

## 2019 EXHIBITOR INFORMATION GUIDE

APRIL 25-27, 2019

SAN ANTONIO, TEXAS

### EXHIBITOR SERVICES

The Freeman Company is the official services contractor and the provider of all show management services. Exhibitors have the option to order additional booth materials or furnishings directly from Freeman. Below is a list of services they provide:

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

These services will be paid by the exhibitor directly to Freeman and can be accessed through the online [Exhibitor Resources Kit](#).

### DEADLINE FOR DISCOUNTED SERVICES

Freeman offers a discount on the above exhibitor services until April 5, 2019.

### PLANNING DETAILS & RESOURCES

Each Exhibitor will receive the listed booth package from Freeman with their booth space purchase. See example booth photo at right.

### QUICK LINKS FOR EXHIBITORS

[Viva Fresh Expo Website](#)

[2019 Expo Rules & Guidelines](#)

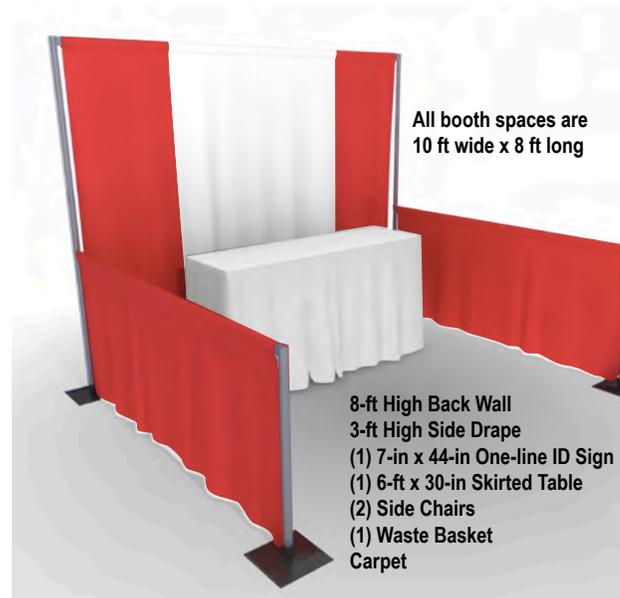
[Exhibitor Services](#)

[Hotel Information/Registration](#)

[Golf Tournament](#)

[Freeman Exhibitor Kit](#)

[Cold Storage Information \(TBD\)](#)



### SHIPPING BOOTH MATERIALS TO VIVA FRESH

Non-perishable items and non-refrigerated booth materials should be shipped to Freeman. Access the Freeman Exhibitor Services Kit [here](#) for instructions on where to ship and how to correctly label your materials. Items requiring refrigeration should NOT be shipped to Freeman. For more information, visit the [Freeman FAQ](#), or contact Freeman via phone, 210-554-2021, or email at [FreemanSanAntonioES@freeman.com](mailto:FreemanSanAntonioES@freeman.com).

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**FREEMAN STANDARD FREIGHT PRICING:** \$76 per 100lbs. weight

**FREEMAN ADVANCE FREIGHT DEADLINE:** April 19, 2019

Please note: Freeman can receive materials up until Wednesday, April 24. There will be an additional \$19 per 100 lbs. weight for items received after the advance freight deadline has passed.

### SHIPPING FRESH PRODUCE IN ADVANCE OF THE VIVA FRESH EXPO

Please contact Freeman PRIOR to shipping refrigerated product. All fresh produce will be delivered to M&P Produce and Logistics in partnership with CH Robinson, but you'll need to access the shipping forms through Freeman since they will be bringing the produce items to your booth for an additional fee. Here are step-by-step instructions:

1. Download Fresh Produce Shipping Instructions and forms [here](#).
2. Complete Fresh Produce Shipping Form and email to Matt Bowling ([mattb@mpproduce.com](mailto:mattb@mpproduce.com)) at M&P Produce and Logistics.
3. Download and complete Freeman's [Material Handling Order Form](#) so they can transport your fresh produce from the refrigerated truck to your booth.
4. Complete Fresh Produce Shipping Labels - yellow for Friday delivery, green for Saturday delivery.
5. Attach Fresh Produce Shipping Labels to all 4 sides of the pallet, and ship to M&P Produce and Logistics (address will be provided on forms).

