

# EXHIBITOR WEBINAR

JANUARY 16, 2025

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# TO ASK A QUESTION





Open the Q&A screen in the toolbar at the bottom of the screen, enter your question and press Enter.



### **SPEAKERS & MODERATORS**



Eric Zito Meat Institute VP, Business Development



Jamie Hillegas

Tradeshow Logic

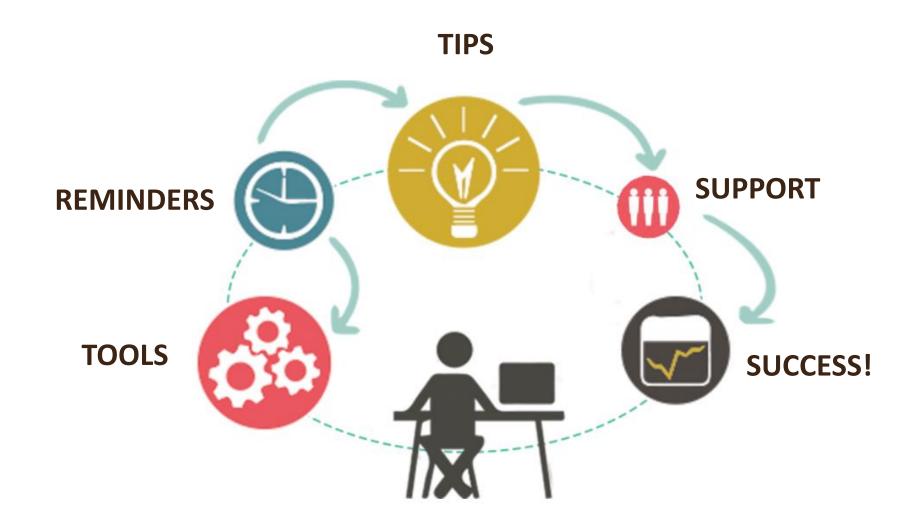
VP, Organizational Strategy & Innovation



Erin Harrison Tradeshow Logic Account Manager

# WHAT WE'LL COVER TODAY







# **RESOURCES TO MAKE PLANNING EASIER!**





# **CELEBRATE 20 YEARS OF POWER OF MEAT!**



### **EXHIBITOR RESOURCE CENTER**



### 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 EXHIBIT HALL HOURS

Tuesday, March 25 12:30 PM – 5:00 PM **EXHIBITOR MOVE-OUT** 

Tuesday, March 25 5:00 PM – 10:00 PM

Wednesday, March 26 8:00 AM – 10:00 AM





	PLAN MY BOOTH *				
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Ľ	Refrigerated and Frozen Storage				
Ľ	Labor & Equipment				
Ľ	Using Exhibitor Appointed Contractors (EACs)				
ß	GES Regulations and Guidelines				
	Hotel and Travel				
Ľ	Register Booth Staff				
Ľ	Reserve Hotel Rooms				

Purchase Additional Badges

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### **EXHIBITOR UPDATES**

ibitor Service Kit is now available | The Exhibitor Service Kit is now available |The Exhibitor Service Kit is now available | The E

Exhibitor Newsletter #1 – November Exhibitor Newsletter #2 – December



# NEED HELP?Eric ZitoErin HarrisonExhibit & Sponsorship SalesExhibitor Resourcesezito@meatinstitute.orgamcexhibitorcare@tradeshowlogic.com(202) 587-4223(770) 432-8410 x167



### **QUICK REFERENCE GUIDE**

### Find all exhibit planning information, all in one place!



#### 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 urces 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 Sunday, March 23 Monday, March 24 Tuesday, March 25	1:00 PM - 5:00 PM 8:00 AM - 5:00 PM 8:00 AM - 5:00 PM 8:00 AM - 11:00 AM
Show Hours:	
Tuesday, March 25	12:30 PM - 5:00 PM
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 o Two (2) Full Conference registrations per exhibiting company to use for Retail Customers
- o Complimentary Basic WIFI
- Complimentary Lead Retrieval provided through the Mobile App
- Listing in the Online Exhibitor Directory and Mobile
- o Access to a list of Media attending
- · Standard Inline Booth (10' deep by any width) Package
- o 8' High Backwall Drape Color: Black
- o 3' High Sidewalls Drape Color: Black One (1) 6' Black Skirted Table Two (2) Black Plastic Contour Chairs
- One (1) Wastebasket
- o 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,

#### Need help? Contact amcexhibitorcare@tradeshowlogic.com.

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

MARCH 24-26, 2025

EXPO: TUESDAY, MARCH 25, 2025

WORLD CENTER MARRIOTT | ORLANDO, FL

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.

