

A rustic dining table set for a meal. In the foreground, there are plates of food, including a bowl of quinoa and a plate of skewers with cherry tomatoes and mozzarella. There are also wine glasses, one with red wine and one with white wine. The background shows more of the table and some blurred greenery.

COME *sit*
AT OUR
TABLE

FRESNO
FO
OD
EXPO

2018 **EXHIBITOR HANDBOOK**



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FRESNO FOOD EXPO

July 25, 2018 – Exhibitor Set-Up

July 26, 2018 – Trade Event & Expolicious

Fresno Convention & Entertainment Center, New Exhibit Hall, Hall I, II & III
801 M. Street, Fresno, California 93721

FRESNO FOOD EXPO CONTACT INFORMATION

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FRESNO FOOD EXPO BOARD OF DIRECTORS

VALLEY LAHVOSH BAKING COMPANY

Agnes Saghatelian, President
Chairwoman

ENZO OLIVE OIL

Vincent Ricchiuti, Director of Operations
Vice-Chair

GERAWAN FARMING

Denver Schutz, Technical Services Mngr.
Treasurer

US COLD STORAGE

Rod Noll, VP, Western Region
Secretary

BUSSETO FOODS

Mike Grazier, President

LA TAPATIA TORTILLERIA, INC.

Helen Chavez – Hansen, Owner/President

CERTIFIED MEAT PRODUCTS

Jimmy Maxey, Chairman

NICHOLS PISTACHIO

Chuck Nichols, President

CITY OF FRESNO

Lee Brand, Mayor

RUIZ FOODS

Fred Ruiz, Co-Founder & Chairman Emeritus

FOWLER PACKING

Justin Parnagian, Sales Director

WAWONA FROZEN FOODS

Bill Smittcamp, President & CEO

JD FOOD

Mark Ford, President

CENTRAL VALLEY

COMMUNITY FOUNDATION

Ashley Swearengin, CEO

OUR VISION

The Fresno Food Expo will be the most valuable resource for connecting local, regional, national and international food industry buyers to Central California’s food and beverage related companies.

OUR MISSION

The Fresno Food Expo provides a platform that increases the commerce and connectivity of Central California’s food and beverage related companies, while creating a regional identity centered around the celebration of food production and the experience food inspires.

OUR INSPIRATION

The Fresno Food Expo is more than a trade show... We are developing a strong and vibrant food community in our region by connecting the foods, people and companies who thrive here. We are creating a space for our food community to innovate, connect and be inspired. We value integrity, honesty and the foods we grow. The Fresno Food Expo is our story, our showcase and our celebration.



EXPO AGENDA

This is the official Fresno Food Expo Agenda. Please note some events are only open to pre-registered, qualified buyers attending the Expo, and Sponsors of the Expo.

TUESDAY, JULY 24, 2018

12:00 p.m. – 5:00 p.m.

Sponsor & Exhibitor Check-In & Set-Up

Upon arrival, please check in at the reception desk at the lobby and pick up your Exhibitor Welcome Packet, Name Badges and Parking Passes.

WEDNESDAY, JULY 25, 2018

7:00 a.m. – 3:00 p.m.

Sponsor & Exhibitor Check-In & Set-Up

Upon arrival, please check in at the reception desk at the lobby and pick up your Exhibitor Welcome Packet, Name Badges and Parking Passes.

- All exhibitors must set up the day prior to the Expo, on July 25, 2018, unless otherwise cleared by Fresno Food Expo staff.
- Parking will be available in the parking lot on the SW corner of Inyo and O.
- Exhibitors must be present to receive and facilitate any shipments that are delivered directly to the Fresno Convention Center.

9:00 a.m. – 11:00 a.m.

Fresno County Food Safety Class

According to the Fresno County Health Department, all exhibitors handling food must have someone in their exhibitor booth who has taken a Food Safety Class or has a current and valid Food Safety Certificate. This class will be offered to all exhibitors free of charge, upstairs at the Convention Center.



THURSDAY, JULY 26, 2018

8:00 a.m. – 10:00 a.m.

Welcome Breakfast & Keynote Speaker

Open to all pre-registered, qualified buyers, Sponsors & Exhibitors

Start your day with a delicious breakfast prepared with an abundant selection of California's freshest produce and breakfast offerings. Breakfast will be followed by an exciting morning agenda kicked off with the announcement of the 2018 New Product Award Winners and a Keynote delivered by California Secretary, Karen Ross, about the State of Food in California.

