

## EXHIBITOR RESOURCES KIT

### Quick Links for Exhibitors

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

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

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

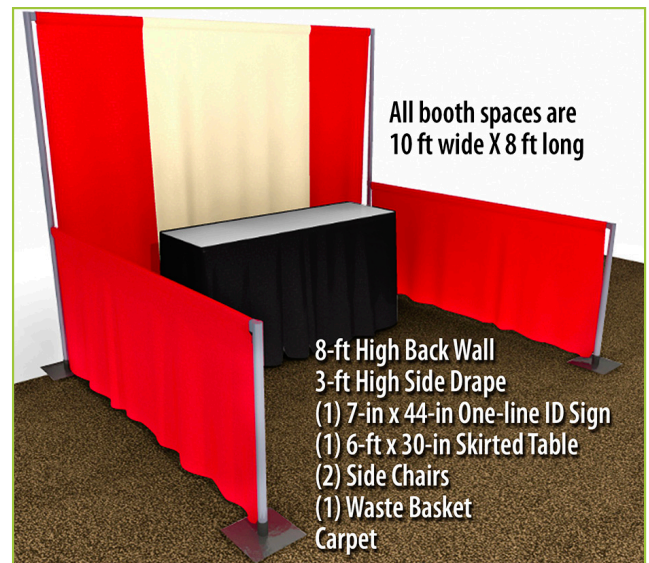
Golf Tournament: <http://vivafreshexpo.com/golf-tournament/>

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

### Planning Details and Resources

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

You have the option to order additional booth materials such as electrical, internet access and any other furnishings you may need directly from Freeman. You can access the link to Freeman's Exhibitor Services Kit through our website at <http://vivafreshexpo.com/exhibitor-resources/>



### Expo Hall Floorplan

To view the Exhibit Hall Floorplan map online, visit <http://vivafreshexpo.com/expo-list-floor-plan/>

### Exhibitor Services

As the show contractor, Freeman will be providing the following exhibitor services at the expo:

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

These services will be paid by the exhibitors directly to Freeman and can be accessed through the online Exhibitor Services Kit. The link is on the Exhibitor Resources section of the Viva Fresh website.

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## Shipping Booth Materials to Viva Fresh

Booth materials that are non-perishable items/fresh produce can be shipped directly to Freeman in advance of the expo. Below are the key deadlines for shipping booth materials to Freeman:

Advanced freight receiving date: **Friday, March 24**

Advanced freight receiving deadline: **Friday, April 14**

\*Please note, Freeman can receive freight after the deadline and up until the day before Exhibitor setup on Friday, April 21, but there will be an additional \$19 per 100 weight added to their standard freight price for this.

## Freeman Standard Freight Pricing: \$76 per 100 weight

*Freeman is the Official Services Contractor and the official provider of all Show Management Services.*

## Shipping Fresh Produce In Advance of the Viva Fresh Expo

Product that requires refrigeration can be shipped in advance of the show and will be delivered to your booth by Freeman on either Friday, April 21 or Saturday, April 22 (morning delivery) based on your selection. For more information and to download the shipping labels, visit <http://vivafreshexpo.com/exhibitor-resources>.

Your product will be delivered to the convention center loading dock and Freeman will then deliver your product to your booth. This service does cost extra and will incur an additional charge on your Freeman invoice. To ensure your product is delivered to your booth on time, you will need to sign up for Freeman's freight services in their online Exhibitor Services Kit.

The deadlines for receiving fresh produce will be Thursday, April 20.

**PLEASE NOTE:** Exhibitors may make personal deliveries to the convention center within these restrictions:

- You may only make deliveries during the designated exhibitor move-in times
- You may park in the loading dock and service yard if there is room and only to unload items. If there is not room at the loading dock, you may park on the street or in the convention center parking ramp.
- If you are hand carrying items into the expo hall, you must do so through the service yard and loading dock - you are not allowed to move-in items through the main entrance doors to the convention center and expo hall.
- The convention center does not provide dollies to move items - you will be responsible for bringing your own.

## Exhibitor Schedules

The Viva Fresh Expo will be held in Exhibit Hall 1 within the Austin Convention Center. Below is the schedule for booth setup and take-down:

### Expo Booth Setup

Friday, April 21 ..... 2:00pm – 6:00pm

Saturday, April 22 ..... 7:00am – 10:30am

### Expo Move Out

Saturday, April 22 ..... 4:30pm – 8:00pm

*Exhibitors will not be allowed to begin dismantling booths until after expo ends*

## Viva Fresh Expo Schedule

You can view the most up-to-date schedule online at <http://vivafreshexpo.com/schedule-at-a-glance/>.

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## Serving Food in Your Booth

Exhibitors can serve food and beverage samples at their booth.

