

# JULY 31 - AUGUST 1, 2025 | MONTEREY, CA

MONTEREY CONFERENCE CENTER & PORTOLA HOTEL & SPA

## EXHIBITOR QUICK REFERENCE GUIDE



Navigate the Foodservice Expo Service Kit with ease, choose an option that works for you:

1. Click on the links as you go through this reference guide
2. Go through the kit section-by-section from the main [service kit page online](#)
3. Use this [checklist](#) we created for you with due dates and links

### EXHIBITOR BLOG

Subscribe to our IFPA [Foodservice Exhibitor Central Blog](#), the online hub of important exhibitor information, updates, and deadlines for Foodservice Exhibitors.

### WHAT'S INCLUDED

View the list of [booth inclusions](#) for details.

- Expo booth spaces are 8' deep x 10' wide
- Pipe and black drape provided for separation
- Facility has carpet (exhibitors are not required to rent flooring)
- One 7"x 44" identification sign with Exhibiting Company Name
- Three (3) Conference Booth Badges
- Listing in the online/mobile [exhibitor directory](#)
- Refrigerated product storage is available on Thursday, July 31, all product is automatically delivered on Friday morning.

Review the [Booth Display Guidelines](#) for Rules and Regulations to ensure you have no issues onsite during set up.

### WARNINGS

Please be aware of solicitations from vendors not affiliated with IFPA or the Foodservice Conference.

If a company is not an [Approved Vendor](#), IFPA cannot guarantee the legitimacy of its claims.

Review our blog post on [scammers](#) and contact the [IFPA Expo Team](#) if you have any questions or concerns.

### EXPO HOURS

**Friday, Aug. 1 from 11:00 a.m. - 4:30 p.m.**

This date impacts when your shipment and staff must arrive and for hiring booth labor for set up, dismantle, and/or pick up.

Please look over the [exhibitor schedule](#) for detailed information.

### HOUSING

**New this year!** [Spargo](#) is the official hotel reservation company for the Foodservice Conference.

Exhibitors have until July 1 to [make reservations through this site](#).

Rooms will not be guaranteed until two steps are complete.

1. Request the hotel(s) and number of rooms
2. Manage the block - enter names, dates, and credit card information for each room

Rooms without a name or payment by **June 6** will be cancelled.

### REGISTRATION

Exhibitors receive 3 free Conference Booth Badges that grant access to the general session, the Thursday networking reception, and the show floor during setup, expo, and tear-down hours.

**New this year!** Women's Fresh Perspectives Reception, tickets must be purchased.

Register badges online by [logging into your IFPA account](#) and using the exhibitor discount code sent via email. Additional passes may be purchased through your IFPA account.

All badges must be registered in advance and picked up onsite. (no badges are mailed out)

## FOOD & BEVERAGE

We encourage sampling and cooking in your booth. Sample some fresh produce or cook up a unique recipe for a chance to win this year's **Chef's Choice Award**.

There are two catering contacts for this show based on the hall in which your booth is located.

Check our **sampling page** for contact details and additional information.

- Review the **guidelines** for safe food handling if you are serving food in your booth.
- Check the **fire regulations** if you are cooking in your booth.
- If you want to serve alcohol in your booth, fill out this **request form** for approval.

Once you fill in the form, contact the catering representative allocated to your booth to order your alcohol and a bartender. There is no need to wait for approval.

**The deadline for catering orders is July 9**

## FRESH IDEAS SHOWCASE

Increase your exposure by being a part of the **Fresh Ideas Showcase**. Each showcase includes an online listing and a display shelf onsite to fill with promotional materials and products.

**Log into your exhibitor portal** to submit information and attract attention to your booth leading up to the show.

**Note:** Your product, product line or service must have been introduced since July 2024

## MARKETING TOOLBOX

IFPA has created tools and resources to help with your goals at the Foodservice Conference and Expo. We have a list of **marketing opportunities** available in the service kit, such as:

- Access to the **attendee list**, for you to reach out in advance and set up meetings.
- Ability to **submit collateral** online.
- E-signatures that can be downloaded to let buyers know you'll be at the show.

## Dates to Remember

Review the **Exhibitor Checklist** for dates

- **June 6:** 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
- **June 23:** Advanced warehouse begins accepting shipments
- **July 2:** Last day to register for discount badge rates
- **July 9:** Discount deadline for booth vendor orders
- **July 30:** Direct shipments are accepted at show site
- **August 1:** Foodservice Expo Opens

## ONLINE/MOBILE DIRECTORY

Update your **online listing** for maximum exposure. The exhibitor directory is THE resource used by all registered attendees before, during, and after the show. Buyers see who is exhibiting, what products/services are offered, booth numbers, and contact details to find you. Add company or brand info, a list of products, a logo, and up to 20 pieces of collateral (downloadable documents) to your profile.

To showcase your products and services, **log in and create a listing** that will be viewed online and on the show app. Your primary booth contact can log into the exhibitor portal using their email address.

## SHIPPING - ADVANCE AND DIRECT

Booth materials can be **shipped** in advance to the warehouse or direct to the show site. All refrigerated/perishable product must be sent directly to the show site. To ensure your items are delivered to the appropriate location, please use the shipping labels for **advance**, **direct** and **perishables**.

