

EXPO RULES AND GUIDELINES

Attendees:

- o 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
- o This includes a free pass into all the receptions and events
- o 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)
- o Grower/Shipper companies, brokers, wholesalers, commodity boards and allied industry members can attend for the following price:
 - o \$495 for TIPA members, \$695 for non-TIPA members
 - o This includes entry to the Expo during show hours and educational sessions
 - o 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
 - o Individuals or companies can only purchase tickets if they have paid for admission into the expo.
- o 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
- 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, 2016, the cost per exhibitor is \$2,145 for TIPA Members and \$2,625 Non-TIPA Members.
- For those exhibitors who register on or after December 1, 2016, the cost per exhibitor will be \$2,625 for TIPA Members and \$3,025 for Non-TIPA Members
- Final registration deadline is February 17, 2017
- 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

Continued on next page.

EXPO RULES AND GUIDELINES



Exhibitor Booth Set Up Hours: Austin Convention Center

- Friday, April 21, 2017 from 2:00 pm – 6:00 pm and Saturday, April 22, 2017 from 7:00 am – 10:30 am

Exhibitor Cancellation Policy:

- If an exhibitor cancels within 90 days of the Viva Fresh Expo start day of April 20, they will receive a full refund.
- If an exhibitor cancels 60 days from the start date of April 20, they will receive a 50% refund.
- If an exhibitor cancels 30 days or less from the start date of April 20, they will not receive a refund.

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.

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.

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.

Shipping Fresh Produce to 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.

Continued on next page.

EXPO RULES AND GUIDELINES

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.

Serving Food in Your Booth

Exhibitors can serve food and beverage samples at their booth.

- Beverage sample sizes are limited to 3 ounces
 - 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

- a. Complete and send in Food & Beverage Request Form
- b. Questions? Contact Kim Robinson at krobinson@levyrestaurants.com

2. Austin Travis County Health Department

- a. Health Permit can be found at: <http://www.austintexas.gov/departments/business-applications-and-guides>
- b. Questions? Contact the health department at (512) 978-0300

Fire Safety:

- For the safety of persons and property, no fireworks or incendiary devices may be used indoors at the Hotel or Convention Center. 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 the expo.
- 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 and Convention Center reserves the right to require that TIPA execute and comply with the current hold harmless agreement for such activity.