

## 2019 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, Viva Fresh reserves 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, past attendance 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 Texas International Produce Association (TIPA).
  - **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.).

### Exhibitors:

- **To qualify to become an exhibitor:**
  - Growers, shippers and wholesalers with physical operations in the Southwest region.
    - Southwest region includes: Texas, New Mexico, Oklahoma, Arkansas & Louisiana.
  - Growers, shippers and wholesalers, who are not located in the Southwest region and/or Mexico, but transport their fresh produce via ground through a Texas port.
    - Brokers or other entities that do not own the product or take ownership of the product at the point of first arrival in the US do not qualify
  - Allied industry members must be a member of TIPA and be pre-approved to exhibit.
  - *Viva Fresh reserves the right to accept or refute exhibitor applicants within or outside of the guidelines of the criteria noted above*
- The booth space size is 8' x 10' and each exhibitor may only purchase one space per company.
- For those companies who register by December 31, 2018, the cost per exhibitor is \$2,800 for TIPA Members and \$3,300 Non-TIPA Members.
  - For exhibitors registering on or after January 1, 2019, the cost per exhibitor will increase to \$3,300 for TIPA Members and \$3,800 for Non-TIPA Members.
  - Final registration deadline is February 28, 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.

### All Other Attendees:

Badges may be purchased within the following criteria:

- \$655 for TIPA members, \$995 for non-TIPA members
- This includes entry to the Expo during show hours and educational sessions
- To attend the other events and receptions, a ticket for each of the following events is required in addition to the badge cost:
  - Meet & Greet Breakfast - \$55 per ticket
  - Keynote Luncheon - \$55 per ticket
  - Welcome Reception - \$85 per ticket
- Individuals or companies can only purchase event 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 using their pre-allocated sponsorship badges
  - Additional badges for sponsors must be purchased using the above criteria

### Guest Passes

Exhibitors and Sponsors with unused badges may allot these badges to attendees from outside their respective company. These **Guest Passes** provide entrance to the education sessions and exposition hall (during expo show hours). These badges will not however include the Sponsor or Exhibitor ribbons that provide an all-access pass. **Guest Pass** attendees will need to purchase tickets to attend the following events: Meet & Greet Breakfast, Welcome Reception, Keynote Luncheon.

Example: "Produce CO" receives 5 full-access badges as an exhibitor. "Produce CO" only has 4 people from their company attending Viva Fresh and wishes to give their last badge to "Other Inc". The attendee from "Other Inc" will receive a Guest Pass with the "Other Inc" information on the badge, granting access to the expo floor and educational sessions.

Guest Passes must be registered by no later than **Friday, April 15, 2019**. Please contact TIPA to make these arrangements.

If an exhibitor or sponsor would like to purchase additional passes, the cost is \$655 per person for TIPA Members and \$995 per person for Non-TIPA members. Tickets will also need to be purchased for: Meet & Greet Breakfast, Welcome Reception, & Keynote Luncheon.

### **Lost Badges or Changes onsite:**

Exhibitor and attendee badges must be registered by no later than **Friday, April 15, 2019**.

On April 15<sup>th</sup> or later, the cost will be \$195 to change a company name on a badge and \$100 to change a badge to a different name. This includes changes onsite, as badges are printed ahead of the show. There will be a charge of \$200 to replace a lost/stolen badge.

A badge consists of the badge and badge holder; both are required for admittance. To have your badge replaced, please bring your picture ID to the on-site registration desk.

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

All hotel cancellations must be received by March 14, 2019. If cancellations are made after March 14, 2019, you will be charged a cancellation fee, the cost for a portion of the nights canceled, or may be subject to pay the full price of the reservation.

All names on existing room reservations must be finalized by March 14, 2019. At the discretion of the hotel, they may choose NOT to honor name changes after the above date, and may insist on cancelling the reservation and/or charging a cancellation fee or a portion of the reservation nights. Please be sure to contact JW Marriott at (877) 622-3140 **PRIOR to March 14, 2019 with reservation name changes.**

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 the room for the remainder of the 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 has no affiliation with any room brokers. Please do not provide them any details of your reservation and do not give them credit card or personal information. Rooms should be reserved ONLY through the online 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 (877) 622-3140.