If you wish to purchase additional badges, register online by January 22, 2025 to receive the Early Bird rates. If you have any registration guestions or need assistance, please contac 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.

#### EXHIBITOR APPOINTED CONTRACTORS (EAC)

Exhibitors using an Exhibitor Appointed Contractor (EAC) to setup/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	
Booth Material Shipments to Advance Warehouse	February 21 – March 17	
Booth Material Shipments Direct to Show	March 19 – March 25	
Refrigerated Product	March 19 – 22,	
Shipments for Booth	8:00 am – 5:00 pm	
Refrigerated Product	March 19 – 21,	
Shipments for Hotel	8:00 am – 5:00 pm	
Frozen Product Shipments	March 19 – 22,	
for Booth	8:00 am – 5:00 pm	
Frozen Product Shipments	March 19 – 21	
for Hotel	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

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

Order Online Internet & Telecommunications: World Center Marriott (Exclusive)

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

Rigging/Banner Hanging: Encore (Exclusive)

Refrigerated/Frozen Cases: Lowe Rental (Preferred)

Catering/Food Prep: World Center Marriott (Exclusive)

Instructions were emailed to the primary contact from FMI.

Attendance is very strong this year and some nights may be sold

Monday, March 3, 2025. Please note you can book 2 rooms at a

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

Log in to Exhibitor Dashboard to access the reservation link

or reference the booth confirmation email that was sent to the

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

March 14 - Deadline before service charge

Follow us on social and don't forget to use #meatconference Order Online Technology/Audio-visual Equipment: Encore (Preferred)

Flyer & Pricing

Order Online

March 11 - Discount Deadline

March 10 - Order Deadline

February 14 - Order Deadline

Required Food Sampling Forms

Registration: FMI (Exclusive)

Phone: (407) 948-3360

Hotel Reservations

Email

time online.

primary contact

Phone: (770) 461-9001

Order Form & Catalog

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

and you may add a company description, social media links

members access from the Exhibitor Dashboard.

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

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.

#### IMPORTANT DATES

when posting about the show!

Marketing Tool Kit

Social Media

Track Leads

event

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

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

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March 19-25

	Register for and attend the Exhibitor Webinar at 2:00 pm EDT
	Last day to cancel or downsize booth space without penalty
-March 17	Booth materials shipments accepted at advance warehouse (NO frozen or refrigerated product)
	All required food sampling forms due to World Center Marriott
	Cooking In-Booth Notification form due for the Fire Marshal
	EAC Notification, GES- EAC Agreement, and EAC Insurance due to GES
	Last day to receive discounted rates for GES orders with payment
	Last day to reserve

accepted direct at show site

#### **OFFICIAL SERVICE PROVIDERS**

Official AMC 2025 vendors include

Chat Online

Shipping Information EXHIBITOR WARNINGS

Phone: (407) 239-6411

Floral and Plants: Hello DMC/Florida

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

Liability Insurance: Rainprotection (liability insurance included with booth purchase; exhibitors may purchase required

World Center Marriott FedEx Office Business Center

nsurance for the World Center Marriott to cover food sampling)

#### Please he sware of edicitations 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

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 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

#### We encourage booking at these additional local hotels.

Please contact events@meatinstitute.org with any questions or

AMC 202511125 2024

Need help? Contact amcexhibitorcare@tradeshowlogic.com.