- *All Sponsors and Exhibitors are given a specified number of tickets through their ConnectMe Dashboard, where additional tickets can also be purchased if desired.*
- *Please Note: Breakfast will only be available until 9 a.m.*

10:00 a.m. – 3:00 p.m.

Business to Business Trade Show

Open to all pre-registered, qualified buyers, Sponsors & Exhibitors

The Fresno Food Expo trade show will open its doors to pre-registered local, regional, national and international buyers to see, taste and discover the diverse food and beverage products grown and manufactured in the Central California region.

5:00 p.m. – 8:00 p.m.

Expolicious

Open to our foodie community who have purchased tickets in advance

The Expo's evening celebration is truly unique because unlike any other food industry tradeshow, it highlights the power and impact of the consumer; offering invaluable consumer insight to buyers who stay for the experience, and a premier opportunity for exhibitors to build brand ambassadors.

It's not just delicious, it's EXPOLICIOUS!

8:00 p.m. – 11:00 p.m.

Exhibitor Tear Down

All exhibitors must be torn down and cleared out of the Convention Center by 11:00 p.m.

8:00 p.m.

Flambé - Fresno Food Expo After-Party

Open to the public

Flambé will take place immediately after the Expolicious ends at the Tioga Sequoia Beer Garden located at 745 Fulton St, Fresno, CA 93721 where the celebration will continue.



ATTENDEES

Throughout the course of the Fresno Food Expo, including both the business to business trade show and Expolicious, the Expo is expecting a total of +/- 2,000 total attendees.

Business to Business Tradeshow

+/- 700 Pre-qualified buyers

- The Business to Business event is only open to pre-qualified, registered buyers.
- All buyers who register through the website are screened and verified.
- Buyer attendee profile, according to the 2016 Expo:

26%	Retail	23%	Restaurateur/Chef
20%	Foodservice	12%	Wholesaler
10%	Distributor	4%	Broker
5%	Export/WUSATA		

Unauthorized Attendees during the Business to Business Event

- If there are attendees on the show floor that are not buyers, or are trying to solicit products/services to exhibitors, they will be asked to leave the show floor.
- If you are solicited to as an exhibitor please contact Fresno Food Expo Manager, Amy Fuentes at 559-790-3204.
- Please note, the Fresno Food Expo is supported and sponsored by companies who are Non-Food Producers, and are allowed to be on the show floor during the Business to Business event to support the industry. However, when signing their sponsorship agreement for the Fresno Food Expo, they do understand that soliciting to exhibitors on the show floor is prohibited.

Expolicious - Fresno Food Expo Public Event

+/- 1,200

- The Fresno Food Expo Public Event is opened to attendees who purchase a ticket for the value of \$50.00 to come in and enjoy products from the Central California region.

EXHIBITOR BADGES

All staff badge allotments must be handled through the ConnectME Dashboard, the Expo's official Exhibitor Registration System.

- Each 10x10 Booth Exhibitor will receive 5 badges.
- Additional badges can be purchased through the ConnectME Dashboard for \$40.
- Each exhibitor cannot purchase more than 4 additional badges.



EXHIBITOR BOOTH SET-UP & REGULATIONS

Every 10x10 Exhibitor Booth comes with the following:

Black Pipe and Drape (8' back, 3' sides)	One small wastebasket
One 8' Table with Black Linen	One 11x17 Sign with Booth Number
Two Vinyl Folding Chairs	Five Employee Badges

Additional Booth Needs – Expo Décor

Expo Décor is contracted with the Fresno Food Expo to provide the entire set up for the Expo, including exhibitor booths, signage, stage, etc. If you need additional items for your booth, including electricity, additional tables, chairs, refrigeration, etc. please fill out the Expo Marketing packet and send it directly to their office. For additional information:

- The Expo Marketing Packet can be downloaded on our [Exhibitor Resources Page](#).
- Contact their staff directly: Amber Harrington, amber.h@expodecor.com, or call 559-495-3300

Booth Décor – KSB Company

Kathy Burk with KSB Company is contracted with the Fresno Food Expo to provide all of the décor for the Expo including the New Product Awards Event, VIP Event, Expo lobby and hall. If you would like to purchase decorating services for your booth, those services are available for an additional charge:

- See KSB Company Booth Decorating Services in your confirmation packet
- Contact Kathy directly at ksbcompany@aol.com or 559-273-3733

Booth Location

- ONLY sponsors of the Fresno Food Expo will get the opportunity to choose their booth space in order of sponsorship level.
- All exhibitors will be placed on the show floor in the order that their payment and required forms are received.
- Exhibitor placement is based on best available space at the time the exhibitor confirmation packet and payment is complete, as determined by staff.
- Fresno Food Expo staff reserves the right to make any changes to exhibit space or the floor plan at any time.

