



MARCH 24-26, 2025
WORLD CENTER MARRIOTT • ORLANDO, FL



EXHIBITOR FAQs

Where and when does AMC 2025 take place?

The conference takes place March 24 – 26, 2025 and the exposition is on Tuesday, March 25, from 12:30 p.m. – 5:00 p.m. It is located at the World Center Marriott in Orlando, Florida. The exhibit hall is located in Cypress Ballroom 2 & 3.

How can I become an exhibitor?

[Get started](#) by reviewing exhibit rates, what's included with a booth and more. Then, [check out the floor plan](#) and [submit your exhibit space application](#), along with a minimum 50% deposit to request a booth. Note that you must be a member of either the Meat Institute or FMI The Food Industry Association to exhibit. Not yet a member? Learn about the [Meat Institute](#) and [FMI](#) membership now.

What is the cost to exhibit?

The base rate is \$48 per square foot for Meat Institute or FMI members. The minimum booth size is 120 square feet / 10' x 12.' Not yet a member? Learn about the Meat Institute and FMI membership now.

What included with a booth?

Booth space includes an allotment of registrations based on your booth size, basic WIFI, lead retrieval through the mobile app, a listing in the Online Exhibitor Directory and Mobile App, and more. [Check out the full list of benefits](#) included with booth space.

What is the payment schedule for booth space?

A minimum deposit of 50% must be received to be assigned exhibit space. Exhibit space reserved with a 50% deposit, and not paid in full, will be placed on a "booth hold," with full payment due within 30 days. Payment may be made by credit card, check, or wire transfer.

What are the height regulations?

Review the official [Booth Display Guidelines](#) for height regulations and other use of space guidelines.

What can I start setting up my booth?

Exhibitor move-in begins on Saturday, March 22 at 1:00 p.m. See the full move-in, show and move-out schedule now.

How many complimentary booth personnel badges do we receive?

- Two (2) Full Conference and (1) Exhibit Hall Only badge per 10' x 12' / 120 square feet of space
- Two (2) Full Conference registrations per exhibiting company to use for Retail Customers

What is the Exhibitor Dashboard and how do I access it?

The Primary Contact has access to the [Exhibitor Dashboard](#) and will create their own password during the first login. For any login issues, please contact help@mapyourshow.com. If other team members need to have access, the primary contact may add them once logged in by clicking on "Users" from the menu on the left-hand side of the page.



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What is included in the basic online exhibitor directory listing?

All exhibiting companies are provided a complimentary online directory listing that includes:

- Company Description and Contact Information
- Link to Company Website
- Social Media Links
- Option to upload a Press Release

How do I update my information showing on the online floor plan and exhibitor directory?

Log in to the [Exhibitor Dashboard](#) to modify information and add a company or product description, contact information, website link, social media links, and upload a press release, which are included.

How can I stand out more on the online floor plan?

Log in to the [Exhibitor Dashboard](#) and click on the “Boost my Listing” button under Market Your Booth to upgrade to an enhanced listing package. Enhanced packages include the opportunity to add your logo, additional product highlights, track leads and more.

How do I pay my booth balance and/or get a copy of my invoice?

Log in to the [Exhibitor Dashboard](#) and click the button under “Invoicing/Payment.” You may pay by credit card online. To send a check payment or wire transfer, click on the Download Invoice(s) button to view payment details at the bottom of the statement.

Who is the official service contractor and how can I place orders?

The official service contractor for AMC 2025 is GES. The Exhibitor Service Kit, with order forms, shipping information and more, is available [here](#).

Can I sample food in my booth?

If an exhibitor is a meat or poultry processing company, that exhibitor MUST serve samples of their product during the exhibit hours. Seasoning, ingredient, and/or technology exhibitors DO NOT have to serve food.

View food sampling information [here](#).

What is the cancellation policy?

If an exhibitor must cancel its request for exhibit space, the exhibitor may receive a fifty percent (50%) refund, providing the Meat Institute received written notice of cancellation before January 24, 2025. After January 24, 2025, cancellations are not eligible for a refund. Substitutions without penalty are allowed with other eligible companies.

Can I rent a meeting room?

Contact Angela Halverson at Angela.Halverson@marriott.com or Angelix Torres at Angelix.Torres@marriott.com to reserve meeting room space. As you consider your meeting room needs, please note that they may not be booked during the Welcome Reception on Monday, March 24, 5:30 pm – 7:30 pm, or during exhibit hall hours on Tuesday, March 25, 12:30 pm – 5:00 pm.

Whom should I contact regarding speaking opportunities?

If you are interested in speaking at the event, contact Anne Wrobel at awrobel@fmi.org

Whom do I contact regarding sponsorships or advertising?

Please review the [AMC 2025 Sponsorship Opportunities](#). Log in to your [Exhibitor Dashboard](#) and select the “Click Here to Purchase” button under the AMC 2025 Sponsorship Opportunities section to apply. Note: If you have not yet accessed the Dashboard, the first time you enter your email address, you will receive an email with a link to set your password.

If you have any questions regarding sponsorship and advertising opportunities, please contact Eric Zito at ezito@meatinstitute.org or (202) 587-4223.