

# VIVA FRESH™

PRESENTED BY  
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

# 2026 EXHIBITOR INFORMATION GUIDE

**SAN ANTONIO ★ TEXAS**

JW MARRIOTT SAN ANTONIO  
HILL COUNTRY RESORT & SPA

APRIL 16-18, 2026

(956) 581-8632  
[Lilly.Garcia@texipa.org](mailto:Lilly.Garcia@texipa.org)

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



## 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 20, 2026**.

## PLANNING DETAILS & RESOURCES

Electrical services and direct internet access can be ordered through the JW Marriott San Antonio Hill Country Resort & Spa, by clicking [here](#).

Exhibitors wishing to serve food or food samples in their booth must complete the [Food Preparation Waiver and Indemnification Agreement](#) and submit it to the hotel for approval. For questions or to submit the form, contact **Payton Baird-Martin** at **(210) 491-5866** or [payton.baird-martin@marriott.com](mailto:payton.baird-martin@marriott.com)

Alcohol requests for your booth can be submitted by clicking [here](#).

## QUICK LINKS FOR EXHIBITORS

[Viva Fresh Expo Website](#)

[Exhibitor Services](#)

[Cold Storage Information](#)

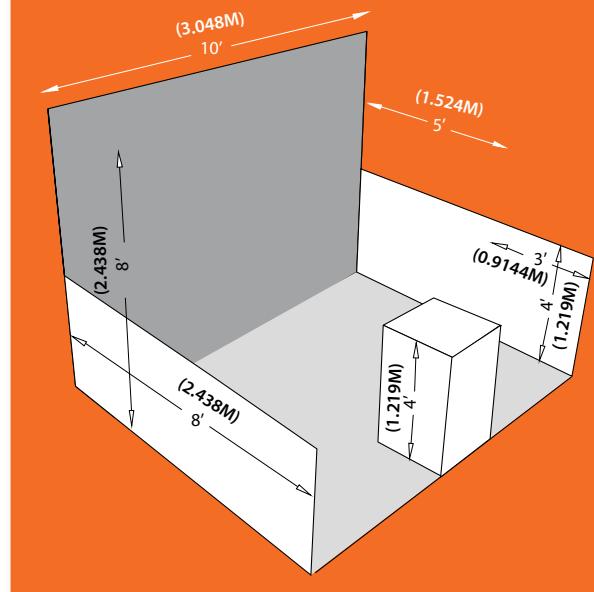
## Linear (In-line) Booth

### - 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



## 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](#) 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](mailto:ExhibitorSupport@freeman.com).

## FREEMAN STANDARD FREIGHT PRICING

**Standard Rate:** \$1.37 per pound

**After Deadline Rate:** \$1.75 per pound

**10lbs and under:** Free of Charge

## FREEMAN ADVANCE FREIGHT DEADLINE

**April 10, 2026 - 4:30 pm (CST)**

Freeman will accept crated, boxed or skidded material beginning **March 18, 2026** at the warehouse shipping address. Warehouse materials are accepted at the warehouse **Monday through Friday** between the hours of **8:00 AM - 12:00 PM** and **1:00 PM - 3:00 PM**.

**WAREHOUSE RECEIVING BEGINS ON  
March 18, 2026**

**ADVANCE WAREHOUSE ADDRESS:**  
Exhibiting Company Name / Booth Number  
Viva Fresh Produce Expo 2026  
C/O Freeman  
3323 N Pan Am Expwy, Ste 126  
San Antonio, TX 78219, USA

**Material arriving after April 10, 2026 will be received at the  
warehouse with an additional after deadline charge.**

## 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. Please follow the step-by-step instructions below.

### **Step-by-step instructions for shipping fresh produce:**

1. Download the [Fresh Produce Shipping Instructions and form](#).
2. Complete Fresh Produce Shipping Form and email to Brothers Food Service before **March 20, 2026** [acastillo@Brothersfoodservice.com](mailto:acastillo@Brothersfoodservice.com) at Brothers Food Service.
3. Please ensure all pallets and freight are labeled with the Freeman show site label so items are delivered directly to the correct booth. [Shipping Label 1](#). [Shipping Label 2](#).
4. Complete Fresh Produce Shipping Labels - Pallets will contain a [yellow sheet](#) for delivery on **Friday, April 17** and a [green sheet](#) for delivery on **Saturday, April 18**.
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 JW Marriott San Antonio Hill Country and Spa 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** or [ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com).

**DO NOT SHIP FRESH PRODUCE TO  
JW MARRIOTT SAN ANTONIO HILL COUNTRY AND SPA.**

**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 expo booth setup times ONLY.

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.

## EXHIBITOR SCHEDULES

The Viva Fresh Expo will be held in the JW Marriott San Antonio Hill Country Resort and Spa Nelson Wolff Exhibit Ballroom. 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 JW MARRIOTT SAN ANTONIO HILL COUNTRY AND SPA

- FedEx Office will stay open until **6:00pm** on **Saturday, April 18, 2026**.
- [Click here for FedEx store](#)
- [Click here for shipping instructions](#)

## EXPO BOOTH SETUP

**Friday, April 17, 2026**

7:00am - 11:00am

and

2:00pm - 6:00pm

**Saturday, April 18, 2026**

6:30am - 8:30am

## EXPO HOURS

**Saturday, April 18, 2026**

10:30am - 4:00pm

## EXPO TEAR DOWN

**Saturday, April 18, 2026**

4:00pm - 11:00pm

Exhibitors are not permitted to begin dismantling booths prior to 4:00pm on Saturday, April 18, 2026.

## FREQUENTLY ASKED QUESTIONS

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

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 JW Marriott San Antonio Hill Country and Spa. [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 JW Marriott San Antonio Hill Country and Spa. [Get started here](#).

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

Exhibitors wishing to serve food or food samples in their booth must complete the [Food Preparation Waiver and Indemnification Agreement](#) and submit it to the hotel for approval. For questions or to submit the form, contact **Payton Baird-Martin** at **(210) 491-5866** or [payton.baird-martin@marriott.com](mailto:payton.baird-martin@marriott.com). If you want to serve alcohol in your booth you must submit an [alcohol request form](#).

### 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. Exhibitors may also ship booth materials to Freeman in advance of the expo and they will deliver to your booth.

## 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. Please contact **Lilly Garcia** at **(956) 581.8632** or [lilly.garcia@texipa.org](mailto:lilly.garcia@texipa.org). Please visit [vivafreshexpo.com](http://vivafreshexpo.com).

## 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.

## 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.
- 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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