



EXHIBITOR QUICK REFERENCE GUIDE

Navigate the GPFS Service Kit with ease. Choose what works best for you:

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

Need Help? Use the search bar at the top of the [webpage](#) or contact the [expo team](#).

Schedule EXPO HOURS

Expo hours are Friday, Oct. 18, and Saturday, Oct. 19 from 10:00 a.m. until 5:00 p.m. [View the full schedule](#)
Penalties will apply to exhibitors that tear down or give away product prior to 5:00 p.m. Saturday.

Booth 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 sign)
- Free delivery of perishable products from refrigerated storage to your booth each day
- Access to lounges on the show floor
- Daily aisle carpet cleaning

Booth carpet/flooring is not included and is required. Flooring can be ordered through [GES](#).

Electricity, utilities, and furnishings are not included in the booth and can be ordered separately.

View [IFPA Approved Vendors](#) and place all orders by September 23 for discounted rates.

View the [Floor Plan](#) to see the show floor layout. Note the red symbols indicating columns on the show floor.

What's NEW THIS YEAR

There are two lobby entrances, where attendees can enter the show floor. Both lobbies will offer badge pick-up in addition to the mobile carts located in the Marriott Marquis and Hilton Atlanta hotels.

The Women's Fresh Perspectives Breakfast Session is now included with an All Access Pass.

Review the [floor plan](#) to see if your booth is in a Last In, First Out (LIFO) area. Those booths cannot start set up until 1:00 p.m. Thursday afternoon, make sure to plan accordingly!

We will have 6-seat trams (carts) offering rides through the main aisles of the expo floor, making it easier than ever to see what the show has to offer.

Need a place to sit, meet, or catch up on work? Visit 1 of our 5 lounges on the show floor.

This year, have some fun and get professional photos taken, and then relax with a massage in the connector area between B & C halls!

Visit the IFPA booth in B Hall between the B1/B2 entrance to connect with some familiar IFPA faces and learn about all the [resources](#) that can help your company/brand grow.

Rules REGULATIONS

The service kit includes a section outlining all the details for booth displays, show permits, multi-level booth displays, and official IFPA [Rules and Regulations](#).

Labor Regulations

Georgia is a "right-to-work" state. Exhibitors have the option of utilizing the Official Service Contractor (GES), who provides quality union labor from the Stagehands Union, qualified display houses or personnel from their own companies to install and dismantle their displays. Review the [work rules](#). Exhibitors are allowed to use two-wheel dollies to bring materials onto the show floor as long as each load weighs less than 250 lbs total.

On-site Setup & Dismantling

Every convention center is unique. Please review the [Exhibitor Set-Up](#) info to learn facility-specific details.

Review the [exhibitor schedule](#) to learn about move-in/out times, the clean floor policy, the show policy, product/trash removal times, donations and dismantling.

Badge REGISTRATION

Each booth exhibitor receives:

- An allotment of registration credits (based on booth size) to use towards Trade Show Only or Booth Personnel Badges
- Two (2) complimentary Welcome Reception tickets (any team member or customer can use these tickets)

Exhibitor sales contacts can pick up their Booth Personnel Badges on-site. All Trade Show Only Passes are to be picked up on-site by individual registrants.

Need to edit/swap a badge onsite? Visit the customer service desk in Lobby B or C.

NEW THIS YEAR: Before the show, primary booth contacts will receive an emailed barcode to print welcome reception tickets onsite.

September 16: Last day to register Booth Personnel Badges to be mailed (Continental US only). Also, last day for refunds.

September 24: Booth Personnel Badges mailed via FedEx Ground



Identify BUYERS

The show floor is segmented for buyers to find exhibitors quickly and easily. Buyer types are added to the attendee list for you to filter your pre-show outreach.

Retailers will have red on their badges.

