

VIVA FRESH™

PRESENTED BY
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

2022 EXHIBITOR INFORMATION GUIDE

APRIL 21-23, 2022
GAYLORD TEXAN RESORT
DALLAS, 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:

- Furniture and other items for exhibitor booths are available directly through Freeman, get started [here](#)
- Electrical services and direct internet access can be ordered through the Gaylord, by clicking [here](#)
- Cleaning (exclusive)
- Customs Services
- Exhibit Rentals
- 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

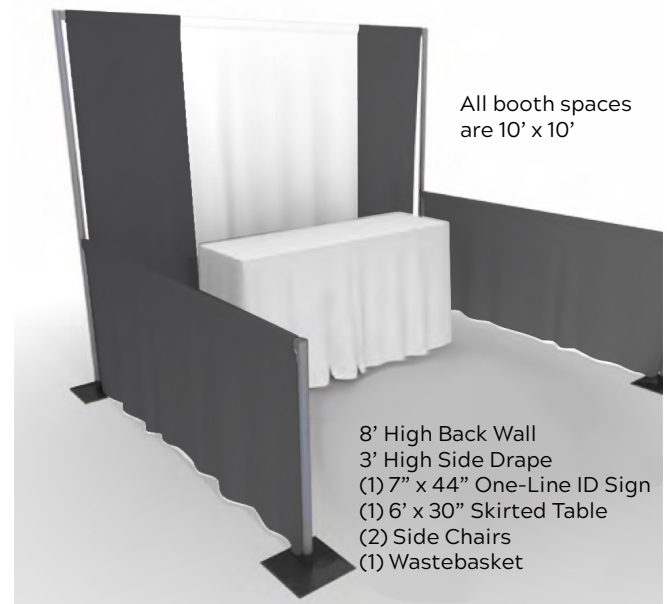
Freeman offers a discount on the above exhibitor services until March 25, 2022.

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](#)
- [Exhibitor Services](#)
- [Golf Tournament](#)
- [Freeman Exhibitor Kit](#)
- [Cold Storage Information](#)



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, 888.508.5054, or email at ExhibitorSupport@freeman.com.



FREEMAN STANDARD FREIGHT PRICING:

\$1.41 per 1lb. weight

FREEMAN ADVANCE FREIGHT DEADLINE:

April 18th, 2022

Please note: Freeman can receive materials between between Wednesday March 23rd and Monday April 18th between the hours of 8:00 am and 3:30 pm. There will be an additional \$0.35 per 1lb. weight for items received after the deadline has passed.

WAREHOUSE RECEIVING BEGINS ON MARCH 23, 2022.

Advance Warehouse Address:
Exhibiting Company Name / Booth #
VIVA FRESH PRODUCE EXPO 2022
C/O FREEMAN
5130 CASH RD
DALLAS, TX 75247

SHOW SITE RECEIVING BEGINS ON APRIL 22, 2022.

Show Site address:
Exhibiting Company Name / Booth #
VIVA FRESH PRODUCE EXPO 2022
GAYLORD TEXAN
C/O FREEMAN
1501 GAYLORD TRL
GRAPEVINE, TX 76051



SHIPPING FRESH PRODUCE IN ADVANCE OF THE VIVA FRESH EXPO

Please contact Brothers Food Service PRIOR to shipping refrigerated product. All fresh produce will be delivered to Brothers Food Service 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 Brothers Food Service before April 12, 2022 (michelley@brothersfoodservice.com) at Brothers Food Service.
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 Brothers Food Service (address will be provided on forms).

CH Robinson will deliver product from Brothers Food Service to the Gaylord Texan 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 888.508.5054 or ExhibitorSupport@freeman.com.

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



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 Gaylord Texan will NOT permit deliveries to their dock at ANY TIME, REGARDLESS OF THE PRODUCT.

Exhibitors are permitted to drive a vehicle to the designated area of the convention center circle drive in front of the convention center to drop off booth materials, and unload. If a cart is required, the vendor must provide. 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 Longhorn Halls B-D on the Convention Level. Below is the schedule for booth setup and tear-down:

EXPO BOOTH SETUP	EXPO HOURS	EXPO TEAR DOWN
Friday, April 22 2:00pm - 5:00pm Saturday, April 23 7:00am - 12:00pm	Saturday, April 23 1:30pm - 6:00pm	Saturday, April 23 6:00pm - 7:30pm <i>Exhibitors are not permitted to begin dismantling booths prior to 6:00pm on Saturday, April 23</i>

LOST BADGES OR CHANGES ON SITE

To expedite service on the day of the event and to keep contact to a minimum, please make all changes to exhibitor badges no later than Friday, April 1. After that date, there will be a charge of \$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.



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. We recommend following our guidelines to ship fresh produce to the expo using our third party as detailed in this guide. Hotel docks and FedEx will not accept any perishable items.

4. HOW DO I ORDER ITEMS FOR MY BOOTH?

Furniture and other items for exhibitor booths are available directly through Freeman. Electrical services and direct internet access can be ordered through the Gaylord. Get started [here](#)

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 The Gaylord.

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

Yes, please contact Roxie Morrison at 817.778.3247 or at RMorrison@GaylordHotels.com for pricing and to make arrangements.

7. CAN I DELIVER MY BOOTH MATERIALS USING MY OWN PERSONAL VEHICLE?

Yes. Exhibitors may make deliveries in personal vehicles during exhibitor setup hours only. Exhibitors will NOT have access to the hotel loading dock. The best location for dropping off booth materials is the designated area of the convention center circle drive 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.

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 on the Viva Fresh website 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.

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 see 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, particularly this year when attendees are looking for less touch points.
- 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.

VIVA FRESH™

PRESENTED BY
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

2022 EXHIBITOR INFORMATION GUIDE

APRIL 21-23, 2022
GAYLORD TEXAN RESORT
DALLAS, TEXAS

