

EXHIBITOR QUICK REFERENCE GUIDE

Navigating the GPFS Service Kit the way that works for you:

1. **Click** the links as you go through this guide.
2. **Browse** the kit section-by-section from the main [service kit page](#).
3. **Use** the provided [checklist](#) with due dates and links for easy tracking.

NEW EXPO HOURS

Friday, Oct. 17:

The Floral Expo Floor (North Building) opens at 9:00 a.m.

Expo Halls A-D will open at 10:00 a.m.

Expo closes at 5:00 p.m.

Saturday, Oct. 18:

The Floral Expo Floor (North Building) opens at 8:00 a.m. for Buyer Preview Hour, then at 9:00 a.m. for All Attendees

Expo Halls A-D will open at 10:00 a.m.

Expo closes at 5:00 p.m.

[VIEW THE FULL SCHEDULE](#)

WHAT'S INCLUDED

Included with your booth space:

- **Booth Drape** (Black; Blue for First-Timer pavilions)
- **Aisle Carpet** (Pepper / black & white)
- **Booth Signage** (Exhibiting company name display)
- **Complimentary Perishable Product Delivery** (from refrigerated storage to your booth daily)
- **Access to Lounges** on the show floor
- Daily Aisle Carpet Cleaning

Not Included:

- **Booth carpet/flooring (required)** - can be ordered through [GES](#).
- **Electricity, utilities, and furnishings** - can be ordered separately.

View [IFPA Approved Vendors](#) & place orders by September 22 for discounted rates.

Check the [Floor Plan](#) for layout details - **red symbols** indicate columns on the show floor.

RULES & REGULATIONS

The service kit covers booth displays, show permits, multi-level booth guidelines, fireproofing and official IFPA [Rules and Regulations](#).

Labor Regulations (California)

California is a "union jurisdiction" state - unions oversee all exhibit setup and dismantling, including signs and flooring. No carts or dollies may be used for moving items.

If your setup or dismantling exceeds 30mins., union personnel (provided by GES) must be used. Review the [work rules](#).

On-site Setup & Dismantling

Every convention center has unique requirements - review the [Exhibitor Set-Up](#) information for facility-specific details.

Check the [exhibitor schedule](#) for:

- Move-in/out times
- Clean floor policies
- Product and trash removal times
- Donations and dismantling

NEW THIS YEAR

Floral: Check out floral exhibitors in the North Building, across the plaza from Registration. Education will also take place in this building.

Early Hours for Floral: Attendees will have an extra hour on Friday and Saturday mornings to explore floral. Buyers are invited to an exclusive Buyer Preview Hour at 8:00 a.m. Saturday.

Innovation Destination: Discover the latest innovations at the Innovation Hub in Hall A:

- **First-Time Exhibitors:** Uncover fresh perspectives.
- **Food Safety & Tech X-Change:** Engage in interactive discussions about the industry's biggest challenges.
- **AgTech Lounge:** Join the AgTech Celebration Friday at 3:30 p.m. for networking and happy hour.
- **Tech Accelerator Pavilion:** featuring technologies and innovations in sustainable packaging solutions
- **FutureTECH Pavilion:** Cutting-edge technology solutions designed to address our industry's challenges.

EASE & ACCESS

Tram Service: Navigate the expo on trams running through main aisles, from transportation drop-off to Registration & the North Building, and along the building perimeter.

IFPA booth #4437: Meet familiar faces and discover valuable resources to help grow your company.

Lounges: Need a spot to sit, meet, or catch up on work? Visit one of five lounges located throughout the show floor, plus Nook Pods in the lobby for a more private space.

Coat & Bag Check: Convenient storage is available in the Arena Hallway & Lobby D.

LIABILITY INSURANCE

All exhibitors must carry Commercial General Liability Insurance with coverage of at least \$1,000,000 per occurrence, and \$2,000,000 aggregate.

Exhibitors without event insurance can purchase coverage through [Rain Protection Insurance](#).

Upload your Certificate of Insurance (COI) by September 22, and be sure to have a copy onsite for reference.

BADGE REGISTRATION

Each exhibitor receives:

- **Two (2) complimentary Welcome Reception tickets** - usable by any team member or customer. Booth contacts receive an emailed barcode a few weeks prior to the show for onsite printing.
- **Registration credits** (based on booth size) to use towards Trade Show Only or Booth Worker Badges
 - **Booth Worker Badges:** Provide access to the show floor before, during and after expo hours (2 credits). Can be upgraded to All Access Passes for US\$375 (\$655 Non-members). Cannot purchase additional badges.
 - **Tradeshow Only Passes:** Provide access to the show floor during expo hours only (1 credit). Additional passes can be purchased for US\$295 (\$475 Non-members). Cannot upgrade.