Look for buyer categories that identify **Produce/Complementary Item Buyers, Floral Buyers, and Business/Retail Solution Buyers.**



Attendee LIST

Access the attendee list before, during, and after the show via your IFPA account (Global Show Attendee Export in the top-right corner). The Booth Sales and Logistical contacts have access to this list. By sorting the list by business type, company, job title, or contact information, you can target your prospects effectively. Please filter the list and send it only to your target audience.

Hotel **RESERVATIONS**

A block of hotel rooms has been reserved by Expovision on behalf of IFPA at several hotels in Atlanta. To receive the negotiated group rate, you must make [reservations](#) through the official IFPA Expovision Housing Office.

Sept 5: Last day to assign names or cancel reservations without penalty for individual rooms and blocks of 10 or more rooms.

Exhibitor **WARNINGS**

Please be alert of solicitations from vendors not affiliated with IFPA. If a company is not a GPFS official vendor, IFPA cannot guarantee the legitimacy of its claims. If one of these companies contacts you, contact the [Expo Team](#) immediately.

For more information, please review the [approved vendor list](#) and our [blog on scammers](#).

If you need assistance sourcing any contracts for your booth construction or supplies, please contact the [Expo Team](#) for guidance.

Directory **ONLINE/MOBILE**

The online/mobile directory is THE place attendees go to learn about your company, products, and services. Attendees have the ability to filter the exhibitor list by the content submitted, schedule meetings, contact you, and save your information to their show planner.

[Log in to the exhibitor portal](#) to submit your free promotional content as early as possible to maximize visibility:

- Product/company description
- Products/services showcased in your booth
- Company logo
- Fresh Ideas Showcase (if purchased)
- Press releases, white papers, or news articles
- In-booth events; chef demos, happy hours, activities
- Schedule meetings, set up time slots for attendees to book meetings
- Virtual Business Cards to highlight staff members with head-shots and contact info to attendees

Marketing **TOOLBOX**

Take advantage of our free [marketing tools](#) to maximize visibility and connect with top decision-makers before, during, and after the show.

Including the official [GPFS email signature](#).

Exhibitor **BLOG**

Subscribe to the [Global Produce and Floral Show Exhibitor Central](#), the online hub of exhibitor information, updates, and conversations for Global Produce and Floral Show Exhibitors

Social **MEDIA**

Follow us on social and use **#GPFS2024**

Fresh Ideas **SHOWCASE**

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

Choose the category your innovation fits best in:

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

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 off the show floor, accessible to buyers before, during, and after expo hours.

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

Your submission must be a new item introduced since October 2023.

Sustainable **PACKAGING**

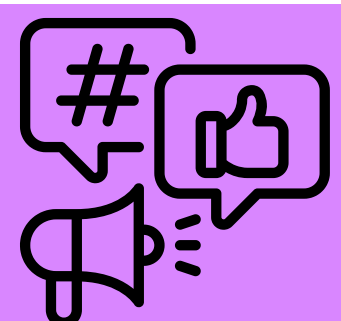
Exhibitors that have a Fresh Ideas Showcase are eligible to enter into the [Sustainable Packaging Award](#).

Companies whose product/solution aligns with the vision and criteria outlined in the [Sustainable Packaging Coalition Guidelines](#) must notify the [Expo Team](#) that they want to be considered for this award category.

Best of **SHOW CONTEST**

All exhibitors are automatically included in [The Best of Show Contest](#) which recognizes them for their overall exhibit efforts. Make sure to check out the [Tips from our Judges!](#)

The contest generates excitement and offers exhibitors a way to elevate their exhibit, product/service presentation, and staff performance. Winners receive industry recognition and valuable prizes.



Target **MOVE-IN/MOVE-OUT**

All Exhibitors must follow the [Targeted Move-In and Move-Out Schedule](#) assigned to them.

[Target move-in](#) time is when direct deliveries of booth materials should be checked in at the Marshaling Yard. It is not the point at which booth set-up or tear-down should be scheduled. If shipments arrive outside the targeted time, additional fees will apply.