CH Robinson will deliver product from M&P Produce and Logistics to the JW Marriott on Friday and Saturday. Both deliveries will be made during exhibitor move-in times as specified on the delivery labels to ensure on time delivery to booths.

**You MUST contact Freeman prior to shipping; otherwise your produce will not make it to your booth on Saturday.**

For more information, please contact Freeman at 210-554-2021 or [FreemanSanAntonioES@freeman.com](mailto:FreemanSanAntonioES@freeman.com).

**\*\*DO NOT SHIP FRESH PRODUCE TO THE JW MARRIOTT.  
Any fresh produce shipped directly to the hotel will be refused\*\***



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### BRINGING FRESH PRODUCE TO YOUR BOOTH

Exhibitors that plan on bringing fresh produce items directly to the expo may do so during exhibitor move-in times ONLY. Exhibitors are not permitted to use the loading dock of the hotel. The JW Marriott will NOT permit deliveries to their dock at ANY TIME, REGARDLESS OF THE PRODUCT.

Exhibitors are permitted to drive a vehicle to the bus loop in front of the convention center at the Nelson Wolff Exhibit Ballroom to drop off booth materials, and unload by hand only. The loop is for drop off only, not parking, and does have a 20-minute time limit.

### EXHIBITOR SCHEDULES

The Viva Fresh Expo will be held in the Nelson Wolff Exhibit Ballroom on Level 1. Below is the schedule for booth setup and tear-down:

#### EXPO BOOTH SETUP

Friday April 26  
2:00pm-6:30pm

Saturday, April 27  
7:00am-11:00am

#### EXPO HOURS

Saturday, April 27  
11:30am-4:00pm

#### EXPO TEAR DOWN

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

*Exhibitors are not permitted to begin dismantling booths prior to 4:30pm on Saturday, April 27.*

### SERVING FOOD OR BEVERAGES IN EXHIBITOR BOOTHS

Exhibitors who plan to serve food or beverages in their booth during the expo must complete a Food Waiver and Indemnification Agreement from the JW Marriott. This includes fresh-cut product. Any exhibitors planning to serve alcoholic beverages must coordinate with the JW Marriott directly. In addition, the hotel can provide assistance with food preparation or equipment rental. Please find the Food Waiver and Indemnification Agreement beginning on page 6 of this guide. All Food Waiver and Indemnification forms must be submitted to Whitney Winton at the JW Marriott by **APRIL 8TH**.

Whitney Winton  
Event Manager, CMP  
JW Marriott San Antonio Hill Country Resort  
[Whitney.Winton@marriott.com](mailto:Whitney.Winton@marriott.com)  
210-491-5876

### LOST BADGES OR CHANGES ON SITE

To expedite service on the day of the event, please make all changes to exhibitor badges no later than **FRIDAY, APRIL 19**. After that date, there will be a charge of \$150 to replace a lost/stolen badge, \$100 to change a company name on a badge and \$75 to change a badge to a different name onsite. For badge replacements and changes, please bring a photo ID to the onsite registration desk. Both the badge and badge holder are required for admittance.

## 2019 EXHIBITOR INFORMATION GUIDE

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SAN ANTONIO, TEXAS

### FAQ

#### 1. WHERE CAN I ACCESS FREEMAN'S EXHIBITOR KIT?

Here is the link to view Freeman's Exhibitor Kit online, where you can order additional booth materials and arrange for your fresh produce to be transported from the refrigerated truck to your booth. <https://www.freemanco.com/store/show/landing?showID=444779>

#### 2. HOW DO I SHIP MY FRESH PRODUCE IN ADVANCE OF THE EXPO?

The Texas International Produce Association has coordinated with a third party to handle all refrigerated transportation of fresh produce to the expo. Exhibitors wishing to send fresh produce can follow the step-by-step instructions detailed in this guide.

