



**MARCH 24-26, 2025**  
**EXPO: TUESDAY, MARCH 25, 2025**  
**WORLD CENTER MARRIOTT | ORLANDO, FL**

## EXHIBITOR QUICK REFERENCE GUIDE

Find all the information you need to plan for the show in this document, or navigate through by topic on the [Exhibitor Resources page](#). Use the [Checklist](#) to stay on track with all exhibit deadlines!

### EXHIBIT HALL

- The exhibition is located in Cypress Ballroom 2 & 3
- View the [Floor Plan](#) to find your booth and see who is exhibiting

### EXHIBITOR SCHEDULE

Exhibitor Move-in:	
Saturday, March 22	1:00 PM – 5:00 PM
Sunday, March 23	8:00 AM – 5:00 PM
Monday, March 24	8:00 AM – 5:00 PM
Tuesday, March 25	8:00 AM – 11:00 AM
Show Hours:	
<b>Tuesday, March 25</b>	<b>12:30 PM – 5:00 PM</b>
Exhibitor Move-out:	
Tuesday, March 25	5:00 PM – 10:00 PM
Wednesday, March 26	8:00 AM – 10:00 AM

### WHAT'S INCLUDED WITH YOUR BOOTH?

- All booths include:
  - Registrations
    - Two (2) Full Conference and one (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
  - Complimentary Basic WIFI
  - Complimentary Lead Retrieval provided through the Mobile App
  - Listing in the Online Exhibitor Directory and Mobile App
  - Access to a list of Media attending
- Standard Inline Booth (10' deep by any width) Package includes:
  - 8' High Backwall Drapery Color: Black
  - 3' High Sidewalls Drapery Color: Black
  - One (1) 6' Black Skirted Table
  - Two (2) Black Plastic Contour Chairs
  - One (1) Wastebasket
  - One (1) 17" x 11" Booth ID Sign

\* *Material handling, labor, furniture rental for islands, and all other vendor services are not included.*

\*\**The exhibit hall has existing hotel carpet. Exhibitors can purchase floor coverings directly from GES. Please be aware that the exhibiting company shall be solely responsible for any damage to the carpet or flooring arising from cooking activities conducted within the booth. This includes, but is not limited to, stains, burns, or any other forms of damage that result from spills, heat,*

*or other cooking-related incidents. In the event of damage, the exhibiting company shall be responsible for the full cost of repair or replacement of the carpet or flooring, as determined by the event facility.*

### REGISTER FOR YOUR COMPLIMENTARY EXHIBITOR BADGES

Each exhibiting company receives (2) Full Conference and (1) Exhibit Hall Only badge per 10' x 12' square feet of space, and (2) Full Conference registrations per exhibiting company to use for retail customers. Badges are required to access conference sessions and the exhibit hall on show days. Wristbands will be available for access on set-up days. To register using the complimentary badges that come with your booth, please reference the instructions provided in the email from FMI [register@fmi.org](mailto:register@fmi.org).

If you wish to purchase additional badges, [register online](#) by January 22, 2025 to receive the Early Bird rates. If you have any registration questions or need assistance, please contact [register@fmi.org](mailto:register@fmi.org)

### RULES, REGULATIONS AND LABOR JURISDICTIONS

Be sure to review the [booth display guidelines](#) and [AMC Terms & Conditions](#) to ensure a smooth setup experience. Also review the [labor jurisdictions](#) in Orlando so that you are aware of what your staff are permitted to set-up. Exhibitors using contractors other than GES [must register](#) all "Exhibitor Appointed Contractors" requiring access to the show floor during set-up or tear down by **Friday, February 21**.

### LIABILITY INSURANCE

Liability insurance is **required** to be part of the Conference. The Meat Institute has purchased liability insurance for each exhibitor for AMC 2025, and it is provided at no additional charge to save exhibitors time and money. A copy of the certificate of insurance will be emailed to each exhibitor by Rainprotection. Catering requires additional liability insurance coverage for food sampling and exhibitors are required to source and provide that insurance on their own. Exhibitors may purchase food sampling insurance through [Rainprotection](#) or another provider. Please review the [Liability Insurance Requirements here](#).