Height Regulation

- Exhibitor décor and set up cannot exceed 8' in the back and 3' on the sides.
- Exceptions will be made for Premium Sponsor displays, but the Expo will make the best effort to not allow those displays to block the vision of other exhibitor booths.
- Please note, there are some displays which will include a full 8' wall on two sides, based upon the orientation of end-cap display spaces.



Garbage

- All booths will be supplied with one small wastebasket, with additional bag liners included at the bottom of the wastebasket.
- The Expo will make best effort to have Expo staff walking the show floor to assist in emptying wastebaskets from exhibitor booths.
- It is the expectation that each exhibitor will take their own wastebasket to the proper waste container to empty their wastebasket as needed.
- Please break down all cardboard boxes prior to placing near a waste receptacle.

Aisles & Adjacent Booths

- No signs, display items or decorative materials may protrude into the aisles or extend into neighboring booths.
- No signs, display items or decorative materials may protrude higher than a neighboring booth's pipe and drape, on any side.
- All aisles, passageways and lobbies leading to an exit, fire extinguisher or other emergency equipment must be left unobstructed.

Sound Levels

- All sound levels of presentations or others, should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Displays found to be objectionable due to noise level will be closed down.
- The playing of music is prohibited.

Subletting of Exhibit Space

- Subletting is not permitted; no exhibiting company shall sublet or share its exhibit space with another business, division or firm.
- Booth space is to be used solely by the company whose name appears on the exhibit application and it is agreed that the applicant will not assign, or apportion the whole or any part of their booth.

Building Property

- Convention Center rules require that nothing be posted, tacked, nailed or screwed to columns, walls, floors or other elements of the exhibit hall.
- Exhibitors may not apply paint, lacquer, adhesives, tapes or other coating to building columns, walls, ceilings or floors or to standard booth equipment.

Electricity

- All electricity must be ordered through Expo Décor using their official order form.
- Any exhibitor found pulling in their own electricity or illegally connecting will be subjected to the loss of that electricity source.



Shipping Your Product?

- If you are planning to have your product shipped and/or delivered directly to the Convention Center, you must have staff present to receive your product.
- Fresno Food Expo and Convention Center Staff will not be responsible for any product shipped directly to the Convention Center.

EXHIBITOR REQUIREMENTS FOR PARTICIPATION

Required Forms

All exhibitors will be required to upload the following forms through the ConnectME Dashboard in order to exhibit at the Expo:

- Certificate of Insurance
- Hold Harmless Agreement
- Fresno County Health Department Community Event Food Vendor Application

Fresno County Health Department Food Vendor Requirements

- You will not be required to bring your own hand washing station, the Fresno Food Expo will be providing that for you, and all will be approved by the Fresno County Health Department.
- You will not be required to provide your own three-compartment sink if you are preparing food, the Convention Center three-compartment sinks have been approved to use by the Fresno County Health Department.
- Please refer to the "Community Event Food Vendor Requirements" packet included in the forms that must be filled out and returned to the Expo by exhibitor for a complete list of requirements.

Food Safety Certification

- According to the Fresno County Department of Public Health, every exhibitor must have an owner or person in charge that has successfully passed an approved accredited food safety certification examination.
- This rule does not apply if an exhibitor is only handling and dispensing prepackaged food or beverage where no food or beverage is ever unpackaged by the food booth operators.
- Classes for this certification are offered monthly. Please contact the Fresno County Environmental Health Department at 559-600-3357 to sign up for the Fresno County Food Safety exam, or visit www.fcdph.org.



Fire and Safety Regulations for Electrical Cooking Devices

Exhibitors are charged with knowing all of the laws, ordinances and regulations pertaining to the Fresno County Health Department, City of Fresno fire prevention regulations, Fresno Convention Center rules and regulations and public safety while participating in the Expo.

