



EXHIBITOR FAQs

Where and when does AMC 2024 take place?

The conference takes place March 18 – 20, 2024 and the exposition is on Tuesday, March 19, from 12:30 p.m. – 5:00 p.m. It is located at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee.

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 25% deposit to request a booth. Note that you must be a member of the Meat Institute or FMI to exhibit. Not yet a member? Learn about [Meat Institute](#) and [FMI](#) membership now.

What is the cost to exhibit?

The rate is \$46 per square foot for Meat Institute or FMI members. The minimum booth size is 120 square feet. Not yet a member? Learn about [Meat Institute](#) and [FMI](#) membership now.

What is 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, booth carpet 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 25% must be received to be assigned exhibit space. Exhibit space reserved with a 25% 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.

When can I start setting up my booth?

Exhibitor move-in begins on Saturday, March 16, 2024 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 120 square feet of space
- Two (2) Full Conference registrations per exhibiting company to use for Retail Customers

You must register your booth personnel for exhibitor badges. You will not be able to access the exhibit hall and/or sessions without a badge.

How do I register for exhibitor badges?

After you have been assigned a booth, the primary contact will receive an email from register@fmi.org within approximately one week with instructions to register for your complimentary badges. Please contact register@fmi.org with any questions.

How do I reserve hotel rooms?

Reservations are only available to registered exhibitors and attendees. Your booth space confirmation email includes the hotel reservation links for the AMC Official Event Hotels. You may also find the links in your [Exhibitor Dashboard](#). Reach out to events@meatinstitute.org if you have any questions.

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

The [Exhibitor Dashboard](#) is where you can update your company profile for the Online Directory and mobile app, which is THE place attendees go to see who is exhibiting and learn more about their products and services. You can also access the Exhibitor Service Kit, pay for exhibit space, and more in the Exhibitor Dashboard.

The Show Contact for your company will receive an email to access the Exhibitor Dashboard and create a password. Please [view the instructions](#) and if you are having trouble logging in, please contact Erin Harrison at amcexhibitorcare@tradeshowlogic.com. If you need other team members to have access, you may add them once you are logged into the Dashboard.

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
- Option to add one Scheduled Event like a webinar or Q&A the exhibitor is hosting

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

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

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

Login 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.

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

The official service contractor for AMC 2024 is GES. The Exhibitor Service Kit, with order forms, shipping information and more, will be available in early December.

Can I sample food in my booth?

If an exhibitor is a meat or poultry processing company, that exhibitor MUST serve product during the exhibit hours. Seasoning, ingredient, and technology exhibitors DO NOT have to serve food. If you are serving food samples in your booth, review [sampling, shipping, storage and delivery information](#) as well as the [rules and regulations](#) regarding food preparation and service. This includes the type of equipment and appliances permitted in your booth, food prep and equipment that can be ordered, and more.

Are there any deadlines that I need to make sure I am aware of?

Review the [Exhibitor Checklist](#) for deadlines and note the discount price deadlines. If you are a meat or poultry processing company, the [Required Food Sampling Forms](#) are due no later than February 19.

Do I need to have liability insurance?

All exhibitors are required to carry liability insurance with [required coverage limits](#) and may not set up without providing proof of insurance.

- All exhibitors must provide a Certificate of Insurance to the Meat Institute. Coverage requirements are [listed here](#) and certificates must be [uploaded to the Exhibitor Dashboard](#) by February 26.
- The Gaylord Opryland requires a certificate of insurance from all exhibitors. [Review their requirements](#) and submit the certificate [directly to them](#) by February 19. Don't forget to also submit the required [food sampling forms!](#)
- Exhibitors using an Exhibitor Appointed Contractor to set-up/dismantle their space (other than GES, the official contractor) must have their EAC [submit a COI to GES](#) by February 19

If you need event insurance, it can be purchased through [Rainprotection Insurance](#).

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 18, 2024. After January 18, 2024, cancellations are not eligible for a refund. Substitutions without penalty are allowed with other eligible companies.

Can I rent a meeting room?

Contact TJ Carlino at TCarlino@gaylordhotels.com to reserve meeting space. Please note that meeting rooms may not be booked during the Welcome Reception on Monday, March 18, 5:30 pm – 7:30 pm, or during exhibit hall hours on Tuesday, March 19, 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?

If you are interested in sponsoring or advertising opportunities, contact Eric Zito at ezito@meatinstitute.org.