### EXHIBITOR APPOINTED CONTRACTORS (EAC)

Exhibitors using an Exhibitor Appointed Contractor (EAC) to set-up/dismantle their booth (other than GES) must:

- Complete the [Notice of Intent to Hire an EAC](#) for GES by **February 21, 2025**
- Have the EAC complete the [Agreement to the Rules and Regulations](#) and submit their [COI to GES online](#) by **February 21, 2025**

## FOOD SAMPLING

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, however, are welcome to. The World Center Marriott is the official and exclusive caterer for the event. [Review food sampling, shipping, storage and delivery procedures](#) right away which includes what you are permitted to do in your booth, ordering information, required forms and more. The Fire Marshal will be onsite at the show and requires all companies cooking in their booth to follow regulations and submit the [Cooking In-Booth Notification form](#). The [required food sampling forms](#) must be submitted to the World Center Marriott by **February 14, 2025**.

## REFRIGERATED/FROZEN PRODUCT STORAGE AND DELIVERY

All refrigerated/frozen product MUST be shipped directly to show site, packaged separately from booth materials, and labeled with the [appropriate shipping label](#). If some/all product you are sending will be used for food sampling, review [requirements and shipping, storage and delivery guidelines](#) right away. Find [storage and labor rates here](#).

## SHIPPING AND MATERIAL HANDLING INFORMATION

[Booth materials](#) can be shipped in advance to the warehouse, or direct to show site. All refrigerated/frozen product MUST be sent directly to show site. Be sure to [use the appropriate shipping labels](#), linked in the information below, to ensure safe storage and/or delivery of your booth materials and product.

Shipment Type/Method	Date/Time Accepted
<a href="#">Booth Material Shipments to Advance Warehouse</a>	February 21 – March 17
<a href="#">Booth Material Shipments Direct to Show</a>	March 22 – March 25
<a href="#">Refrigerated Product Shipments for Booth</a>	March 19 – 22, 8:00 am – 5:00 pm
<a href="#">Refrigerated Product Shipments for Hotel</a>	March 19 – 21, 8:00 am – 5:00 pm
<a href="#">Frozen Product Shipments for Booth</a>	March 19 – 22, 8:00 am – 5:00 pm
<a href="#">Frozen Product Shipments for Hotel</a>	March 19 – 21, 8:00 a.m. – 5:00 p.m.

Material Handling or Drayage includes the unloading of your shipment, transporting it to your booth, storing and returning your empty crates/cartons and reloading your shipment at the close of the show. This is a separate fee so [review all rates and information](#). If you wish to self unload booth materials from your own vehicle (trailers not permitted) using the Exhibit Hall docks, [review POV instructions](#).

## CONNECT WITH ATTENDEES

### Online Directory Listing and Mobile App

The Online Directory and Mobile App are THE places attendees go to see who is exhibiting at the show and learn more about their products and services. Your directory listing automatically includes company contact information and your booth number and you may add a company description, social media links and upload a

press release. [Log in to the Exhibitor Dashboard](#) to update your information now! Login information was emailed to the primary booth contact and they may give additional team members access from the Exhibitor Dashboard.

### Marketing Tool Kit

We have compiled a variety of tools and resources to help you realize your goals at the Annual Meat Conference! Find event logos, personalized email signatures, social media templates, industry media contacts and more in the [Marketing Tool Kit](#).

### Social Media

Follow us on social and don't forget to use [#meatconference](#) when posting about the show!

### Track Leads

Be sure to use the complimentary lead retrieval that is provided for all exhibitors through the mobile app. Information to access the mobile app and lead retrieval will be provided before the event.

## IMPORTANT DATES

Below is a snapshot of key dates. Stay on track by reviewing the [Exhibitor Checklist](#) for the full list of deadlines.

