



EXHIBITOR HANDBOOK



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CALIFORNIA FOOD EXPO

September 9 – 10, 2019

EVENT LOCATION

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

CORPORATE OFFICE

California Food Expo
1100 West Shaw, Suite 140
Fresno, California 93711
559-227-9999
info@CaliforniaFoodExpo.com

STAFF CONTACT INFORMATION

EXPO MANAGER

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SPONSORSHIP & EXHIBITOR SALES

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EXHIBITOR SUPPORT & GENERAL INQUIRIES

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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 Manager
Treasurer

US COLD STORAGE

Rod Noll, VP, Western Region
Secretary

BUSSETO FOODS

Mike Grazier, President

JD FOOD

Mark Ford, President

CERTIFIED MEAT PRODUCTS

Jimmy Maxey, Chairman

LA TAPATIA TORTILLERIA, INC.

Helen Chavez – Hansen, Owner/President

CITY OF FRESNO

Lee Brand, Mayor

NICHOLS PISTACHIO

Chuck Nichols, President

FOWLER PACKING

Justin Parnagian, Sales Director

WAWONA FROZEN FOODS

Bill Smittcamp, President & CEO

Retail Advisory Council

EREWHON MARKETS

Tony Antoci, CEO

GROCERY OUTLET

Daniel Bell, Produce Buyer, CA & NV

FOOD4LESS / RANCHO SAN MIGUEL

Marty Colridge, Director of Center Store

WHOLE FOODS MARKET

Randy Ducummon, VP, No. CA & Reno

WALMART

Roland Harmon, S. Director, Global Produce

BRISTOL FARMS

Steve Howard, VP, Perishables

RANGE ME

Brandon Leong, VP of Marketing

ALBERTSONS / SAFEWAY No. CA

Mil Mijanovic, Produce Sales Manager

ALBERTSONS & VONS, So. CA

Miriam Welch, Grocery Sales Manager



Expo Agenda

SUNDAY, SEPTEMBER 8, 2019

9:00AM – 5:00PM

Sponsor & Exhibitor Check-In & Set-Up*

MONDAY, SEPTEMBER 9, 2019

7:00AM – 4:00PM

Sponsor & Exhibitor Check-In & Set-Up *

9:00AM – 2:00PM

New Product Award Judging

The Retail Advisory Council and Consumer Panel will be judging the 2019 New Product Awards.

9:00AM – 10:00AM

Fresno County Health Department Class

According to the Fresno County Health Department, all exhibitors handling food that is not packaged 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 satisfy that requirement.

1:00PM – 5:30PM

Educational Sessions

All qualified buyers, exhibitors and sponsors are invited to attend. For complete details and up to date information, please visit the [Expo Agenda](#).

- *All Sponsors and Exhibitors are given a specified number of tickets through their ConnectMe Dashboard, where additional tickets can also be purchased if desired.*

5:30PM – 7:30PM

Welcome Reception

All qualified buyers, exhibitors and sponsors are invited to attend. For complete details and up to date information, please visit the [Expo Agenda](#)

- *All Sponsors and Exhibitors are given a specified number of tickets through their ConnectMe Dashboard, where additional tickets can also be purchased if desired.*

*Agenda details are subject to change.
Please visit the [Expo Agenda](#) for the most up to date information*



TUESDAY, SEPTEMBER 10, 2019

8:00AM – 10:00AM

Welcome Breakfast & Consumer Trends Panel

All qualified buyers, exhibitors and sponsors are invited to attend. For complete details and up to date information, please visit the [Expo Agenda](#)

- *All Sponsors and Exhibitors are given a specified number of tickets through their ConnectMe Dashboard, where additional tickets can also be purchased if desired.*

10:00AM – 3:00PM

Business to Business Trade Show

The California 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 California.

3:00PM – 4:30PM

Exhibitor Happy Hour, Presented by Wells Fargo

All qualified buyers, exhibitors and sponsors are invited to enjoy complimentary snacks and beverages upstairs as the Expo turns the show floor over for EXPOLICIOUS.

5:00PM – 8:00PM

EXPOLICIOUS

The Expo's evening celebration highlights the power and impact of the consumer; offering invaluable insight to buyers who stay for the experience, and a premier opportunity for exhibitors to build brand ambassadors.

This year's event will feature, "A Taste of California," featuring chefs from throughout California who will be curating themed dishes featuring California's finest food and beverage products. Please visit www.CaliforniaFoodExpo.com for updates event.

8:00PM – 11:00PM

Exhibitor Tear Down

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

*Agenda details are subject to change.
Please visit the [Expo Agenda](#) for the most up to date information*



*Sponsor & Exhibitor Protocol for Booth Set-Up

Upon arrival to the Fresno Convention & Entertainment Center all exhibiting companies need to follow the protocol listed below for the quickest and most convenient set-up:

- Pull into the loading dock, located off of Inyo Street, where Expo staff will unload your car and deliver all of your items to your booth. Once your car is unloaded you can park in the parking lot located at the SW corner of Inyo & O.
- Upon entering the Convention Center, please check in at the reception desk in the lobby and pick up your Exhibitor Welcome Packet and Event Badges.
- All exhibitors must be set up by 4:00PM on September 9, 2019, unless otherwise cleared by California Food Expo staff.