All trucks and privately owned vehicles must report to the Marshaling Yard first to be dispatched and offloaded. Carriers that show up directly to the GWCC without checking in to the marshaling yard, will be turned away and re-routed.

Shipping **BOOTH MATERIALS**

Review the [Booth Materials Shipping](#) section BEFORE packing to determine where and when materials are to be sent.

- Booth materials can be shipped to the [advance warehouse](#) or [direct to show site](#).
- Send materials to the advance warehouse & guarantee delivery by your target move-in date/time (no additional cost).
- Review the [exhibitor schedule](#) for setup dates and times.
- If you need a shipping provider, contact [GES](#) for domestic and international booth material shipping (not perishable shipments).

Shipping **PERISHABLE PRODUCT**

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

- Need a logistics company to ship your perishables? [Prospensive Logistics](#) can provide 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.
- Ship perishables in advance to [Coosemans](#), who can also assist with sourcing products for your exhibit.
- Ship perishables direct to your booth and use the DO NOT REFRIGERATE labels or ship to refrigerated/frozen storage using the correct [Color Coded Labels](#).

Shipping **DETAILS**

METHOD	DATE	TIME	ADDRESS
Advance Shipping NO Perishables (refrigerated or frozen products)	Tuesday Sept. 10 - Wednesday Oct. 9	Monday - Friday 7:30 a.m. - 4:00 p.m. Closed 12:00 - 1:00 p.m.	GES Global Produce & Floral Show Exhibitor Booth # 885 Douglas Hill Rd. Suite 200 Lithia Springs, GA 30122
Direct Shipping Booth Materials Perishable Product	Sunday Oct. 13 - Saturday Oct. 19	7:00 a.m. - 4:30 p.m.	GES Global Produce & Floral Show Exhibitor Booth # Georgia World Congress Center 285 Andrew Young Blvd. NW Atlanta, GA 30313-1513

Material **HANDLING**

The unloading of your shipment, to your booth, storing and returning empty crates, and reloading your shipment at the show's close (drayage).

Please look at the [Material Handling Information](#) page for details and pricing.

- [Perishable Product Handling](#) information is the proper handling of your perishable products.
- [On-site refrigerated storage](#) is available and perishable product delivery to your booth is included in the price.

How to save money:

- Follow the [targeted move-in schedule](#).
- Arrange in advance by [pre-ordering](#).
- Package perishables separately from booth materials and include a separate weight certificate for a 25% discount on [perishable material handling](#).
- Use [cartload service](#) if your booth materials total less than 250lbs and 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).
- Use lightweight materials in booth displays.

Labeling **SHIPMENTS**

Label all boxes and crates being shipped to the Expo.

- It is important to include your Hall Letter (B or C) with your booth number to ensure your shipment gets to the correct location.
- Use the correct advance warehouse or direct to show [shipping label](#)
- Shrink wrap or secure your pallets after labeling.

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 Georgia 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.

Product **SAMPLING/CATERING**

We encourage sampling at the IFPA Global Produce and Floral Show. The more cooking and creative recipes the better!

If you plan to serve food samples at your booth, you must submit a **sample request form**. If you need food preparation, paper products, or ice assistance, you can order through the exclusive catering provider, Levy Restaurant at the Convention Center.

Please review the Product Sampling web page for details on catering and food safety in your booth.

Reminders:

- Anyone wishing to sample must follow all food handling guidelines.
- Those serving or prepping the samples must wear gloves.
- Review the Heat Producing Device Form if cooking in your booth.
- Food is limited to 4oz per sample and beverages 2oz per sample.
- You may bring your own product or order from Levy Catering.
- If you have arranged to send samples for catering prep, be sure to use the catering shipping label.

If you want to serve alcohol in your booth you must submit an alcohol request form. All alcohol must be purchased from Levy Catering in advance using their distributors. Bartenders from Levy must dispense and serve alcohol, they can be ordered in advance for a minimum of 4 hours. For more details visit the Sampling page.