Badge Pickup & Modifications:

- Booth Worker Badges - Exhibitor contacts can pick them up on-site or request them to be mailed.
- Trade Show Only Passes - Must be picked up on-site by individual registrants.
- Badge edits/swaps - Visit the customer service desk onsite in the Arena where Registration is located.

Key Dates:

September 16:

- Last day to register Booth Worker Badges for mailing (Continental US only); must select “mail” option when registering.
- Final deadline for badge refunds.

September 23:

- Booth Worker Badges mailed via FedEx Ground

IDENTIFY BUYERS

The show floor is segmented to help buyers easily connect with exhibitors.

- **Buyer types** are included in the attendee list, allowing exhibitors to filter outreach efforts before the show.
- **Retailers** will have red on their badges for easy identification.
- Look for buyer categories:
 - **Produce/Complementary Item Buyers**
 - **Floral Buyers**
 - **Business/Retail Solution Buyers**

ATTENDEE LIST ACCESS

Reach out to your target audience or registered media at least 30 days before the event.

- **All registered attendees** can access the [attendee list](#) through their IFPA account.
- **Booth contacts** can access the list through their account with the ability to sort, filter, and export it to:
 - Target prospects to meet at the show
 - Follow up with connections afterward

HOTEL RESERVATIONS

A block of hotel rooms has been reserved by Expovison on behalf of IFPA at several hotels in Anaheim.

To receive the negotiated group rate, [reservations](#) must be made through the official **IFPA Expovision Housing Office**.

Aug 29 - Last day to **assign names or cancel reservations** without penalty (applies to both individual and group room bookings).

EXHIBITOR WARNINGS

Beware of Unaffiliated Vendors

Only official IFPA-approved vendors are guaranteed to be legitimate. If a company is not on the approved vendor list, IFPA cannot verify its claims.

If you receive a solicitation from an unauthorized vendor, contact the [Expo Team](#).

Additional Resources:

- Review the [approved vendor list](#) and our [blog on scammers](#).
- Need assistance? The [Expo Team](#) is available to help source contractors for booth construction or supplies.

DIRECTORY - ONLINE/MOBILE

The **online/mobile directory** is the go-to resource for attendees to discover your company, products, and services.

- Attendees can **filter** exhibitors based on submitted content.
- They can **schedule meetings**, contact you, and save your details to their show planner.

Submit Your Free Promotional Content Early!

Log in to the exhibitor portal to upload:

- Company & product description
- Showcased products/services
- Company logo
- Fresh Ideas Showcase (if purchased)
- Press releases, white papers, and news articles
- In-booth events (chef demos, happy hours, activities)
- Meeting scheduling (set time slots for attendees to book) - **[View how to manage meeting times](#)**.
- Virtual Business Cards (highlight staff members with head-shots and contact info)

MARKETING TOOLBOX

Leverage our **free marketing resources** to boost your presence and connect with top decision-makers before, during, and after the show.

Reinforce your participation by using the **official e-signature** in every email you send.

Make the most of these tools so your company stands out!



BEST OF SHOW CONTEST

All exhibitors are **automatically entered** in The Best of Show Contest, which recognizes outstanding exhibit efforts.

- **Elevate your exhibit!** The contest generates excitement and provides exhibitors with an opportunity to enhance their booth design, product/service presentation, and staff performance.
- Winners receive **industry recognition** and valuable prizes.

Make sure to check out the **Tips from our Judges!**

FIRST-TIME EXHIBITORS

First-time exhibitors receive exclusive benefits and the opportunity to be **mentored** by an experienced IFPA Committee member.

Personalized Guidance: First-timers are paired with committee members who provide insights and support throughout the exhibiting experience. Take advantage of this valuable resource to navigate the show with confidence!

EXHIBITOR BLOG

Subscribe to Exhibitor Central, the online hub of exhibitor information, updates, and conversations for Global Produce and Floral Show Exhibitors.

SOCIAL MEDIA



FRESH IDEAS SHOWCASE

Do you have a new product or service you're launching this year? Feature it in the Fresh Ideas Showcase, where buyers go to see the industry's most exciting innovations.

Category Chooses:

- Main
- Certified Organic
- On-The-Go
- Packaging
- Floral
- Technology

Each showcase includes an on-site display and online product listing to promote your item and encourage attendees to visit your booth to learn more.

Display shelves are located in a high-traffic area outside the show floor, accessible to buyers before, during, and after expo hours.

Reserve now — space is limited! You must be an exhibitor to participate.

Submission must be new, introduced since October 2024.

