

# 2025

## EXHIBITOR INFORMATION GUIDE

April 10-12, 2025  
Marriott Marquis  
Houston, Texas

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956.581.8632  
[vivafreshexpo.com](http://vivafreshexpo.com)  
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VIVA FRESH™  
PRESENTED BY  
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

2025

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## 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](#)
- Cleaning (exclusive)
- Customs Services
- Exhibit Rentals
- Graphics and Signs

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

**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 14, 2025**.

## PLANNING DETAILS & RESOURCES

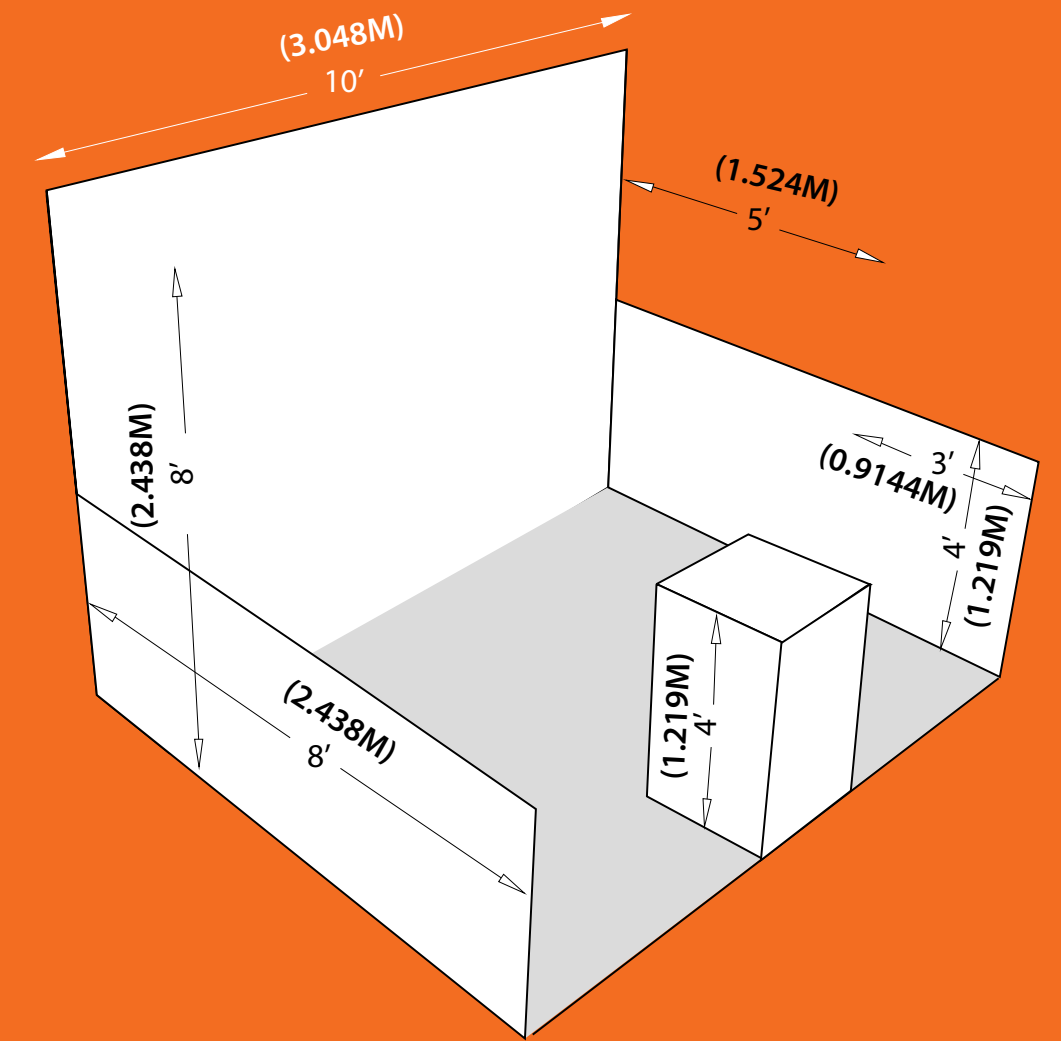
Electrical services and direct internet access can be ordered through the Marriott Marquis Houston, by clicking [here](#).

Alcohol requests for your booth can be submitted by clicking [here](#). If you would like to serve food at your booth, please contact Victoria Musali at **346.229.2588** or [victoria.musali@marriott.com](mailto:victoria.musali@marriott.com).

### Linear (In-line) Booth

- Structure Guidelines -

Linear Booth: A single or multiple 8' x 10' booth(s) in a straight line (including corner booths).