- Beverage sample sizes are limited to 3 ounces
  - o If you would like to sample alcoholic beverages, you will need to contact the convention center catering manager (see Kim's information below) to discuss logistics, ordering and serving. This is a requirement.
- Food items must be limited to a 1 ounce "bite size" sample
- Exhibitors who are sampling food and beverages in their booth must receive approval from the Austin Convention Center and obtain a City of Austin Health permit:
  1. Austin Convention Center
    - Complete and send in Food & Beverage Request Form
    - Questions? Contact Kim Robinson at [krobinson@levyrestaurants.com](mailto:krobinson@levyrestaurants.com)
  2. Austin Travis County Health Department
    - Health Permit can be found at:  
<http://www.austintexas.gov/department/business-applications-and-guides>
    - Questions? Contact the health department at (512) 978-0300

If your food samples are larger than a sample size, or require the use of the convention center staff and kitchen, please contact the catering manager Kim Robinson at [krobinson@levyrestaurants.com](mailto:krobinson@levyrestaurants.com) or call (512) 404-4152.

## Frequently Asked Questions

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

Freeman's Exhibitor Kit will be available online where you can order additional booth materials like electrical and fresh produce delivery. You may access Freeman's Exhibitor link on the Viva Fresh website at <http://vivafreshexpo.com/exhibitor-resources/>

### 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.

For more information and to download the shipping labels, visit <http://vivafreshexpo.com/exhibitor-resources>.

Please make sure to order fresh produce delivery through the Freeman Exhibitor Kit since they will be responsible for delivery the produce to your booth.

### 3. 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://vivafreshexpo.com/exhibitor-resources/>

### 4. Can I serve samples in my booth? Can the convention center catering help me prepare samples?

Yes, food and beverage sampling is encouraged and the Convention Center can assist as needed. Details are provided at the top of this page.

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## 5. Can I deliver my booth material/products using my own truck?

You are allowed to make deliveries in a personally owned vehicle. The Convention Center cannot accept individual product deliveries on their loading dock prior to the Expo. You must ship your product in advance as noted on page 3, otherwise exhibitors may also park in the Austin Convention Center parking lot or at the Hilton Austin Hotel and hand carry items into the exhibit hall.

## 6. 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 21 ..... 2:00pm – 6:00pm

Saturday, April 22 ..... 7:00am – 10:30am

### Expo Move Out

Saturday, April 22 4:30pm – 8:00pm

## Tips to Maximize Your Exposure at Viva Fresh

### 1. Become An Expo Sponsor

If you're really looking to maximize your exposure and ensure that all retail and foodservice attendees are aware of your company, consider becoming a sponsor of the Viva Fresh Expo. We have a wide range of options that range in prices and opportunities 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

There are multiple ways you can do this. Social media, especially via LinkedIn, is a great way to let your fans and followers, as well as customers, 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 on <http://vivafreshexpo.com>), otherwise we encourage you to make your own.

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

Informing your retail contacts about the Viva Fresh Expo is not only a great way to let them know that you'll be exhibiting, but that they can also attend the show for free. All retail and foodservice members who attend the expo have their airfare and hotel expenses covered. Feel free to share this information with them, and let them know they can find out more at <http://vivafreshexpo.com/attendees/>

### 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.

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- **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](mailto:Melinda@Fulltiltmarketing.net).

## Top 10 Things to Do, See and Eat in Austin

1. Take a ride in a pedicab down 6th street.
2. Visit Cane Rosso restaurant for their wood-fired pizzas that are topped with mounds mozzarella, meats and vegetables. Exclusive to this Austin location is the Valentina's Tex-Mex BBQ pizza with brisket, and their 3-foot pizzas!
3. Try an Avocado Margarita at Curra's Grill!
4. Take a stroll around the Texas State Capitol Building as it is the perfect example of how everything really is bigger in Texas.
5. Take a break at Irene's; a restaurant that's full of pastries, comfort foods, coffee, drinks, steaks, pot pies and a large whiskey collection. With its unique interior and wide-open patio, this is a great place for early mornings or late nights.
6. Boiler Nine Bar and Grill - with three different areas of this bar and grill to experience, you can't go wrong.
7. Try a basket of biscuits at Olamaie!
8. Take a moment to learn a little about Texas and its history at the Bullock Texas State History Museum.
9. Brisket at Franklin Barbecue is a must and is one of Austin's most talked about and craved dish, that has helped define Austin across the country. But be warned, you might end up spending hours in line to get a taste of this BBQ it's so popular.
10. Cool off with a bowl of Mexican Vanilla at Amy's Ice Cream.
11. Work off some of those tasty Texas treats and dishes with a walk or bike ride around the Lady Bird Trail.