Per the Fresno Convention and Entertainment Center Event Planning Guide

- Cooking and Food Warming Devices
 - All food preparation/cooking, which is part of a demonstration or exhibition in assembly, will be accomplished by means of electrical cooking devices.
- Portable Electrical Cooking devices shall be permitted only as follows:
 - They shall be placed on a noncombustible surface separated from each other by a minimum horizontal distance of two (2) feet and two (2) feet from any combustible material.
 - The use of L.P. Gas cylinders and open flame cooking devices is forbidden.
 - A 2A-20BC fire extinguisher shall be located at each booth where these cooking-warming devices are utilized (CFC906.3.2).
 - *Should you need to rent any cooking devices, or fire extinguishers, please contact Expo Décor directly at 559-495-3300.*
- Cooking Areas/Kiosk/Trailers
 - Each cooking area, kiosk, or trailer shall have one 2A-20BC & 2.5 gallon K type fire extinguisher (CFC904.11.5.1).
 - All propane or other tanks will be protected from the public and will be secured so as not to be turned over (CFC30035.3).
 - All cooking devices used inside a building and emitting grease-laden vapors must have fire suppression and vented to the outside in an approved method (CFC904.11).
- Compressed Flammable Gases

Flammable or combustible liquids, hazardous chemicals or materials, Class II lasers, blasting agents, and explosives are prohibited. Storage or use of flammable liquids is prohibited except that which is required for maintenance and operation of equipment. Storage in excess of ten gallons shall be in approved cabinets (CFC3404.3.4.4). Cooking appliances such as Coleman propane camping stoves are not permitted (electric fry pans, crock pots, or warming trays will be permitted). Fuel appliances, such as chafing dishes, shall use only sterno or some other solid flammable fuel with permit from Fire Prevention Division. Barbecuing inside the building is not permitted (CFC308.3.2 & 308.3).



OFFICIAL SHOW POLICIES

Solicitation by Attendees

- Soliciting by attendees is strictly prohibited, and any attendee attempting to solicit will be asked to leave the Expo show floor.

Video & Photography

- Taking photos or videos of exhibitor booths is prohibited.
- Exhibitors may only take photo or video of their own booths.
- Private consultants who are paid by an individual company are not eligible for a media credential, and should request an exhibitor badge from the hiring company, keeping in mind that those individuals are employees of the exhibitor that day, and should not be representing their own consulting agency on their badge.
- Only media with show authorized media credentials are allowed to photograph and video record all areas of the show.
- Photographers and videographers are required to ask permission before filming and must refrain from filming those who do not grant permission.
- Each exhibitor and attendee who grant permission to photograph and/or record all or any part of their attendance at any Expo related events grants the Expo the worldwide, perpetual, royalty free right and license to reproduce, distribute, transmit, publicly perform and publicly display all such photographs and recordings, including without limitation, the name, images and likenesses of attendee or exhibitor contained therein.

Age Requirements

- All ages are welcome to the Fresno Food Expo Public Event.
- Children 5 and under are free of charge.
- Every ticket holder entering the public event will have their ID checked for proof of age, and will receive a wrist band and wine glass for alcohol tastings if they are 21+ years old.

Right to Deny or Remove

- Expo management reserves the right to deny admission to, or remove any party from the Expo or any Expo related events.
- The Fresno Food Expo Management reserves the right to refuse services to any company or individual, for any reason, at any time.

Credentials/Expo Badge

- During the Business to Business portion of the show all attendees must be wearing a badge to get onto the show floor. This includes exhibitors, sponsors, buyers, volunteers and guests.



EXHIBITOR EXPECTATIONS

Exhibitor Eligibility

- All food producing exhibitors must be headquartered in the 8 County San Joaquin Valley OR must have a large growing or manufacturing operation in the region.
- If a company is not headquartered in the 8 County San Joaquin Valley, but has a large growing or manufacturing operation in the region, will be reviewed and voted on by the Board of Directors for final approval of participation.

Non-Food Producers

- Any company who is not a food or beverage grower or producer and would like to participate in the Fresno Food Expo can contact David Nalchajian, Inc. to discuss sponsor/partner opportunities.
- Only 10% of the entire show floor can be made up of Non-Food Producer exhibits, all of which must be a Major Sponsor of the Fresno Food Expo.
- Representatives from Non-Food Producers are not allowed entrance into the Business-to-Business event, unless they are a sponsor of the Expo.
- Non-Food Producers do not have to be headquartered in the San Joaquin Valley.

Badge Sharing

- While the Expo understands that many Exhibitors may employ outside companies to assist in marketing/sales/manning the display, we urge you to mindfully share your badges with folks whose purpose will not be to solicit the services of other groups. Just as we value your time and desire to interact with buyers, we ask that your representatives do the same for your peers.