SUSTAINABLE PACKAGING

Exhibitors with a **Fresh Ideas Showcase** are **eligible** to enter the Sustainable Packaging Award.

To be considered, companies must ensure their product or solution aligns with the vision and criteria outlined in the **Sustainable Packaging Guide**

Interested exhibitors must notify the Expo Team to participate in this award category.

BOOTH SHARING/SUB EXHIBITORS

Exhibitors may list one affiliated company or brand for every 100 sq. ft. of space reserved.

The parent company can **add sub-exhibitors through the exhibitor portal**, allowing them to be listed in the online directory.

All benefits and communications will be sent **ONLY** to the parent company listed on the booth contract. The parent company is responsible for sharing all logistical information, rules & regulations, and updates with their sub. For details review **Booth Sharing**.

FLORAL EXHIBITORS

Floral will exhibit in the North Building, opening early for attendees, with an exclusive Buyer Hour Saturday morning from 8:00 a.m. - 9:00 a.m.

Floral exhibitors will not have a target move-in assignment, as all booth freight MUST go to the advance warehouse. There will be a targeted move-out schedule.

- **Floral Prep Areas** with running water will be available on the show floor.
- **Save 25% on material handling** by labeling and packing floral perishables separately from booth materials.
- **Use color-coded storage and delivery labels** for any floral products requiring storage.
- **The Floral Reception** will take place on Friday, October 17.
- **Floral donations:** After the show, use the pink donation stickers to mark items for donation.
- **Security reminder:** Ensure all valuables are packed and secured after the show.



TARGET MOVE-IN/MOVE-OUT

Exhibitors must follow the **Targeted Move-In Schedule** assigned to them, Floral exhibitors must follow the instructions for the North Building. All exhibitors will have a **Targeted Move-Out Schedule** that they must follow.

- **Target move-in** refers to the designated time when direct deliveries of booth materials must be checked in at the Marshalling Yard - it is not when booth set-up or tear-down should occur.
- Shipments that arrive outside the targeted time will incur additional fees.
- **All trucks and privately owned vehicles must report to the Marshalling Yard** first to be dispatched and offloaded.
- Carriers arriving directly at the ACC without checking in at the marshaling yard, will be turned away and re-routed.

SHIPPING BOOTH MATERIALS

Review the [Booth Materials Shipping](#) section **BEFORE** packing.

Booth materials can be shipped to the **advance warehouse or direct to show site**. Floral materials go to advanced warehouse.

- Send materials to the advance warehouse & guarantee delivery by your target move-in date (no additional cost).
- Review the [exhibitor schedule](#) for setup dates and times.

Contact [GES](#) for domestic and international booth material shipping (not perishable shipments).

SHIPPING PERISHABLE PRODUCT

Review the [Perishable Product Shipping](#) section BEFORE packing.

Need a logistics company to ship your perishables? Contact [Prospensive Logistics](#) for domestic perishable shipping.

- **Perishable products must be sent directly to the show site**, separate from booth materials. (The advance warehouse does not have refrigerated storage.)
- You can ship perishables:
 - Direct to your booth and use the DO NOT REFRIGERATE labels
 - Direct to refrigerated/frozen storage using the correct [Color Coded Labels](#).

LABELING SHIPMENTS

- Label all boxes and crates!**
- Include your booth number and exhibiting name to ensure your shipment gets to the correct location.
 - Use the correct [shipping labels](#) for advance, direct, perishables, refrigeration etc.
 - Shrink wrap and secure your pallets after labeling.

GES ORDERING SYSTEM

The [GES online ordering system \(Expresso\)](#) allows exhibitors to order services in one convenient location.

Order carpet, furniture, exhibit systems, material handling, rigging, signage, shipping, and installation/ dismantling with ease. Create an account and submit your orders online, review order history and invoices from anywhere.

EXHIBITOR APPOINTED CONTRACTOR

Exhibitors must register unofficial show contractors requiring access to the show floor during set-up and tear-down.

A move-in/move-out wristband will be provided; but anyone needing access during show hours must have an expo badge. DO NOT register contractors if using GES or any of the [approved vendors](#).

- EAC** Authorization process must be completed by September 22:
- **Exhibitor:** Submit [this authorization form](#) to approve EAC's.
 - **EAC:** Complete and submit the [EAC Form](#) and the \$150 fee.
 - **EAC:** Agree to all rules & regs, submit proof of insurance, and ensure the form and payment are submitted on time.

MATERIAL HANDLING

The unloading of your shipment to your booth, storing crates, returning empties, and reloading shipments after the show are not included with your booth. See the [Material Handling Information](#) page for pricing.

