

## 2025 Expo Rules & Guidelines

**Event Start Date: April 10, 2025**

### Retail/Foodservice Attendees:

Viva Fresh may offer free passes and provide 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 via multiple physical locations which receive the product and then distributes direct to the aforementioned channels.
  - **Foodservice Operator:** Includes restaurants, hotels, industrial caterers, cafeterias and meal box subscription companies which receive product for final use.
  - **Wholesale Distribution Operators:** includes full-service retailer/foodservice distributors that provide comprehensive fulfillment services to retail and foodservice operators through multiple locations and outlets under the parent company. (Does not include buying offices, terminal markets, commission merchants, buying brokers etc.).
- Preapproved Retailer/Foodservice Attendees who cancel *after* travel arrangements have been made may be barred from receiving complimentary arrangements at future Viva Fresh events
  - Final registration deadline for comp attendee ticket is 16 days before the start of the event.
  - Final registration deadline for comp attendee flight is 29 days before the start of the event.

If you accept an invitation to attend Viva Fresh using complimentary registration and/or travel, you acknowledge and agree to the following conditions:

- Attendance at Friday's (4/11) Welcome Reception and Saturday's (4/12) Expo for the **FULL duration of each event**
  - Sponsorship and exhibit fees help cover the cost of complimentary registrations and travel. The more events buyers attend, the more opportunities for networking our supporting vendors have to connect, and thus the more likely Viva Fresh will maintain complimentary travel in future years
- New Location/New Events/New Expectations

- 2024 & 2025, Viva Fresh will be in Houston at the Marriott Marquis downtown. Our location is near Minute Maid Park. The new location and proximity yields new opportunities and expectations.
- New Opportunity: Viva Fresh will have an attendance-optional event at Minute Maid Stadium for a *VIP Astros Reception* on Thursday (4/10) night. This is an invite only, limited attendance event. **If you accept this optional invitation, we ask that you remain for the duration of the event.**
- There is a Rangers/Astro game on both Friday (4/11) and Saturday (4/12) evening.
  - You may be offered the opportunity to attend a game by one of your vendors. We recognize that can be a great experience. If you opt to accept an invitation and attend on Friday night, understand that **you will need to miss a portion of the game as you are expected to attend the entirety of the Friday night reception.** Failure to do so may void coverage of your complimentary travel and hotel (see first bullet).
  - Saturday's Astro game begins after the Expo is complete. There are no restrictions on your attendance of a Saturday evening Astros game. If your vendor suggests a game, Viva Fresh asks that you kindly suggest Saturday night as opposed to Friday night.
- Changes to flight plans after they are booked are at the attendee's expense; TIPA and Viva Fresh agree to cover only the original flight.
- Hotel bookings made after February 15th cannot guarantee placement at the event hotel; it is possible you may be placed in an off-property hotel if you book after that date
- Airfare should be booked no later than Feb 15th to avoid excessive fees. Bookings after this date may be limited in ability to cover the complete cost of travel
- Events like golf or tours are not obligatory events. However, if you choose to participate and are attending as part of the Viva Fresh Complimentary Registration package you are not guaranteed preferred pairings or placement. All pairings will be made by TIPA staff and are non-negotiable.

*Expectations are that all buyers extend professional courtesy to TIPA staff and vendors in their communications before and during the event. The staff sees to the needs of more than 300 buyers and 2,000+ attendees and will do their best to meet requests.*

*By clicking "Agree" you accept the conditions above and recognize that failure to comply may result in either you or your company being suspended from receiving complimentary registration or travel to future Viva Fresh events.*

## Exhibitors:

To qualify as an exhibitor, a company must satisfy one of the below criteria:

- 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-of-entry.
    - 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 members with physical operations in Texas, New Mexico, Oklahoma, Arkansas &/or Louisiana may participate at the discretion of Viva Fresh
  - *Viva Fresh reserves the right to accept or refuse exhibitor applicants within or outside the guidelines of the criteria noted above*
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- The booth space size is 8' x 10' and each exhibitor may only purchase one space per company.
  - Exhibitors must be TIPA members in Good Standing (no outstanding debt to association)
    - Membership dues must be paid prior to exhibitor registration and/or booth selection
  - Cost per exhibitor booth: \$4,250.00
    - Final registration deadline is 60 days before the start of the event.
  - The cost of the booth includes five exhibitor badges providing access to the receptions, keynote luncheon and Expo Hall for set-up and during the show hours.
    - Exhibitors may purchase additional badges for \$600 per badge, 35 days before the start of the event.
      - These additional badged members must purchase additional event tickets.
    - Additional badges will cost \$795 per badge if purchased within 34 days of the start of the event.

