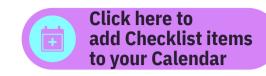


## ATLANTA, GA

OCT. 17 - 19, 2024 | EXPO: FRIDAY, OCT. 18 - SATURDAY, OCT. 19, 2024

## **2024** EXHIBITOR CHECKLIST



	ITEM	COMPLETE	
June	<ul> <li>Subscribe to the <u>Exhibitor Central Blog</u> to receive important updates and deadlines.</li> <li>Review the <u>exhibitor setup information</u> and be aware of all setup policies and procedures.</li> <li>Make <u>hotel reservations</u> with IFPA's approved housing vendor <u>Expovision</u>.</li> <li><u>Register badges</u> using the <u>credits</u> that come with your booth.</li> </ul>	Right Away Right Away Right Away June 25	0000
July	<ul> <li>Review <u>Booth Display Guidelines</u> for rules and regulations on your booth display and space.</li> <li>Submit your <u>Directory Listing</u> (company description, products/services, logo, availability, etc.) for the online/mobile directory. This is how attendees learn about your company &amp; products.</li> <li>Promote yourself. Take advantage of the <u>free marketing opportunities</u> of being an exhibitor (email signature, media outreach, showcases, contests).</li> </ul>	Right Away Right Away Right Away	- -
August	<ul> <li>Review <u>perishable product</u> and <u>booth material</u> shipping details, and prepare to ship in advance.</li> <li>Check all <u>sampling and catering information</u>, fill in necessary forms, and place orders.</li> <li>Place your booth orders with the IFPA <u>approved vendors</u> to make sure you get what you need.</li> <li>Attend the <u>Exhibitor Logistics Webinar</u>; <b>Planning Made Easy</b> at 2:00 p.m. Eastern Standard Time.</li> </ul>	Right Away Right Away Right Away Aug. 21	0000
September	<ul> <li>Last day to assign names &amp; cancel hotel reservations with Expovision for group blocks and individual rooms.</li> <li>Attend the Exhibitor Marketing Webinar; Promotional Tools and Tips from our Judges to help you Stand out on the Show Floor at 2:00 p.m. Eastern Standard Time.</li> <li>Advance shipments (non-perishable only) accepted at GES warehouse from Sept 10 – Oct 9.</li> <li>Last day to cancel badges &amp; receive a refund. Also, the last day to request booth personnel badges be mailed (continental US only), all other badges are picked up onsite.</li> <li>Promote your company to attendees. You must be a booth contact or registered attendee to view the attendee list in your IFPA account.</li> <li>Last day to submit a booth-sharing form if you plan to share your space with an affiliated company or brand.</li> <li>Last day to place orders at a discounted rate with IFPA approved vendors.</li> <li>Determine if you need to arrive earlier/later than your scheduled target move-in date. Submit the Target Variance Request Form to make changes and avoid off-target surcharges.</li> <li>Last day to register exhibitor appointed contractors not on the approved vendor list.</li> <li>Booth Personnel Badges requested to be mailed are mailed out via FedEx Ground.</li> </ul>	Sept. 5 Sept. 10 Sept. 11 Sept. 16 Sept. 23 Right Away Sept. 23 Sept. 23 Sept. 23 Sept. 23	0 00 0 00 00
October	<ul> <li>Booth material and perishable product shipments will be accepted at the GWCC from Oct. 13 -19.</li> <li>All booths may begin setup, check your freight Target Move-in Time, view expo schedule, &amp; note the clean floor policy to avoid labor fees.</li> <li>The show floor opens at 10:00 a.m. View the Expo Schedule and have fun.</li> <li>Exhibitor Lounge is open from 5:00 -10:00 p.m. Great place to wait for your empties.</li> <li>Follow up on your leads! Download the attendee list and filter by your target audience. Login to your exhibitor portal to see who viewed your online/mobile listing.</li> </ul>	Oct. 13 Oct. 13 Oct. 18-19 Oct. 19 Oct. 20	00 000

Contact the expo team if you have any questions. npickersgill@freshproduce.com or +1 (302) 791-5857