

## 2018 Expo Rules & Guidelines

### Retail/Foodservice Attendees:

- Viva Fresh offers free passes and provides travel arrangements for pre-approved supermarket retailers, foodservice operators, foodservice distributors and full-service wholesalers. These organizations must meet the criteria below to be included. In addition, we reserve the right to provide acceptance or refusal of buyer applicants within the guidelines of the criteria noted below as well as due to budget restrictions and hotel availability.
  - **Supermarket Retailer or C-Store Operators:** A full-service retail chain that sells food to consumers. Must have at least 3 stores or more. Buyers with single locations are open to inclusion at the discretion of the committee.
  - **Foodservice Distributor:** A company that provides food and non-food products to restaurants, cafeterias, industrial caterers and hotels.
  - **Foodservice Operator:** Includes restaurants, hotels, industrial caterers, cafeterias and meal box subscription companies.
  - **Wholesale Distribution Operators:** includes full-service retailer/foodservice distributors that provide comprehensive fulfillment services to retail and foodservice operators (Does not include buying offices, terminal markets, commission merchants, buying brokers etc.).

### All Other Attendees:

**Grower/Shipper companies, brokers, wholesalers, commodity boards and allied industry** members can attend for the following price:

- \$595 for TIPA members, \$895 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, a ticket for each of the following events is required:
  - Welcome Reception - \$85 per ticket
  - Keynote Luncheon - \$55 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.

### **Hotel Reservations Cancellations & Changes Policy:**

All cancellations must be received by February 23, 2018. If cancellations are made after February 23, 2018, you will be charged a cancellation fee, or may be subject to pay the full price of the reservation. Retail and foodservice attendees should contact Lilly Garcia at (956) 581-8632 to make any changes or cancel a reservation. All other attendees and exhibitors should contact the JW Marriott at (877) 622-3140 to make changes or cancel a reservation.

In addition, failure to check-in on the scheduled date of arrival will result in one night's stay being charged to your card as a no-show fee, and may result in the cancellation of your room for the remainder of your stay.

### **Hotel Warning**

In the past, Viva Fresh has received reports about brokers contacting exhibitors to book hotel reservations. These brokers falsely imply they are affiliated with show management and secure full or partial prepayment for their rooms from exhibiting companies. TIPA reminds its exhibitors that we have no affiliation with any of these room brokers. Please do not provide them with any details of your reservation and do not give them your credit card or any personal information. Rooms should be reserved ONLY either online using the link to the Viva Fresh hotel reservations site at [www.vivafreshexpo.com/hotel-information](http://www.vivafreshexpo.com/hotel-information) or by contacting the JW Marriott directly at (210) 276-2500.

### **Exhibitors:**

- **To qualify to become an exhibitor:**
  - Growers, shippers and wholesalers, who are not located in the Southwest region and/or Mexico, must transport their produce via ground through a Texas port. The Southwest region includes: Arizona, New Mexico, Texas, and Oklahoma.
  - Allied industry members must be a member of the Texas International Produce Association (TIPA) and pre-approved to exhibit.
  
- The booth space size is 8' x 10' and each exhibitor may only purchase one space per company.

- For those companies who register before December 31, 2017, the cost per exhibitor is \$2,600 for TIPA Members and \$3,100 Non-TIPA Members.
  - For those exhibitors who register on or after January 1, 2018, the cost per exhibitor will be \$3,100 for TIPA Members and \$3,600 for Non-TIPA Members.
  - Final registration deadline is February 9, 2018.
- 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: \$595 for TIPA Members and \$895 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 Location:** JW Marriott Hill Country Resort & Spa, Nelson Wolff Exhibit Ballroom on Level 1.

**Expo Set Up Hours:**

Friday, April 6.....2:00pm – 6:30pm  
Saturday, April 7.....7:00am – 11:00am

**Expo Move Out:**

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

*\*All exhibitors must have booths ready, excess materials stored and staff on site attending the booth no later than 11:00am on Saturday, April 7.*

**Expo Exhibit Hours:**

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

*\*Exhibitors will not be allowed to begin dismantling booths until after expo ends. Any exhibitor that dismantles their booth prior to 4:00 pm on Saturday, April 7, or fails to have personnel at their booth for the entire duration of hall hours, may be denied access to exhibit in following years.*

**Deliveries to the Hotel During Booth Set up Hours:** Exhibitors cannot bring a truck or car into the loading dock area of the hotel's convention center ballroom. You may drive up to the bus loop in front of the convention center at the Nelson Wolff Exhibit Ballroom to drop off materials for your booth. This is for drop-off only and not parking.

- **Exhibitor Cancellation Policy:**

- If an exhibitor cancels within 90 days of the Viva Fresh Expo's start day of April 5, 2018 they will receive a full refund.
- If an exhibitor cancels 60 days from the start date of April 5, they will receive a 50% refund.
- If an exhibitor cancels 45 days or less from the start date of April 5, they will not receive a refund.

### **Exhibitor Services**

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

- 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 the exhibitors directly to Freeman and can be accessed through the online Exhibitor Resources Kit at:

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

## Shipping Booth Materials for the Viva Fresh Expo

Booth materials that are not perishable/fresh produce items 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 9, 2018
- Discount price deadline: March 16, 2018

\*Please note, Freeman can receive freight after the deadline until Friday, April 6, but there will be an additional \$19 per 100 lbs. 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 6 or Saturday, April 7 (early morning delivery) based on your selection. Fresh produce will be delivered by a third party for cold storage and not to Freeman. Exhibitors must identify their product **prior to shipping** with different colored shipping labels to designate Friday or Saturday delivery. The labels will include the third party name and address. You'll find these labels along with the instructions included in Freeman's online Exhibitor Resources Kit at:

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

Your product will be delivered to the hotel loading dock and Freeman will then deliver the product to your booth. This service does cost extra and will incur an additional charge on you Freeman invoice.

**Please Note: Fresh produce shipments delivered to the hotel directly, including via the loading dock, will be rejected.** Fresh produce must be delivered via the approved Viva Fresh third-party transportation option, or carried in by hand by the exhibitors. Exhibitors can bring produce to their booths during exhibitor set up hours by driving up to the bus loop in front of the convention center at the Nelson Wolff Exhibit Ballroom and carrying in those products or materials themselves. This area is for drop off only and not parking.

## **Serving Food or Beverages in Your Booth**

If you are planning to serve food or beverages in your booth during the Expo you must complete a Food Waiver and Indemnification Agreement from the JW Marriott. This includes fresh-cut product. If you are planning to serve alcoholic beverages, please coordinate with the hotel directly. In addition, the hotel can provide assistance with food preparation or rental of supplemental equipment. Please contact Whitney Winton to make all arrangements and obtain forms:

**Whitney Winton**

**JW Marriott San Antonio Hill Country Resort**

**Event Manager, CMP**

**Whitney.winton@marriott.com • Direct: 210-491-5876**

## **Booth Activities and Safety:**

- For the safety of persons and property, no fireworks or incendiary devices may be used indoors at the Hotel. All booths must be in compliance with the local Fire Department regulations, including those pertaining to occupancy load, mandatory aisles, ceiling clearance and fire exits. Any booth or activity 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 the exhibitor's responsibility and final approved copies of all such permits must be provided to Lilly Garcia at TIPA no later than March 30,2018.
- For any booth or activity 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 and the exhibitor execute and comply with the Hotel's then-current hold harmless agreement for such activity. TIPA reserves the right to approve or deny such activity requests at their discretion and may hold the exhibitor liable in the event any such activities impact TIPA or Viva Fresh, whether in operation, appearance or publicity.