On average, exhibitors serve about 500-1000 samples per day (depending on your booth size and location).

Floral **INFORMATION**

- Floral Prep Areas, with running water, will be located in the lounge and along the floor's perimeter.
- Remember to label and pack your floral perishable product separately from your booth materials to save 25% on your material handling.
- Use the color-coded storage and delivery labels for any floral products that require storage.
- The Floral Reception will take place Friday, October 18.



Sharing **BOOTH SPACE**

Exhibitors may list 1 company name per 100 sq. ft. of space reserved. Companies or brands sharing must be affiliated.

The parent company has access to adding sub-exhibitors through the exhibitor portal. If you share your booth with a sub-exhibitor, register them here so they have their own listing in the online directory.

The parent company is responsible for sharing all logistical information and Rules & Regulations with any sub-exhibitors.

All benefits and communications will be sent ONLY to the parent company contact(s) who hold the contract for booth space with IFPA.

Review details on Booth Sharing.

First Time **EXHIBITORS**

All first-time exhibitors receive exclusive benefits and optional mentoring from one of our experienced IFPA Committee members.

We automatically partner first-timer, primary booth contacts with a committee member who will guide them through their exhibiting experience.

Liability **INSURANCE**

IFPA requires that all exhibitors carry Commercial General Liability. Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. If you do not already have event insurance, it can be ordered through Rain Protection Insurance.

Please upload your COI to IFPA before Sept. 23 and have a copy with you onsite.

Exhibitor **APPOINTED CONTRACTORS**

Exhibitors must register all unofficial show contractors needing 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 your contractors if you are using GES or any of the other official show providers.

The following process must be completed by September 23:

- Exhibitor must submit this form authorizing the use of an EAC
- EAC must submit this EAC Form and a \$45 fee
- EAC must agree to rules & regulations, submit proof of insurance, submit their form, and pay the fee

On-site TIPS

- Review the [On-site Guide](#) for contacts, local info. & more.
- Check the full [schedule of events](#) for networking opportunities and education sessions.
- Download the mobile app for alerts and info at your fingertips.
- Plan your [Move-Out](#) in advance and follow your assigned [Move-out date/time](#).
- Pack up and secure your valuable belongings.
- Relax & enjoy refreshments in the Exhibitor Lounge while waiting for your empties to be returned to your booth.
- Do not tear down your booth until the show ends.

FoodBank DONATIONS

In 2023 IFPA exhibitors donated 227,650 pounds of produce to regional food banks.

As we focus on being sustainably conscious we encourage exhibitors to donate products. Make sure to label donations with a Food Bank Sticker and place it in the aisle in front of your booth.

Food Bank stickers can be obtained from the GES Servicenter, an IFPA Floor Manager, or the Show Management Office on-site

GES ORDERING SYSTEM

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

Order carpet, furniture, exhibit systems, material handling, rigging, signage, shipping, and installation/ dismantling with ease. Create an exhibitor account with [GES](#) and submit your orders or requests online, review order history, review invoices, and more from anywhere.

Important LOCATIONS

- | | |
|---|--|
| Exhibitor Appointed Contractor (EAC) Desk | • B1 Airfreight Plaza, B1 Lobby, Lobby C |
| Exhibitor Lounge | • B/C Connector, Level 2 |
| Exhibitor Service Desk (includes GES) | • B/C Connector, Level 2 |
| Expo Sales / Show Management Office | • Lobby C, Room C2 |
| FedEx Office | • Lobby B & C |
| First Aid Office | • Lobby C |
| Marshalling Yard | • 362 Ivan Allen Jr. Blvd. NW |
| Registration | • Lobby B, Lobby C |
| Customer Service | • Lobby C |
| Information Booth | • Lobby B, Level 1 |
| 5K Registration / Bag Pickup | • Lobby C |
| Security Office/ Lost and Found | • Lobby C, Room C1 |
| IFPA Booth | • Hall B, Booth #B1200 |