#### 3. CAN I SHIP FRESH PRODUCE DIRECTLY TO THE HOTEL?

The hotel will not accept advance shipments of fresh produce since they do not have a place to store it. We recommend following our guidelines to ship fresh produce to the expo using our third party as detailed in this guide.

#### 4. HOW DO I ORDER ITEMS FOR MY BOOTH?

Furniture, electrical services, direct internet access and other items for exhibitor booths are available directly through Freeman.

#### 5. DO I NEED TO PURCHASE INTERNET ACCESS?

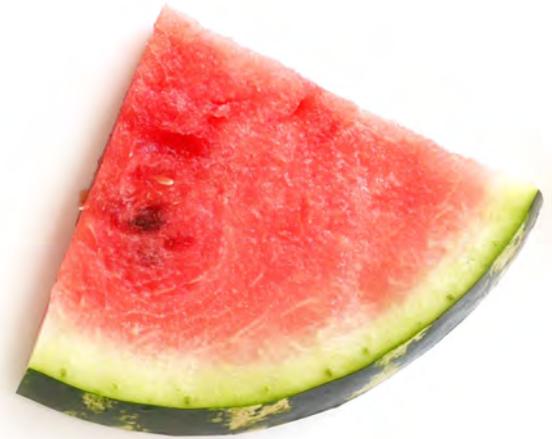
Wifi will be available for exhibitors and attendees at the expo. However, because wifi access is open to attendees, Viva Fresh cannot guarantee uninterrupted access for streaming or other actions requiring ample bandwidth. Exhibitors who wish to stream videos or presentations requiring uninterrupted internet access are advised to purchase internet access from Freeman.

#### 6. CAN I SERVE SAMPLES IN MY BOOTH? CAN THE HOTEL CATERER HELP?

Yes, food and beverage sampling is encouraged and the hotel can assist as needed. Please ensure that you fill out the Food Waiver and Indemnification Agreement in advance, as outlined on pages 6-9 of this guide.

#### 7. CAN I DELIVER MY BOOTH MATERIALS USING MY OWN TRUCK?

Yes. Exhibitors may make deliveries in personal vehicles during exhibitor setup hours only. Exhibitors will NOT have access to the hotel loading dock since Freeman will be occupying the space. The best location for dropping off booth materials is the bus loop in front of the conference center. This area may be used for active drop off only, not parking. Exhibitors may also ship booth materials to Freeman in advance of the expo and they will deliver to your booth. Access [Freeman's Exhibitor Kit](#) online to arrange your shipment.



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### MAXIMIZE YOUR EXPOSURE AT VIVA FRESH

#### 1. BECOME A SPONSOR

Sponsoring an event at Viva Fresh provides wonderful opportunities to build awareness of your company among the retail and foodservice attendees who are ready to do business. There are a variety of opportunities to fit any budget and any business goal.

[View available opportunities.](#)



#### 2. PROMOTE YOUR BOOTH NUMBER PRIOR TO THE EXPO

Social media channels (especially LinkedIn) are a great way to let your followers know you'll be attending Viva Fresh. We offer a [Marketing Kit](#) including social media graphics as well as email headers and signatures to promote your booth. Be sure to use #VivaFreshExpo on your social media posts! Opportunities also exist to advertise your booth in trade publications leading up to the expo.

#### 3. INFORM YOUR RETAIL CONTACTS ABOUT VIVA FRESH

Registration, airfare, and hotel expenses are complimentary for qualifying retail and foodservice companies, so make sure to let your contacts know that you'll be exhibiting. Your contacts can take advantage of the exclusive attendance package by registering online at

[www.vivafreshexpo.com/attendees](http://www.vivafreshexpo.com/attendees).