Date	Task/Description
January 16	<a href="#">Register</a> for and attend the Exhibitor Webinar at 2:00 pm EDT
January 24	Last day to cancel or downsize booth space without penalty
February 21-March 17	<b>Booth materials</b> shipments accepted at <b>advance</b> warehouse (NO frozen or refrigerated product)
February 14	All <a href="#">required food sampling forms</a> due to World Center Marriott
February 14	<a href="#">Cooking In-Booth Notification form</a> due for the Fire Marshal
February 21	EAC Notification, GES-EAC Agreement, and EAC Insurance due to GES
March 3	Last day to receive discounted rates for GES orders with payment
March 3	Last day to reserve discounted rate rooms at World Center Marriott
March 19-22	<b>Refrigerated/Frozen</b> product shipments accepted direct at show site
March 22-25	<b>Booth materials</b> shipments accepted <b>direct</b> at show site

## OFFICIAL SERVICE PROVIDERS

Official AMC 2025 vendors include:

### General Service Contractor: GES (Exclusive)

Labor, material handling, shipping, furniture, product storage, carpet/flooring, and cleaning

March 3 - Advance Order Discount Deadline

Phone: (800) 801-7648 or (702) 515-5970

[Chat Online](#)

[Order Online](#)

### Internet & Telecommunications: World Center Marriott

(Exclusive)

March 14 - Deadline before service charge

[Email](#)

[Pricing](#)

[Order Online](#)

### Technology/Audio-visual Equipment: Encore (Preferred)

[Email](#)

[Flyer & Pricing](#)

### Electric, Plumbing, Air, Water: GES (Exclusive)

March 11 - Discount Deadline

Phone: (800) 801-7648 or (702) 515-5970

[Chat Online](#)

[Order Online](#)

### Rigging/Banner Hanging: Encore (Exclusive)

[Online Rigging Request](#)

### Refrigerated/Frozen Cases: Lowe Rental (Preferred)

March 10 - Order Deadline

Phone: (770) 461-9001

[Email](#)

[Order Form & Catalog](#)

### Catering/Food Prep: World Center Marriott (Exclusive)

February 14 - Order Deadline

Phone: (407) 948-3360

[Email](#)

[Required Food Sampling Forms](#)

### Registration: FMI (Exclusive)

Instructions were emailed to the primary contact from FMI.

[Email](#)

### Hotel Reservations

Attendance is very strong this year and some nights may be sold out at the World Center Marriott. The AMC rate is \$239 USD plus \$35 USD resort fee per night. The room block cut off is Monday,

**March 3, 2025.** Please note you can book 2 rooms at a time online.

Log in to [Exhibitor Dashboard](#) to access the reservation link or reference the booth confirmation email that was sent to the primary contact.

We encourage booking at these [additional local hotels](#).

Please contact [events@meatinstitute.org](mailto:events@meatinstitute.org) with any questions or concerns.

### Floral and Plants: Hello DMC/Florida

[Email](#)

**Liability Insurance: Rainprotection** (liability insurance included with booth purchase; exhibitors may purchase required insurance for the World Center Marriott to cover food sampling)

Phone: +1 (800) 528-7975 x 101

[Email](#)

[Form](#)

### World Center Marriott FedEx Office Business Center

Phone: (407) 239-6411

[Email](#)

[Shipping Information](#)

## EXHIBITOR WARNINGS

Please be aware of solicitations from vendors not affiliated with the Meat Institute, FMI or the Annual Meat Conference. If a company is not an official event vendor, the Meat Institute cannot guarantee the legitimacy of their claims. If you are solicited by any group other than the official vendors listed above, please contact [events@meatinstitute.org](mailto:events@meatinstitute.org).

## MEETING ROOMS

Meeting rooms are available to rent during AMC. 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. Contact Angela Halverson at [Angela.Halverson@marriott.com](mailto:Angela.Halverson@marriott.com) to reserve meeting room space.

## ONSITE

**Networking:** Review the [full conference program](#) and take advantage of networking opportunities.

### Parking:

World Center Marriott

Onsite Parking: \$32 Daily

Valet: \$50 Daily

Electric Car Charging Station

- Parking fees do not include tax
- Garage clearance 7 ft 4 in.

If you wish to self-unload booth materials using the Exhibit Hall docks before you park, [review POV instructions](#).

**Move-out:** Be sure to review all [GES Move-out information](#)

Need help? Contact [amcexhibitorcare@tradeshowlogic.com](mailto:amcexhibitorcare@tradeshowlogic.com)