All booth spaces are 8' x 10'

- 8' High Back Wall
- 3' High Side Drape
- (1) 7" x 44" One-Line ID Sign
- (1) 6' x 30" Skirted Table
- (2) Side Chairs
- (1) Wastebasket

### QUICK LINKS FOR EXHIBITORS

- [Viva Fresh Expo Website](#)
- [Exhibitor Services](#)
- [Cold Storage Information](#)



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## 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](tel:888.508.5054), or email at [ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com).

## FREEMAN STANDARD FREIGHT PRICING:

- Standard rate - \$1.25 per pound
- After deadline rate - \$1.60 per pound
- 10lbs and under - Free of Charge

## FREEMAN ADVANCE FREIGHT DEADLINE:

**April 4, 2025 - 4:30 pm (CST)**

Please note: Freeman can receive materials between Wednesday, March 12, 2025 and Friday, April 4, 2025 between the hours of 8:00 am and 4:30 pm. There will be an additional \$0.35 per 1lb. weight for items received after the deadline has passed.

WAREHOUSE RECEIVING BEGINS ON  
**March 12, 2025**

### Advance Warehouse Address:

Exhibiting Company Name/ Booth#  
Viva Fresh Produce Expo 2024  
C/O Freeman  
3010 Aldine Bender Rd  
Houston, TX 77032, USA

FREEMAN WILL RECEIVE SHIPMENTS  
AT THE WAREHOUSE UNTIL 3 PM,  
MONDAY APRIL 7.

**PLEASE NOTE: THERE WILL BE NO SHOW SITE RECEIVING IN HOUSTON IN  
2025. THIS SERVICE WILL RESUME IN 2026 IN SAN ANTONIO**





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## 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 Robinson Fresh, 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 **March 14, 2025** [drew@brothersfoodservice.com](mailto:drew@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 - Pallets will contain a [yellow sheet](#) for delivery on **Friday, April 11** and a [green sheet](#) for delivery on **Saturday, April 12**.
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).

Robinson Fresh will deliver product from Brothers Food Service to the Marriott Marquis 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. Must be prepaid or fill out a Material Handling Ordering Form. For more information, please contact Freeman at [888.508.5054](tel:888.508.5054) or [ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com).

**\*\*DO NOT SHIP FRESH PRODUCE TO THE MARRIOTT MARQUIS.**

**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 expo booth setup times ONLY. The Marriott Marquis will NOT permit deliveries to their dock at ANY TIME, REGARDLESS OF THE PRODUCT.

Exhibitors may unload booth materials directly from their personal vehicles, either using the valet area or self-parking for unloading. If a cart is required, the exhibitor must provide it. [View Map.](#)

## EXHIBITOR SCHEDULES

The Viva Fresh Expo will be held in the Marriott Marquis Texas Grand Ballroom - L4. To the right is the schedule for booth setup and tear-down:

## 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, March 7**. 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.

## FEDEX OFFICE INFORMATION FOR EXHIBITORS AT MARRIOTT MARQUIS

- Last-minute on-site orders can be placed by emailing [usa5705@fedex.com](mailto:usa5705@fedex.com)
- FedEx Office will stay open until 6:00pm on Saturday, April 12, 2025.

• [Click here for FedEx store](#)

• [Click here for shipping instructions](#)

## EXPO BOOTH SETUP

Friday, April 11, 2025  
7:00am - 11:30am  
and  
2:00pm - 8:00pm

Saturday, April 12, 2025  
6:30am - 8:30am

## EXPO HOURS

Saturday, April 12, 2025  
10:30am - 4:00pm

## EXPO TEAR DOWN

Saturday, April 12, 2025  
4:00pm - 11:00pm

Exhibitors are not permitted to begin dismantling booths prior to 4:00pm on Saturday, April 12, 2025.





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## FREQUENTLY ASKED QUESTIONS

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

Use the this [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.

### **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 Marriott Marquis Houston. Get started [here](#).







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## FREQUENTLY ASKED QUESTIONS (CONT.)

### **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 Marriott Marquis. Get started [here](#).

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

If you want to serve alcohol in your booth you must submit an [alcohol request form](#). Anyone wishing to sample must follow [food handling guidelines](#). Contact Victoria Musali, at [346.229.2588](tel:346.229.2588) or [victoria.musali@marriott.com](mailto:victoria.musali@marriott.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 expo booth setup hours only. Self-parking information can be found [here](#). Exhibitors may also ship booth materials to Freeman in advance of the expo and they will deliver to your booth.







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## MAKE THE MOST OF YOUR VIVA FRESH BOOTH

### 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 sponsorship benefits here.](#)

### 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. Be sure to use #VivaFreshExpo on your social media posts and download the Viva Fresh [Email Signature Block!](#) 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.







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#### 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](mailto:Melinda@fulltiltmarketing.net).





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