METHOD	DATE & TIME	SHIPPING ADDRESS
<b>Advance Shipping</b> (no perishables or frozen products)	June 23 - July 24 8:00 a.m.-4:00 p.m.	IFPA Foodservice Conference Exhibiting Company Name, Booth # Tricord Tradeshow Services 738 Neeson Road Marina, CA 93933
Direct Shipping: <b>Booth Materials</b>	July 30 - 31 8:00 a.m.-4:30 p.m.	IFPA Foodservice Conference & Expo Exhibiting Company Name, Booth # Monterey Conference Center 1 Portola Plaza Monterey, CA 93940
Direct Shipping: <b>Perishable Product</b>	August 1 8:00-10:00 a.m.	1 Portola Plaza Monterey, CA 93940

For shipments going directly to the show site, please review and share this **map** for delivery location.

## GENERAL SERVICE CONTRACTOR

Orders for booth set up and dismantling, labor for material handling, furniture, carpet, cleaning, and electricity are all handled directly by **Tricord Tradeshow Services**. Tricord offers NO overtime charges for material/perishable product handling!

**Order online** before July 9 for discounted rates.

## LIABILITY INSURANCE

IFPA requires all exhibitors must carry Commercial General Liability Insurance

This insurance must be in force during the lease dates of the event: July 31 - Aug 2, 2025, with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. The certificate holder should be listed as: International Fresh Produce Association.

If you have a Certificate of Insurance from your insurance company **Upload a copy to IFPA** and remember to have a copy in your booth on-site.

You can also order event insurance through our approved vendor **Rain Protection Insurance**.

## MATERIAL HANDLING COST

Submit your **material handling cost estimates** form to Tricord in advance so they have your details. You will only be charged for your actual items.

Costs:

**Advance Warehouse** - Booth Materials \$115 p/100lbs

**Direct to show** - Booth Materials \$120 p/100lbs

**Direct to show** - Perishable Products - \$85 p/100lbs

**Direct to show** - Cartload under 200lbs - \$75 p/cartload

## SET UP AND DISMANTLE SCHEDULE

View the **exhibitor set up information** for details.

All displays must be set up by 5:00 p.m. on July 31

DATE	SET UP TIMES	TRASH REMOVAL	SHOW	DISMANTLE
Thursday, July 31	9:00 a.m.-5:00 p.m.	-----	-----	-----
Friday, August 1	7:00 a.m.-10:00 a.m.	10:00 a.m.-10:45 a.m.	11:00 a.m.-4:30 p.m.	4:30 p.m.-6:30 p.m.

All displays must be completely torn down, crated, packed and Bills of Lading turned in to Tricord by 6:30 p.m. on August 1.

Carriers must be checked in by 5:30 p.m. on August 1.

## BOOTH SERVICES AND VENDORS

### Approved Vendors :

#### **General Service Contractor**

Tricord Tradeshow Services

Phone: +1 (831) 883-8600

E-mail: [orders@tricord.net](mailto:orders@tricord.net)

#### **Tricord Online Ordering**

#### **Audio Visual**

Freeman

Phone: +1 (321) 245-8622

Email: [christian.reyes@freeman.com](mailto:christian.reyes@freeman.com)

#### **Order Form**

#### **Badge Scanning - Lead Retrieval**

ExpoBadge

Phone: +1 (714) 630-2945 ( +1 (800) 490-9941)

Email: [orders@expobadge.com](mailto:orders@expobadge.com)

#### **Lead Retrieval Online Ordering**

#### **Catering/Food Prep - Sampling**

Serra Ballroom Booths - Monterey Marriott

Contact Email: **Eddie Guice**

Phone: +1 (831) 601-2855

DeAnza Ballroom & Foyer Booths - Portola Hotel

Contact Email: **Megan Strandburg**

Phone: +1 (831) 649-7847

#### **General Liability Insurance\_**

Rain Protection Insurance

Phone: +1 (800) 528-7975

E-mail: [sales@rainprotection.net](mailto:sales@rainprotection.net)

#### **Housing**

Spargo

Phone: +1 (888) 220-5013 or +1 (571) 281-0506)

E-mail: [ifpahousing@spargoinc.com](mailto:ifpahousing@spargoinc.com)

#### **Internet**

Encore Global

Daniel Del Real: [daniel.delreal@encoreglobal.com](mailto:daniel.delreal@encoreglobal.com)

Eli Tellez: [elijah.tellez@encoreglobal.com](mailto:elijah.tellez@encoreglobal.com)

Phone: +1 (831) 646-3756

#### **Online Ordering**

#### **Recommended Produce Supplier**

River Fresh Farms

Phone: +1 (831) 998-7072

Email: [sales@riverfreshfarms.com](mailto:sales@riverfreshfarms.com)

#### **Order Form**

## ON-SITE GUIDE

There are many great networking opportunities during the Foodservice Conference and Expo, make sure you take advantage of them to ensure a successful show for you and your team. Look at the **full schedule** of events for details of all that is available!

To ensure you are fully prepared onsite, check out the **Onsite Exhibitor Checklist** so you do not forget anything.

Access the **Attendee List** and start connecting with buyers, and suppliers ahead of time so you connect at the show.

Enjoy everything the Foodservice Conference and Expo have to offer and let the expo team know if you need anything or have feedback for us.

## CONTACT INFORMATION



**Let us know if you have any questions or require assistance before, after, or during this event.**

**Kyle McMillan** +1(302) 607-2130

**Nancy Pickersgill** +1(302) 781-5857

We look forward to seeing you in Monterey!