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### EXHIBITOR CHECKLIST

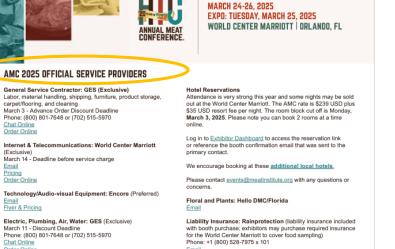
#### EXHIBITOR CHECKLIST

Stay on	Top of	<b>Deadlines!</b>
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ו	RIGHT AWAY	DEADLINE
	Review Booth Display Guidelines and What's Included With My Booth	Right Away
	Update your Listing in the Online Directory and Mobile App	Right Away
	Register for your Complimentary Exhibitor Badges sent by email from FMI register@fmi.org	Right Away
1	Begin reviewing Food Sampling Rules and Regulations and required forms	Right Away
	Register for the Exhibitor Webinar, taking place January 16 at 2:00 pm EDT	Right Away
	Review the Marketing Tool Kit, and promote your participation in the event	Right Away
ו	JANUARY	DEADLINE
1	Register for and attend the Exhibitor Webinar at 2:00 pm EDT	January 16
	Purchase Additional Badges by the Early Bird Discount Deadline	January 22
	Last day to cancel or downsize booth space without penalty	January 24
ו	FEBRUARY	DEADLINE
	Required Food Sampling Forms and Catering Orders due – February 14	February 14
	Booth Material shipments accepted at the Advance Warehouse (NO frozen or refrigerated product) February 21 – March 17	February 21 - March 17
	Notice of Intent to Hire an EAC for GES due	February 21
	EACs to submit the Agreement to the Rules and Regulations between GES and EAC and upload their Certificate of Insurance for GES	February 21
ו	MARCH	DEADLINE
1	Last day to receive discounted rates on GES booth services and furnishings	March 3
1	World Center Marriott Hotel Block Reservations Cut-off	March 3
1	Last day to place orders with Lowe Rentals (refrigerated & frozen cases)	March 10
	Last day to receive discounted rates for Electric, Plumbing, Air, Water	March 11
	Last day to receive discounted rates for Internet & Telecommunications	March 14
	Last day for Booth Material shipments to arrive at the Advance Warehouse	March 17
	Refrigerated/Frozen product for the HOTEL (to cook and prep) accepted Direct to Show	March 19-21
	Refrigerated/Frozen product for the BOOTH accepted Direct to Show	March 19-22
	Booth Material shipments accepted Direct to Show	March 19-25
	Purchase Food Sampling Insurance for the World Center Marriott	March 21
	Download the Mobile App before heading to Orlando	March 21



# **VENDOR SERVICES & ORDERING INFO**



Rigging/Banner Hanging: Encore (Exclusive) Online Rigging Request

Refrigerated/Frozen Cases: Lowe Rental (Preferred) March 10 - Order Deadline Phone: (770) 461-9001

Order Form & Catalog

carpet/flooring, and cleaning

March 11 - Discount Deadline

Chat Online

(Exclusive)

Order Online

Chat Online Order Online

Email Pricina

Emai Flyer & Pricing

Order Online

March 3 - Advance Order Discount Deadline

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

March 14 - Deadline before service charge

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

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 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

### **Plan My Booth: Find all Vendor Ordering Information**

### **Official Service Providers Guide includes:**

- Services each vendor provides
- Ordering Deadlines these are also on the checklist
- Links to order forms .
- Contact info ۰

### Things to Note:

- GES is the official service contractor
- World Center Marriott and their official providers provide a variety of services .
- EAC Forms are required if using another contractor to help set up your booth ٠



# **IMPORTANT REMINDERS & REQUIREMENTS**



# BADGE & HOTEL REMINDERS

### **Register Badges and Make Hotel Reservations Right Away!**

### Each company receives the following:

- (2) Full Conference per 120 sq. ft.
- (1) Exhibit Hall Only per 120 sq. ft.
- (2) Full Conference per company to invite retail customers
- Additional registrations may be purchased online

Use instructions emailed from <u>register@fmi.org</u> to register using your complimentary badges!

### On-site:

- Pick-up wristbands for access during move-in
- Pick-up badges at Registration for show day access

### Increased demand for hotels rooms:

- World Center Marriott is sold out on some nights.
- You can book 2 rooms at a time online through March 3.
- We have created a list of alternative local hotels.
- Log into the Exhibitor Dashboard for links to all hotel info.
- Beware of scammers for hotels and registration!