#### 4. CREATE AN IMPACTFUL BOOTH DISPLAY

Ensuring that you capture the attention of retail and foodservice attendees as they walk the show floor is the key to a successful show. Here are a few key points to consider:



- Put your product on display so attendees can touch, feel, smell, and taste what makes your product special.
- Don't get too caught up in having the perfect handout. The truth is, most won't make it out of the expo hall, much less the hotel. Virtual tools are a better way to engage leads.
- Be seen. Make sure your company name and logo are visible from a distance. Make sure your booth staff are energized and ready to engage with attendees.
- For help with an impactful booth, contact Melinda Goodman with FullTilt Marketing at [Melinda@fulltiltmarketing.net](mailto:Melinda@fulltiltmarketing.net).

#### 5. CONSULT THE EXHIBITOR RULES

Please review the [2019 Expo Rules & Guidelines](#) to ensure that your promotions, booth, and show plans are compliant with the Viva Fresh Exhibitor Rules and avoid any last minute changes.



Dear Vendor,

We look forward to welcoming you to the JW Marriott San Antonio for the Viva Fresh Produce Expo. If you will be serving food from your booth during the event, please complete the following paperwork so that we may prepare for your arrival.

If you are serving an item that does not require any preparation from the hotel chefs, or rental of any supplemental equipment, please only return the food waiver and indemnification agreement. **This will be required for all food service.**

If you would like for the JW Marriott chefs to prepare a recipe using your ingredients, please contact Whitney Winton directly to coordinate details. Pricing will vary based on complexity of recipe and additional ingredients needed.

Thank you for your prompt attention. It is our goal to make your experience smooth and of great value to you and the attendees of Viva Fresh.

**All forms must be returned no later than Monday April 8, 2019.**

Sincerely,  
Whitney Winton  
Senior Event Manager, CMP  
[Whitney.winton@marriott.com](mailto:Whitney.winton@marriott.com)

Special Note:

Per Fire Marshal, no open flame or propane gas cooking devices are allowed in the exhibit ballroom. Vendors using Hot Plates/Fryers are REQUIRED to provide their own Fire Extinguisher.

# Viva Fresh Produce Expo

## April 25- April 27, 2019

### ORDER FORM

Please submit to the attention of Whitney Winton, Senior Event Manager at [whitney.winton@marriott.com](mailto:whitney.winton@marriott.com)  
**All forms and credit card authorizations must be returned no later than Monday April 8, 2019.**

COMPANY NAME AND BOOTH#: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Date Item(s) Needed: \_\_\_\_\_

Time Item(s) Needed: \_\_\_\_\_

**IMPORTANT: Credit Card must be submitted per instructions on separate credit card authorization form.**

Food Preparation Service Charge \$150/per booth\*

\*Limited to three items with service twice a day, \$100 per additional item, \$75 per additional service time.

Item Description	Price	QTY	Total
<b>Fire Extinguisher *Required for all using hot plates</b>	<b>Guest To Provide</b>		
Food Preparation			
Chaffing Dish	\$100.00		
Heat Lamp *Advance Order	\$135.00		
Serving Tray	\$40.00		
Cutting Board	\$60.00		
Staff to wash Display Equipment *Advance Order	\$10/per item		
Tub of Ice	\$50/per tub		
Small B&B Plates, Forks & Cocktail Napkins	\$.50 pp		
Cooking & Preparation	TBD		
Assistance with one-way transport of equipment to Exhibit Hall (less than 50 pounds) For Display item (if Applicable)	\$75.00		

\* The cost of any non-returned or damaged items will be charged to the credit card on file.

**All items are subject to a 25% taxable service charge and 8.25% sales tax.**

**FOOD WAIVER AND INDEMNIFICATION AGREEMENT  
(TRADESHOW VENDOR AGREEMENT)**

**JW Marriott San Antonio Hill Country Resort & Spa  
(337B4)**

**HOTEL POLICY**

It is the Hotel's policy to allow food tradeshow to take place on the Hotel's premises. The Hotel recognizes that, in connection with food tradeshow, food tradeshow vendors will purchase food from sources other than the Hotel. Improper handling of food may lead to food poisoning or other health hazards. Therefore, the Hotel may only allow a food tradeshow vendor to participate in a food tradeshow at the Hotel, if such food tradeshow vendor acknowledges by its signature below, its agreement to accept responsibility and abide by the terms set forth in this Agreement.