Sampling Policy/Expectations

- All food producing exhibitors are required to provide samples of their product during both the Business to Business Event and the Public Event.
- The distribution of literature, samples or other materials or promotional props (i.e. mascots, figurines, etc.) must take place within your allotted booth space, with the exception of designated sponsorships and marketing opportunities.
- The distribution of any goods mentioned above is prohibited outside of your allotted booth space. For example, you cannot have employees from your company standing outside of your allotted booth space, soliciting while roaming, handing out or interrupting traffic in the aisles.
- We are anticipating approximately 2,000 attendees to walk the show floor the day of the 26th. We suggest that exhibitors be prepared to provide samples for roughly 75% of that attendance number.



Operating Hours

- All exhibitors are expected to be set up one hour prior to the Expo doors opening, and remain set up and at their booth until the close of the Expo. (10:00 a.m. – 8:00 p.m.)

Exhibitor Product Showcase

- All items showcased at the Fresno Food Expo are expected to be locally grown and manufactured in the San Joaquin Valley.
- If you are a distributor and distribute products from outside the San Joaquin Valley, or import products to distribute, please make best effort to showcase and promote the products your company distributes that are grown and manufactured locally.
- Exhibitors must show goods manufactured or sold/distributed by their company in the regular course of business.
- Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in an exhibitor's display.

Cancellations

- All cancellation of booth space must be submitted to the Fresno Food Expo in writing.
- A 50% refund will be granted if an exhibitor cancels before June 2, 2018.
- There will be no refunds on or after June 2, 2018.
- The cancelling exhibitor waives any claims and the Fresno Food Expo assumes no responsibility for having included the name, address, telephone, and web address of the cancelled exhibitor's information in any materials related to the Fresno Food Expo, regardless of when the Fresno Food Expo received written notice of cancellation.

Selling Products during the Public Event

- All exhibitors will be allowed to sell closed packaged products during the public event only.
- This does not take the place of samples. You must still provide samples during the buyer and public events.
- Exhibitors will be responsible for providing their own cash and equipment for the sales of their product. The Expo will not be providing anything for the sale of your items.
 - If you are accepting cash, you must have change.
- If you are accepting credit cards you must have your own system.
- All exhibitors are responsible for reporting all sales to the BOE.

Booth Representatives

- Exhibitor booth representatives must be wearing Expo badges at all times, and booths must be staffed during the published hours.



PARKING

If provided by the City of Fresno, every exhibitor will receive two free parking passes when they arrive at their booth that will be good for both July 25th and July 26th

- Please park in the Convention Center Garage on the corner of Inyo and O.
- When leaving on July 25th you will just have to show them your parking pass and fees will be waived, and you can keep the pass on your dashboard for July 26th.
- If parking is not provided by the City of Fresno, each exhibitor will be responsible for the payment of their parking while at the Expo.

SECURITY TIPS

The Fresno Food Expo cannot assume responsibility for loss, damage or theft at the show. Each exhibitor must be responsible for his/her own property. Adherence to the following recommendations and precautions, plus the vigilance of the personnel in your booth, should ensure adequate security for your exhibit materials and personal property.

- Make sure your insurance coverage is adequate to protect your exhibit and product against damage from the time it leaves your premises until it returns.
- Assign people to be present at your booth when your exhibit material arrives to receive the shipment and take inventory.
- Move-In & Move-Out is a highly vulnerable period, so pay special attention to items easily pilfered during this time.
- Do not leave personal items unguarded such as cellular phones, laptops, etc.

ATTENDEE CONTACT LIST

- The buyer attendee contact list will be provided to all Sponsors of the Expo at least 5 business days prior to the Expo.
- Exhibitors must fill out the exhibitor survey, which will be emailed electronically immediately after the Expo, in order to receive a PDF of the complete contact list.

EXPO MARKETING TOOLKIT

The Fresno Food Expo Exhibitor Tool Kit provides you with the essential marketing materials you need to invite all of your buyer audiences to come see you in action at the 2018 Fresno Food Expo through email and social media marketing. The Exhibitor Tool Kit can be found at: www.fresnofoodexpo.com

SPONSORSHIP OPPORTUNITIES

The Fresno Food Expo offers a number of personalized sponsorship packages that allow companies to take advantage of the many opportunities surrounding the Expo and all Expo related events. Sponsorship is your company's chance to maximize your presence at the Fresno Food Expo, and make the necessary connections to grow your business.

For all sponsorship inquiries, please contact David Nalchajian at 559-227-9999 or David@nalchajian.com.