading dock available which will be used by Freeman. The best location to drop off booth materials and supplies is at the bus stop loop in front of the conference center which can be used for drop off only and not parking. You can also ship booth supplies and materials to Freeman in advance of the Expo and they will deliver to your booth space by using this link. <https://www.freemanco.com/store/show/landing.jsp?showID=444795>

7. When am I allowed to set my booth up?

Exhibitors are allowed to set their booths up during two designated time slots:

Expo Booth Setup

Friday, April 6 2:00pm – 6:30pm

Saturday, April 7..... 7:00am – 11:00am



Tips to Maximize Your Exposure at Viva Fresh

1. Become An Expo Sponsor

Sponsoring an event at the Viva Fresh Expo provides great marketing opportunities to build your awareness with retail and foodservice attendees who are ready to do business. Put your name directly in front of a captive audience composed of your current and potential customers. There are multiple levels and benefits to sponsorship to fit any budget. You can view our available options here: <http://vivafreshexpo.com/sponsorship-opportunities/>

2. Promote Your Booth Number Prior to the Expo

Social media especially via LinkedIn is a great way to let your fans and followers, as well as customers, know that you will be attending the Viva Fresh Expo. We have also created a custom Viva Fresh Exhibitor email signature and sample digital advertisement that you are more than welcome to use to promote your booth available at <http://vivafreshexpo.com/>, otherwise we encourage you to make your own.

3. Inform Your Retail Contacts Beforehand About the Viva Fresh Expo

Registration, airfare and hotel expenses are complimentary for retail and foodservice companies that qualify so make sure to let your contacts know that you'll be exhibiting and they can take advantage of this offer by registering online at <http://vivafreshexpo.com/attendees/>. Since the Viva Fresh Expo launched in 2015, we've increased the retail and foodservice attendance by over 140%.

4. Create an Impactful Booth Display

Ensuring that you capture the attention of retail and foodservice members as they walk the expo floor is key to having a successful show. Here are a few key points that we recommend for creating a booth that is unique:

- **Display and feature your product** – being able to touch, feel, smell and even taste your product will make a bigger impact on them remembering your company and what you have to offer.
- **Don't get too caught up in having the perfect handout** – truth is, most handouts and brochures end up on the floor of the show or in the waste basket of hotel rooms. If you use a brochure, keep it small and simple with dynamic visuals and brief copy. Better yet, use virtual sales tools like Showpad to share virtual information. This will make it easier to use as a talking tool during visits to the booth.
- **Be seen** – make sure your brand, company name and/or logo can be seen from across or down the aisle, whether you use a pop-up banner, custom made backdrop or a banner you attach to your backdrop.
- **For more help with an impactful booth display**, contact Melinda Goodman Full Tilt Marketing to discuss your options at Melinda@Fulltiltmarketing.net.





Dear Vendor,

We look forward to welcoming you to the JW Marriott San Antonio for the Viva Fresh Produce Expo. If you will be serving food from your booth during the event, please complete the following paperwork so that we may prepare for your arrival.

If you are serving an item that does not require any preparation from the hotel chefs, or rental of any supplemental equipment, please only return the food waiver and indemnification agreement. This will be required for all food service.

Thank you for your prompt attention. It is our goal to make your experience smooth and of great value to you and the attendees of Viva Fresh.

All forms must be returned no later than March 21, 2018.