## All Other Attendees:

Regular Attendee badges may be purchased based on the following criteria:

- \$795 for TIPA members, \$1295 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 events is required in addition to the badge cost according to fees listed at [www.vivafreshexpo.com](http://www.vivafreshexpo.com).
  - Individuals or companies can only purchase event tickets if they have paid for admission into the expo.
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- 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.
- Final pre-registration deadline is 30 days before the start of the event.

### **Guest Passes**

Exhibitors and Sponsors with unused badges may allot these badges to attendees from outside the respective company. These **Guest Passes** provide entrance to the 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 3 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 **35 days before the start of the event**. Please contact TIPA to make these arrangements.

If an exhibitor or sponsor would like to purchase additional passes, the cost is \$795 per person for TIPA Members and \$1,295 per person for non-TIPA members. Tickets will also need to be purchased for: Meet & Greet Breakfast, Welcome Reception, & Keynote Luncheon.

### **Attendee, Golf & all other Non-Exhibitor Cancellation Policy:**

- If an attendee cancels within 91 days of the Viva Fresh Expo's start date, they will receive a full refund less any service, process or printing fees.
- If an attendee cancels within 60 days from the start date of the event, they will receive a 50% refund less any service, process or printing fees.
- If an attendee cancels within 45 days from the start date of the event, they will receive a 25% refund less any service, process or printing fees.
- If an attendee cancels 44 days or less from the start date of the event, they will NOT receive a refund.
- Last day to make golf changes is 30 days before the start of the event.
- Last day to make art/graphic changes is 55 days before the start of the event.
- ***In the event the Expo is cancelled due to a COVID related issue, a portion of the attendance fees may be retained by the Texas International Produce Association to assist with offsetting certain costs (example: non-refundable deposits, printing, shipping, etc.).***

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

Exhibitor and attendee badges must be registered by no later than **35 days before the start of the event**.

Within 34 days of the start of the event, 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. 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.

Badges may not be shared.

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

The Texas International Produce Association and Viva Fresh Produce Expo are NOT responsible for disputes, payments, outside contracts or other arrangements or accommodations with the hotel, outside select sponsorship groups or pre-approved buyer travel. Aside from aforementioned parties, all other attendees of Viva Fresh are responsible directly to the service provider for reservations, changes, cancellations, payments and all other hotel services or agreements.

### **Hotel bookings are non-refundable for the 1st night.**

First night hotel room charge is non-refundable on all rooms reserved. All hotel cancellations must be received 49 days before the event. If cancellations are made within 48 days of the event, you will be charged a cancellation fee, the cost for a portion of the nights cancelled, or may be subject to pay the full price of the reservation.

All names on existing room reservations must be finalized 49 days before the event. At the discretion of the hotel, they may choose NOT to honor name changes after the above timeframe 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 Marriott Marquis Houston at (713) 654-1777 **PRIOR to 49 days until the start of the event date, with reservation name changes**. Last day sponsors get hotel block is 60 days before start of the event.

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 Marriott Marquis Houston at (713) 654-1777 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.



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### **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](http://www.vivafreshexpo.com) or by contacting the Marriott Marquis Houston at (713) 654-1777.

## **Exhibitor Information:**

### **Exhibitor Booth Space:**

- Each exhibitor will receive the following booth package on the show floor from Freeman (Viva Fresh authorized 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' L x 10' W x 8' H 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.
  - Pipe and drape on sides must stay in place. Corner booths, which are considered sponsor booths, may remove side drape and must stay within booth dimensions.

### Exhibitor Cancellation Policy:

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- If an exhibitor cancels 60 days from the start date, they will receive a 50% refund less any printing fees.
- If an exhibitor cancels 45 days from the start date, they will receive a 25% refund less any printing fees.
- If an exhibitor cancels 44 days or less from the start date, they will NOT receive a refund.
- ***In the event the Expo is cancelled due to a COVID related issue, a portion of the exhibitor fees may be retained by the Texas International Produce Association to assist with offsetting certain costs (example: non-refundable deposits, printing, shipping, etc).***

### 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.

*\*All exhibitors must have booths ready, excess materials stored and staff on site attending the booth no later than 30 minutes prior to the Expo start time on the Expo day so that Freeman Services can complete set-up of the aisleway carpet. Early set-up of booths is not permitted, due to liability and access concerns.*



*\*Exhibitors will not be allowed to begin dismantling booths until after the expo ends. Any exhibitor that dismantles their booth prior to the show's scheduled end or fails to have personnel at their booth for the entire duration of expo exhibit hours may be penalized and/or denied access to exhibit in following years.*

**Deliveries to the Hotel During Booth Set up Hours:** Exhibitors may not access the hotel's loading dock at any time. Please refer to the shipping information for booth materials and cold storage details.

### **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. Visit [www.vivafreshexpo.com](http://www.vivafreshexpo.com) to view details for exhibitor deadlines and other important dates.

### **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 TIPA personnel no later than 60 days before the start of the event.
- 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,



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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.