Expected Attendance

BUSINESS TO BUSINESS TRADE SHOW

+/- 800 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 2018 Expo:

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

Unauthorized Attendees during the Business to Business Event

If there are attendees on the show floor that are not qualified buyers, or are trying to solicit products/services to exhibitors, they will be asked to leave.

- Please note, the California Food Expo is sponsored by companies who are Non-Food Producers, and are allowed to be on the show floor during the Business to Business, but know that soliciting to exhibitors on the show floor is prohibited.

EXPOLICIOUS – EVENING PUBLIC EVENT

+/- 1,200 Attendees

- The California Food Expo Public Event is open to attendees who purchase a ticket in advance. Exact ticket price and on-sale date will be announced in July.

RIGHT TO DENY OR APPROVE

- Expo management reserves the right to deny admission to, or remove any party from the Expo or any Expo related events.

CREDENTIALS

- During the B2B portion of the show all attendees must be wearing a badge to be on the show floor, including exhibitors, sponsors, buyers, volunteers and guests.



Exhibitor Terms & Conditions

EXHIBITOR ELIGIBILITY

All food producing exhibitors must be the owner/operator of a company who produces California food or beverage products.

EXHIBITOR REGISTRATION

If an individual/company completes the Exhibitor Registration form on the Expo website, and agrees to the Exhibitor Registration Terms and Conditions, the registrant is responsible for paying all registration fees to confirm exhibitor space and be given a booth number.

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

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. You cannot have employees standing outside of your allotted booth space, handing out or interrupting traffic in the aisles.
- We are anticipating approximately 2,000 attendees to walk the show floor. The suggested sample number should be for roughly 75% of the attendance number.

EXHIBITOR PRODUCT SHOWCASE

- All items showcased at the California Food Expo are expected to be locally grown and manufactured in California.
- If you are a distributor and distribute products from outside California, or import products to distribute, please make best effort to showcase and promote the products your company distributes that are grown and manufactured in California.
- Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in an exhibitor's display.



TRADE SHOW OPERATING HOURS

- The operating hours for the trade show are from 10:00 a.m. – 8:00 p.m.
- 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.

CANCELLATIONS

- All cancellation of booth space must be submitted to the Expo in writing.
- A 50% refund will be granted if an exhibitor cancels by June 28, 2019.
- There will be no refunds on or after June 29, 2019.
- The cancelling exhibitor waives any claims and the California 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 Expo, regardless of when the written notice of cancellation was received.

SELLING PRODUCTS DURING THE PUBLIC EVENT

- Exhibitors are allowed to sell closed packaged products during the public event.
- 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.

10x10 BOOTH SET UP

Black Pipe and Drape (8' back, 3' sides)
One 8' Table with Black Linen
Two Vinyl Folding Chairs
Wi-Fi Available in Convention Center

One small wastebasket
One 11x17 Sign with Booth Number
Five Employee Badges

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.



BOOTH LOCATION

- ONLY sponsors of the California 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.
- California 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 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.

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.



SOUND LEVELS

- All sound levels of presentations/other 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 will be closed down. Playing of music is prohibited.

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, and may be asked to close down.

PRODUCT SHIPPING

- 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. Expo and Convention Center Staff will not be responsible for any product shipped.

BUYER 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.

NON-FOOD PRODUCERS

- Any company who is not a food or beverage grower or producer and would like to participate in the California 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 California 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.

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.



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. Those individuals would be 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.
- 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.

PARKING

- Parking for event is available at the Parking Garage on Inyo & O, just southeast of the Convention Center. The cost is \$7 per day.
- If you are staying at the Expo's preferred hotel, Double Tree by Hilton Fresno Convention Center, each room has at least one complimentary parking space.

FRESNO COUNTY HEALTH DEPARTMENT & FOOD SAFETY CERTIFICATION

- You will not be required to bring your own hand washing station, the Expo will be providing communal washing stations for your booth, but you can order one from Expo Décor if you wish to have your own.
- 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.
- 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 an accredited food safety certification examination.
- This rule does not apply if an exhibitor is only handling prepackaged food or beverage where no product 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 & 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 regulations, Fresno Convention Center rules and regulations 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).



Additional Resources

ADDITIONAL ITEMS FOR YOUR BOOTH & BOOTH DÉCOR SERVICES

- Expo Décor is contracted with the California 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.
 - The Expo Marketing Packet can be found under Exhibitor Resources on our website.
 - For additional information contact EXPO Decor directly at 559-495-3300.
- Kathy Burk with KSB Company is contracted with the California Food Expo to provide all of the décor for the Expo. If you would like to purchase decorating services for your booth, those services are available for an additional charge.
 - Please contact them directly at ksbcompany@aol.com or 559-273-3733.

SECURITY TIPS

The California 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.

EXHIBITOR TOOLKIT

The California 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 2019 California Food Expo through email and social media marketing. The Exhibitor Tool Kit can be found at: www.californiafoodexpo.com.

SPONSORSHIP OPPORTUNITIES

The California 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 California 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.



SEPTEMBER 9—10, 2019

LOCATION:

Fresno Convention & Entertainment Center
848 M Street Fresno, 93721
All Expo events will be held at this location.

PARKING:

All visitors staying at the Expo's preferred hotel will be allowed to park one car per room.

Additional daily parking is available at the Parking Lot on Inyo & O for \$7 per day.

PREFERRED HOTEL:

Double Tree by Hilton
2233 Ventura Street,
Fresno 93721