Sincerely,
Whitney Winton
Senior Event Manager, CMP
Whitney.winton@marriott.com

**Viva Fresh Produce Expo
April 6- April 7, 2018**

JW Marriott San Antonio Hill Country Resort and Spa

**Food Product Price & Exhibit Information Sheet
*For Food Product ONLY***

On-Site Culinary Staff to Prepare:

Includes cost of food runner

***If you would like for the JW Marriott chefs to prepare a recipe using your ingredients, please contact Whitney Winton directly to coordinate details. Pricing will vary based on complexity of recipe and additional ingredients needed.**

If a dedicated Food Runner is required for your booth, a \$150 attendant fee will apply, per 4 hour shift

Specialty Items, orders must be placed by March 21, 2018

Special Note: See order form attached

- ❖ *No Knives will be available to rent or loan*
- ❖ ***Vendors using Hot Plates/Fryers are REQUIRED to provide their own a Fire Extinguisher***
- ❖ *If items are not returned as originally rented, exhibitor will pay full retail price for the item to JW Marriott San Antonio Resort & Spa.*
- ❖ *If an item is needed that is not on the list below please inquire.*

One Time Charge

<i>Item #</i>	<i>Item</i>	<i>Price</i>
W-2	Chafing Dish	\$100
W-3	Heat Lamp *Must be ordered in advance	\$135
W-4	Serving Tray	\$40
W-5	Cutting Board	\$60
W-6	Staff to wash display equipment *Must be ordered in advance	\$10/per item
W-7	Tub of Ice	\$50/per tub
W-8	Small B&B Plates, Forks & Cocktail Napkins	\$0.50 pp

Above Prices are subject to 8.25% Texas Sales Tax and 25% Taxable Service Charge

***** Note: Per Fire Marshall, no open flame or propane gas cooking devices allowed in Exhibit halls. *****

Please complete order form attached and email to Whitney Winton, Senior Event Manager at whitney.winton@marriott.com.

Viva Fresh Produce Expo April 6- April 7, 2018

ORDER FORM

Please submit to the attention of Whitney Winton, Senior Event Manager at whitney.winton@marriott.com

COMPANY NAME AND BOOTH#: _____

Contact Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Email: _____

Date Item(s) Needed: _____

Time Item(s) Needed: _____

IMPORTANT: Credit Card must be submitted per instructions on separate credit card authorization form.

Food Preparation Service Charge \$150/per booth*

*Limited to three items with service twice a day, \$100 per additional item, \$75 per additional service time.

Item Description	Item #	Price	QTY	Total
Fire Extinguisher *Required for all using hot plates	Client	To Provide		
Chaffing Dish	W-2	\$100.00		
Heat Lamp *Advance Order	W-3	\$135.00		
Serving Tray	W-4	\$40.00		
Cutting Board	W-5	\$60.00		
Staff to wash Display Equipment *Advance Order	W-6	\$10/per item		
Tub of Ice	W-7	\$50/per tub		
Small B&B Plates, Forks & Cocktail Napkins	W-8	\$.50 pp		
Cooking & Preparation		TBD		
Assistance with one-way transport of equipment to Exhibit Hall (less than 50 pounds) For Display item (if Applicable)		\$75.00		

* The cost of any non-returned or damaged items will be charged to the credit card on file.

Subtotal	_____
25% Service Charge	_____
8.25% Sales Tax	_____
Total	_____

Viva Fresh Produce Expo April 6- April 7, 2018

For Cooking and Preparation, please fill out the information below or submit a recipe with the order from below.

COMPANY NAME: _____ BOOTH#: _____

COMPANY CONTACT: _____

CONTACT PHONE: _____

Please list the exact items that you will be sending, including quantities and cooking instructions. You may attach a separate piece of paper for additional items and detailed cooking instructions.

Item #1: _____

Quantity Sent: _____

Serve Times & Quantity: _____

Cooking Instructions (or attach recipe): _____

Item #2: _____

Quantity Sent: _____

Serve Times & Quantity: _____

Cooking Instructions: _____

Item #3: _____

Quantity Sent: _____

Serve Times & Quantity: _____

Cooking Instructions: _____

Email completed to Whitney Winton, Senior Event Manager at whitney.winton@marriott.com

IMPORTANT: Have you included your credit card authorization form? Please include the completed form for payment with your order.