**WAIVER**

The undersigned food tradeshow vender ("Vendor") agrees to waive any claim for damages of any nature whatsoever and to release the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc., and each of their respective subsidiaries, affiliates, officers, directors, employees and agents from any liability or responsibility whatsoever for any ill-effect, injury, or loss incurred by Vendor or any third party including, but not limited to, all manner of actions, causes of action, suits, debts, damages, claims, demands, costs, losses and expenses of any type or kind whatsoever, arising from, connected with or related to the purchase of food from sources other than the Hotel, the preparation of food by persons other than Hotel employees, or the service of food to Hotel patrons by persons other than Hotel employees.

**INDEMNIFICATION**

Vendor agrees to indemnify, defend and hold harmless the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc., and each of their respective subsidiaries, affiliates, officers, directors, employees and agents from and against all liability, claims, actions, causes of action, suits, demands, damages, judgments, costs, losses and expenses, including reasonable attorney's fees, to which any of the above-named parties may be subject, including, but not limited to, any claim for any injury to or the sickness or death of any person or persons, or for damages to property or otherwise, arising from, connected with or related to the purchase of food from sources other than the Hotel, the preparation of food by persons other than Hotel employees, or the service of food to Hotel patrons by persons other than Hotel employees.

**VENDOR'S ACKNOWLEDGMENT**

Vendor's signature below indicates that Vendor has read and understood this Agreement and agrees to its contents. Vendor also acknowledges that the person signing on behalf of Vendor is authorized to bind Vendor to the terms of this Agreement.

**VENDOR:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

**DUE BY APRIL 8, 2019.**



Credit Card Authorization Form

Dear Sir/Madam,

This form has been created in order to allow you to have third party expenses charged to your credit card. Please provide all the information requested below to ensure prompt processing of your application. We ask you to please sign and date the form before submission.

Cardholder Information

Name as it appears on the credit card: \_\_\_\_\_

Card type: Visa [ ] MC [ ] Amex [ ] Diners/CB [ ] Discover [ ] JCB [ ]

Account type: Individual (personal credit card) [ ] Corporate [ ] Company Name: \_\_\_\_\_

Account number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Address: (where statement is mailed) \_\_\_\_\_

City, State and Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax or alternate number: \_\_\_\_\_

Guest Information

Guest name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax or alternate number: \_\_\_\_\_

Confirmation number: \_\_\_\_\_

Arrival date: \_\_\_\_\_ Departure date: \_\_\_\_\_

Relation to cardholder: [ ] Relative [ ] Friend [ ] Business Associate Self [ ] Other: \_\_\_\_\_

Rate Information and Approved Charges

\$ \_\_\_\_\_ Taxes:\* \$ \_\_\_\_\_ Total daily rate:\* \_\_\_\_\_ Total #of nights: \_\_\_\_\_

\*(Rate and tax amount must be provided by a hotel representative in order to complete this form)

[ ] All Charges [ ] Room & Tax [ ] Telephone (LD) [ ] Telephone (Local) [ ] Restaurant

[ ] Room Service [ ] Valet (Laundry) x Parking [ ] HS Internet Access [ ] Movies

[ ] Other: \_\_\_\_\_

I certify that all information is complete and accurate. I hereby authorize the JW Marriott San Antonio Hill Country Resort & Spa to collect payment for all charges as indicated in the Rate Information and Approved Charges section of this form by processing a charge to the credit card listed above. I understand that a new form will have to be completed if a guest wishes to extend his/her stay. I certify that I am the authorized signer of the credit card listed above.

Cardholder name: \_\_\_\_\_

Cardholder signature: \_\_\_\_\_ Date: \_\_\_\_\_