## **Exhibitor Information:**

### **Exhibitor Booth Space:**

- Each exhibitor will receive the following booth package on the show floor from Freeman (Viva Fresh show services provider) with their booth space:
  - 8' high back drape and 3' high side drapes
  - One 7" x 44" one-line ID Sign
  - One 6' long x 30" tall skirted table
  - Two side chairs
  - One waste basket
  - 8' long x 10' wide carpeted floor space

### **Booth Appearance:**

- The Texas International Produce Association and Viva Fresh staff have discretion and authority in the placing, arrangement and appearance of all items to be displayed within the Exposition by Exhibitors.
- Wires, cords, pipes, poles or other supports must be placed against the back wall of the booth space when at all possible OR they must be covered to prevent unsightly appearances for neighboring exhibitors
  - Example: A TV on a display table along the side of a booth should not have power and internet cords visible so that the appearance of the back of that TV detracts from the appearance of their neighbor's booth
  - Violators of this policy will be charged the expense to have Freeman services provide a covering that maintains professional and pleasing aesthetics for both booths
- The booth space is considered a 8' long, 10' wide, 8' high "cube" which the exhibitor may occupy with their materials, products, display or additional content.
  - The booth, materials, products or additional content may NOT extend beyond the 8' x 10' footprint
  - The booth, materials, products or additional content may NOT exceed above the 8' crossbar of the booth's backwall. Exhibitors may put up walls or siding for their booth as long as they do not exceed the crossbar height. Large balloons, signs or floating objects that exceed this crossbar are not be permitted.

### **Exhibitor Cancellation Policy:**

- If an exhibitor cancels within 90 days of the Viva Fresh Expo's start day of April 25, 2019 they will receive a full refund less any printing fees.
- If an exhibitor cancels 60 days from the start date of April 25, they will receive a 50% refund less any printing fees.
- If an exhibitor cancels 45 days or less from the start date of April 25, they will NOT receive a refund.

### **Exhibitor Booth Representatives:**

Booth personnel must wear the show name badges provided by the Texas International Produce Association at all times. Booths must be staffed at all times during the Expo hours.

All staff are expected to dress in business and/or business casual attire. Exhibitors are responsible for ensuring the attire of all staff deployed at their booth (whether the exhibitor's direct employees or their contractors) be considered appropriate in a professional environment. Attire of an overly revealing or suggestive nature is not permitted. Examples of such attire may include but are not restricted to:

- Tops displaying excessive cleavage;
- Tank tops, halter tops, camisole tops, crop or tube tops;
- Miniskirts or minidresses;
- Lycra (or other Second-Skin) bodysuits;
- Objectionable or offensive costumes.

These guidelines are applicable to all booth staff, regardless of gender, and will be strictly enforced. Viva Fresh and the Texas International Produce Association staff reserve the right to request that individual booth staff change their attire or leave the premises immediately if their appearance is deemed potentially offensive to other exhibitors or attendees. Further, exhibitors in violation of the policy may be barred from exhibiting or attending future Viva Fresh shows.

**Exhibitor Booth Set Up Location:** JW Marriott Hill Country Resort & Spa, Nelson Wolff Exhibit Ballroom on Level 1.

### **Expo Set Up Hours:**

Friday, April 26.....2:00pm – 6:30pm  
Saturday, April 27.....7:00am – 11:00am

### **Expo Move Out:**

Saturday, April 27.....4:30pm -6:00pm

*\*All exhibitors must have booths ready, excess materials stored and staff on site attending the booth no later than 11:00 am on Saturday, April 27.*

### **Expo Exhibit Hours:**

Saturday, April 27.....11:30am – 4:00pm

*\*Exhibitors will not be allowed to begin dismantling booths until after the expo ends. Any exhibitor that dismantles their booth prior to 4:00 pm on Saturday, April 27, 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 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 needed 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.

### **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: **April 19, 2019**
- Discount price deadline: **April 19, 2019**

\*Please note, Freeman can receive freight after the deadline until Friday, April 26, 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 to the shows designated OFF-SITE receiver, and will be delivered to your booth by Freeman. Fresh produce CAN NOT be delivered directly to the hotel, nor may it be delivered directly to Freeman.

Freeman will bring the produce to your booth on either Friday, April 26 or Saturday, April 27 (early morning delivery) based on your selection. 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 Exhibitor Resources Kit which will be posted on the Viva Fresh Expo website (coming soon).

Your product will be delivered to the hotel loading dock on the day requested by a third-party and Freeman will then deliver the product to your booth. This service does cost extra, Freeman is the only option for this service and it will reflect as an additional charge on your 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 to the approved Viva Fresh third-party off-site option (see the Viva Fresh website), or carried in by hand by the exhibitors on either Friday, April 26 or Saturday, 27 directly to the show floor during set-up hours. Exhibitors can bring produce to their booths 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. The bus loop area is for drop off only and not parking.

### **Bringing Fresh Produce for Your Booth**

If you plan on bringing your produce items directly to the expo, you may do so during exhibitor move-in times ONLY.

### **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 April 5, 2019.
- 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 contract service 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.