**FOOD WAIVER AND INDEMNIFICATION AGREEMENT
(TRADESHOW VENDOR AGREEMENT)**

**JW Marriott San Antonio Hill Country Resort & Spa
(337B4)**

HOTEL POLICY

It is the Hotel's policy to allow food tradeshow to take place on the Hotel's premises. The Hotel recognizes that, in connection with food tradeshow, food tradeshow vendors will purchase food from sources other than the Hotel. Improper handling of food may lead to food poisoning or other health hazards. Therefore, the Hotel may only allow a food tradeshow vendor to participate in a food tradeshow at the Hotel, if such food tradeshow vendor acknowledges by its signature below, its agreement to accept responsibility and abide by the terms set forth in this Agreement.

WAIVER

The undersigned food tradeshow vender ("Vendor") agrees to waive any claim for damages of any nature whatsoever and to release the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc., and each of their respective subsidiaries, affiliates, officers, directors, employees and agents from any liability or responsibility whatsoever for any ill-effect, injury, or loss incurred by Vendor or any third party including, but not limited to, all manner of actions, causes of action, suits, debts, damages, claims, demands, costs, losses and expenses of any type or kind whatsoever, arising from, connected with or related to the purchase of food from sources other than the Hotel, the preparation of food by persons other than Hotel employees, or the service of food to Hotel patrons by persons other than Hotel employees.

INDEMNIFICATION

Vendor agrees to indemnify, defend and hold harmless the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc., and each of their respective subsidiaries, affiliates, officers, directors, employees and agents from and against all liability, claims, actions, causes of action, suits, demands, damages, judgments, costs, losses and expenses, including reasonable attorney's fees, to which any of the above-named parties may be subject, including, but not limited to, any claim for any injury to or the sickness or death of any person or persons, or for damages to property or otherwise, arising from, connected with or related to the purchase of food from sources other than the Hotel, the preparation of food by persons other than Hotel employees, or the service of food to Hotel patrons by persons other than Hotel employees.

VENDOR'S ACKNOWLEDGMENT

Vendor's signature below indicates that Vendor has read and understood this Agreement and agrees to its contents. Vendor also acknowledges that the person signing on behalf of Vendor is authorized to bind Vendor to the terms of this Agreement.

VENDOR:

Name: _____

Title: _____

Organization: _____

Date: _____



Credit Card Authorization Form

Dear Sir/Madam,

This form has been created in order to allow you to have third party expenses charged to your credit card. Please provide all the information requested below to ensure prompt processing of your application. We ask you to please sign and date the form before submission.

Cardholder Information

Name as it appears on the credit card: _____

Card type: Visa [] MC [] Amex [] Diners/CB [] Discover [] JCB []

Account type: Individual (personal credit card)

[] Corporate | Company Name: _____

Account number: _____ Exp. date: _____

Address: (where statement is mailed) _____

City, State and Zip: _____

Phone number: _____ Fax or alternate number: _____

Guest Information

Guest name: _____

Company: _____

Phone number: _____ Fax or alternate number: _____

Confirmation number: _____

Arrival date: _____ Departure date: _____

Relation to cardholder: [] Relative [] Friend [] Business Associate Self [] Other: _____

Rate Information and Approved Charges

\$ _____ Taxes:* \$ _____ Total daily rate:* _____ Total #of nights: _____

*(Rate and tax amount must be provided by a hotel representative in order to complete this form)

[] All Charges [] Room & Tax [] Telephone (LD) [] Telephone (Local) [] Restaurant

[] Room Service [] Valet (Laundry) x Parking [] HS Internet Access [] Movies

[] Other: _____

I certify that all information is complete and accurate. I hereby authorize the JW Marriott San Antonio Hill Country Resort & Spa to collect payment for all charges as indicated in the Rate Information and Approved Charges section of this form by processing a charge to the credit card listed above. I understand that a new form will have to be completed if a guest wishes to extend his/her stay. I certify that I am the authorized signer of the credit card listed above.

Cardholder name: _____

Cardholder signature: _____ Date: _____