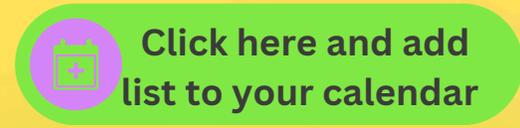


JULY 31 - AUGUST 1, 2025 | MONTEREY, CA

MONTEREY CONFERENCE CENTER & PORTOLA HOTEL & SPA



2025 EXHIBITOR CHECKLIST

		COMPLETE	
March	<ul style="list-style-type: none"> Book your hotel reservations, rooms sell out quickly. Begin registering conference booth badges; they must be registered in advance and picked up on-site at registration. 	Right Away	<input type="checkbox"/>
		Right Away	<input type="checkbox"/>
April	<ul style="list-style-type: none"> Subscribe to the Exhibitor Central Blog and receive important updates, deadlines, and tips for exhibiting. Review exhibitor setup information located in the exhibitor service kit. 	Right Away	<input type="checkbox"/>
		Right Away	<input type="checkbox"/>
May	<ul style="list-style-type: none"> Update the directory listing; log in to your Exhibitor Portal for online and mobile directory listings (primary booth contacts log in using their email address). Maximize your booth's potential with our promotional tools that come with your booth (attendee list, press releases, e-signatures etc). Review booth display guidelines for rules and regulations required as an exhibitor. Determine your sampling dishes for the show to enter the Chef's Choice Award and be recognized for your culinary efforts. 	Right Away	<input type="checkbox"/>
		Right Away	<input type="checkbox"/>
		Right Away	<input type="checkbox"/>
		Right Away	<input type="checkbox"/>
June	<ul style="list-style-type: none"> Housing deadline. Rooms without a name or credit card will be canceled. Last day to cancel rooms, a non-refundable deposit will be charged to each confirmed room. Place booth orders with approved vendors (furniture, electric, catering, insurance, etc.) to receive discount pricing. Advance Shipments will begin at the Tricord warehouse (until July 24) Train and prepare booth staff to effectively engage with attendees and impress the Best of Show Judges. Access the attendee list and market to prospective customers (log into IFPA account) Download the Foodservice Conference Mobile App and have information at your fingertips 	June 6	<input type="checkbox"/>
		Right Away	<input type="checkbox"/>
		June 23	<input type="checkbox"/>
		Right Away	<input type="checkbox"/>
		Anytime	<input type="checkbox"/>
		Anytime	<input type="checkbox"/>
July	<ul style="list-style-type: none"> Early Registration Deadline - Last day to register for discount badge rates (registration not available onsite, only badge pick on-site) Housing changes must be made directly with your hotel (names, dates, etc.). Booth Order Discount Deadline. Last day to receive discount orders with approved vendors for furniture, electricity, catering, insurance, etc. Last day Tricord will accept Advance Shipments at the advance warehouse site. Direct Shipments including Perishables will be accepted at the expo until August 1, provide your driver with a delivery map and ensure all your items are labeled. 	July 2	<input type="checkbox"/>
		July 8	<input type="checkbox"/>
		July 9	<input type="checkbox"/>
		July 24	<input type="checkbox"/>
		July 30	<input type="checkbox"/>
August	<ul style="list-style-type: none"> Follow up on your leads! Download the attendee list and keep the conversations going long after the show. Submit the 2026 booth application starting Thursday, August 7 at 11 a.m. EDT (booth assignments are done in order applications/payments are received). 	Right Away	<input type="checkbox"/>
		Aug. 7	<input type="checkbox"/>

Contact the expo team if you have any questions.

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