- Cost Saving Tips:**
- Follow the [targeted move-in/out schedule](#) to avoid extra fees.
 - **Pre-order material handling** to streamline logistics
 - Keep perishables separate from booth materials and include an individual weight certificate for a 25% discount on [perishable material handling](#).
 - Use [cartload service](#) for booth materials less than 250lbs that fit onto a 3' x 4' cart.
 - Purchase a [booth package](#) for 10x10 or 10x20 booths. (includes 200 lbs of material handling, furniture, carpet, and daily cleaning.
 - Plan booth displays in advance and use lightweight materials to reduce costs.

IMPORTING PRODUCT

- **Review the State and Federal Regulations** for Importing Produce, Plants, or Floral to ensure that you comply when shipping items into the United States and California from other states.
- Apply for necessary permits early, as processing time may be significant.
- Our [official freight forwarder/customs broker](#) can assist with international shipments.

METHOD	DATE	TIME	ADDRESS
Advance Shipping NO Perishables (refrigerated or frozen products)	Tuesday Sept. 9 - Wednesday Oct. 8	Monday - Friday 8:00 a.m. - 3:30 p.m. Closed 12:00 - 1:00 p.m. & Holidays	GES Global Produce & Floral Show (Exhibitor Name) (Booth #) C/O TForce Freight 2747 S Vail Ave. Commerce, Ca 90040 USA
Direct Shipping Booth Materials & Perishable Product	Sunday Oct. 12 - Saturday Oct. 18	7:00 a.m. - 4:30 p.m.	GES Global Produce & Floral Show (Exhibitor Name) (Booth#) Anaheim Convention Center 1850 S. West St. Anaheim, CA 92802 USA

SAMPLING/CATERING GUIDELINES

Boost Engagement with Sampling!
Sampling is a powerful way to draw attendees into your booth and showcase your products. Highlight your best offerings and create lasting impressions —make every sample count!

- **Sampling:** Exhibitors must include Aramark, the Anaheim Convention Center and the City of Anaheim as additional insured on the [Certificate of Insurance](#) to be able to sample.
- **Catering Assistance:**
 - Food preparation, paper products, or ice orders can be placed through [Aramark](#), the exclusive catering provider at the Convention Center.
 - Exhibitors must provide detailed recipes with exact measurements suitable for industrial cooking by Oct.1
 - **Orders must be placed by September 22.**
- **Sampling & Safety:**
 - All **food handling guidelines** must be followed
 - Anyone serving or preparing samples must wear gloves.
 - Review the **Heat Producing Device Form** if cooking at your booth.
 - Sample sizes are limited to **1oz per food items and 2oz per beverage**.
 - Exhibitors may use their own product or order from **Aramark Catering**.
 - If sending samples for catering prep, follow **the shipping information**.

Alcohol Service Requirements

- **Alcohol Sampling:** Exhibitors must submit an [alcohol request form](#) before serving alcohol in their booth.
- Alcohol must be **purchased from Aramark Catering** in advance.
- Alcohol must be dispensed and served by Aramark Catering bartenders, available for a minimum of 4 hours.

Average Sampling Volume: Exhibitors typically serve **500-1,000 samples per day**, depending on booth size and location. For full details visit the [Sampling page](#).

FOODBANK DONATIONS

In 2024, **IFPA donated 226,735 pounds of produce and 8,575 of floral** following the Global Produce & Floral Show, in partnership with the Atlanta Community Food Bank, a member of the Feeding America network.

- To support sustainability efforts, exhibitors are **encouraged to donate all perishables** after the expo.
- **Label all donations** with a pink Donation Sticker and place them in the aisle in front of your booth.
- Beyond produce and floral, **furnishings and green waste** are also donated to community partners.

Food Bank stickers are available at the GES Servicenter and the IFPA Floor Managers on-site.

If you are unsure if something can be donated after the show, let us know, we are here to help.

CONTACT US

Have questions? We're here to assist with all your show needs.

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IMPORTANT LOCATIONS

Exhibitor Appointed Contractor (EAC) Desk	Convention Center Lobby, Docks
Exhibitor Lounge	Show Floor
Exhibitor Service Desk (includes GES)	Hall D
Expo Sales / Show Management Office	Main Lobby, Room 119
First Aid Office	Main Lobby, Room 112
Marshalling Yard	TBA
Badge Pick-Up	Arena, Lobby Box Offices A/B, C/D
Badge Pick-Up Mobile Carts	Hilton Hotel Lobby
Registration and Customer Service	Arena
Information Booth	Main Lobby (between Hall B/C)
5K Registration / Bag Pickup	Arena
Security Office/ Lost and Found	Main Lobby, Room 110
IFPA Booth	#4437 (Hall A)