



2016 Expo Rules & Guidelines

Attendees:

- Retail and Foodservice companies are invited to attend for free and the Texas International Produce Association (TIPA) will fund the cost for their travel expenses
 - This includes a free pass into all the receptions and events
- TIPA reserves the right to set a limit to funding the travel for retail/foodservice attendees if the number of attendees exceeds three individuals per company (depending on the budget)
- Grower/Shipper companies, brokers, wholesalers, commodity boards and allied industry members can attend the for the following price:
 - \$495 for TIPA members, \$695 for non-TIPA members
 - This includes entry to the Expo during show hours and educational sessions
 - In order to attend the other events and receptions, they will purchase a ticket for each of the events at the following ticket cost:
 - Welcome Reception - \$85 per ticket
 - Friday Luncheon - \$55 per ticket
 - Keynote Session - \$35 per ticket
 - Individuals or companies can only purchase tickets if they have paid for admission into the expo.
- Company sponsors can attend the show without purchasing a booth or the value of a booth if they are a Gold, Platinum or Diamond level sponsor.

Exhibitors:

- To qualify to become an exhibitor:
- Growers, shippers and wholesalers, who are not from the Southwest region and Mexico, must transport their produce via ground through a Texas port. The Southwest region includes these states: Arizona, New Mexico, Texas, Oklahoma and Mexico
 - Companies that exhibited in 2015 will be grandfathered in to exhibit for one more year only unless they meet the above criteria

- Allied industry members must be a member of the Texas International Produce Association (TIPA)
- The booth space size is 8' x 10' and each exhibitor can only purchase one space per company
- For those companies who register before December 1, 2015, the cost per exhibitor is \$1,995 for TIPA Members and \$2,475 Non-TIPA Members.
 - For those exhibitors who register on or after December 1, 2015, the cost per exhibitor will be \$2,475 for TIPA Members and \$2,875 for Non-TIPA Members
 - Final registration deadline is February 1, 2016
- The cost of the booth includes five exhibitor badges providing access to the receptions, workshops and Expo Hall for set-up and during the show hours.
 - Exhibitors can purchase additional badges for the following cost per badge: \$495 for TIPA Members and \$695 for Non-TIPA Member
- Each exhibitor will receive the following booth package from Freeman with their booth space:
 - 8' high backwall and 3' high side drape
 - One 7" x 44" one-line ID Sign
 - One 6' x 30" skirted table
 - Two side chairs
 - One waste basket
- **Exhibitor Booth Set Up Hours:**
 - Friday, April 1, 2016 from 2:00 pm – 6:00 pm and Saturday, April 2, 2016 from 8:00 am – 12:00 pm
- **Show Management Services:** Unless a specific service is required to be provided by the facility as a term of TIPA's lease, Freeman as the Official Services Contractor shall be appointed as the official provider of all Show Management Services as outlined in their agreement with TIPA
- **Exhibitor Services:** Freeman shall have the right to provide the following Exhibitor Services at the Event:
 - Cleaning (Exclusive)
 - Customs Services
 - Exhibit Rentals
 - Furnishings and Carpeting
 - Graphics and Signs

- Installation and Dismantle Supervision
- Labor and Rental of Mechanized Equipment
- Material Handling Services (Exclusive)
- Overhead Rigging Labor and Equipment (Exclusive)
- Transportation

These services will be paid by Exhibitor companies directly to Freeman. Exhibitors will receive a link to the online Exhibitor Services Kit when they sign up for a booth space. This link will be included on the Viva Fresh Web site and link directly to the Exhibitor Services kit on the Freeman web site. Freeman will process all exhibitor orders directly from the exhibitors.

- **Exhibitors will not be allowed to use their own contractors to install or dismantle their booth**
- **Material Handling from Freeman:**
 - Up to 1,000 lbs. of materials belonging to and shipped by Texas International Produce Association and its exhibitors and received in the Freeman warehouse will be held in separate storage for delivery during move-in and reloaded at the close of the show. This service will be offered at no charge. Materials over and above the complementary allowance will be provided at our advance rates, less 10%.
 - Once the materials have been delivered to the designated area(s), additional handling of materials at TIPA's request will be provided at our advance labor rates, less 10%.
- **Serving Food in the Exhibitor Booth:**
 - Exhibitors can bring and serve their own food in their booth as long as they sign a form from the JW Marriott Hill Country Resort. To obtain this form, please contact the Texas International Produce Association at (956) 581-8632.
 - In addition, exhibitors can coordinate with the JW Marriot to prepare a recipe and provide servings for the booth. To coordinate with the hotel directly, please contact: Whitney Winton, JW Marriott Event Manager at (210) 491-5876 or via e-mail at Whitney.Winton@marriott.com.
- **Fire Safety:**
- For the safety of persons and property, no fireworks or incendiary devices may be used indoors at the Hotel. All room sets must be in compliance with the local Fire Department regulations, including those pertaining to occupancy load, mandatory

aisles, ceiling clearance and fire exits. Any Event that has vehicle displays, fog machines, fueled cooking demonstrations, lasers, exhibits (including tabletop) or extensive productions with staging and props, must have a certified permit from the local Fire Marshall. All associated fees for permits, floor plan approval and stand-by fire watch are your responsibility and final approved copies of all such permits must be provided to us at least three (3) days prior to your Event.

- For any Event that includes activities that present additional risks of personal injury or property damage claims including, but not limited to, vehicle displays, cooking demonstrations, medical procedures, or use of third party transportation providers, the Hotel reserves the right to require that TIPA execute and comply with the Hotel's then-current hold harmless agreement for such activity.