QUICK REFERENCE GUIDE

	EXHIBITOR SCHEDUL	E
EXHIBITOR MOVE-IN	EXHIBIT HALL HOURS	EXHIBITOR MOVE-OUT
Balurday, March 22 1:00 PM – 5:00 PM	Tuesday, Marsh 26 12:30 PM - 5:00 PM	Tuesday, March 25 5:00 PM - 10:00 PM
Bunday, Maroh 23 8:00 AM - 5:00 PM		Wednecday, March 28 8:00 AM - 10:00 AM
Monday, March 24 8:00 AM - 5:00 PM		
Tuesday, Maroh 26 8:00 AM – 11:00 AM		
VENUE		
World Center Mantoll   8701 Wc	rid Center Dr   Orlando, FL 32821	

VIEW FLOOR PLAN





# **GENERAL INFORMATION & REQUIREMENTS**

### PLAN MY BOOTH

B What's Included with my Booth

Quick Reference Guide

Exhibitor Checklist

C Exhibitor Schedule

Exhibitor FAQs

### **General Information and Requirements**

E Food Sampling Information

AMC Booth Display Guidelines

Liability Insurance Requirements

🗹 Labor Jurisdictions

AMC Terms and Conditions

AMC 2025 Official Service Providers



# WHAT'S INCLUDED WITH YOUR BOOTH

### WHAT'S INCLUDED WITH MY BOOTH

#### All booths include:

- Registrations:
  - Two (2) Full Conference and one (1) Exhibit Hall Only badge per 10'x12' 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 Drape Color: Black
- 3' High Sidewalls Drape 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.

### PLAN MY BOOTH

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🔀 Exhibitor FAQs

#### General Information and Requirements

Food Sampling Information

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AMC 2025 Official Service Providers



# LIABILITY INSURANCE REQUIREMENTS

### **No Action Required!**

### General Liability Insurance

- Meat Institute providing at no charge!
- Provided by Rainprotection - Bring copy with you onsite.

Proof of Liability Insurance is Required for All Exhibitors serving Food Samples or using an EAC!

### Food Sampling Insurance

- Must be sourced and submitted to Marriott by exhibitor.
- Requirements in food sampling packet.
- Can source through Rainprotection.

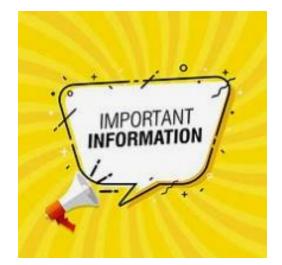
### Exhibitor Appointed Contractors

- Companies other than GES you hire to setup/dismantle your booth.
- MUST submit COI with registration form.



# FOOD SAMPLING





- Fire Marshal will be onsite at Marriott verifying companies are in compliance with rules.
- If using the Hotel for food prep, less likely to run into Fire Marshal issues.
- If doing food prep in booth, review info carefully. More we know, more we can help ensure you are successful!
- Note that the Facility is already carpeted.
- Exhibitors are liable for any damage to carpet so consider if you wish to put something down on top of facility carpet.
- There will be a designated cleaning station, with sinks, in the exhibit hall. Please do not use the facility bathrooms.



### FOOD SAMPLING INFORMATION



	EXHIBITOR SCHEDULI	3
EXHIBITOR MOVE-IN	EXHIBIT HALL HOURS	exhibitor Move-out
Salurday, March 22	Tueeday, March 25	Tueeday, March 25
1:00 PM - 5:00 PM	12:30 PM - 5:00 PM	5:00 PM - 10:00 PM
Sunday, March 23		Wedneeday, March 26
8:00 AM - 5:00 PM		8:00 AM - 10:00 AM
Monday, March 24		
8:00 AM - 5:00 PM		
Tueeday, March 25		
8:00 AM - 11:00 AM		

### PLAN MY BOOTH

B What's Included with my Booth

Quick Reference Guide

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Z Exhibitor Schedule

Exhibitor FAQs

#### **General Information and Requirements**

Food Sampling Information

AMC Booth Display Guidelines

Liability Insurance Requirements

🗹 Labor Jurisdictions

AMC Terms and Conditions

AMC 2025 Official Service Providers



#### FOOD SAMPLING, SHIPPING, STORAGE AND DELIVERY

- If you are serving food samples' in your booth, review all <u>rules and regulations</u> 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.
  - World Center Marriott is the official and exclusive caterer of the AMC. Review and submit all required forms no later than February 14, 2025. This includes:
  - Food Preparation Service Rules & Regulations
  - Food Preparation Waiver and Indemnification Agreement
  - Booth Food Preparation Order Form
     Booth Food Equipment Order Form
  - Booth Food Equipment Order Form
     Certificate of Insurance for food sampling

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 by February 14, 2025.

\*\* All meat or poultry processing companies exhibiting at AMC MUST serve samples of their product during the exhibit hours. Seasoning, ingredient, and/or technology exhibitors do not have to serve food.

#### Identify when/how your product needs to be sent and use appropriate shipping labels. All perishable product must be sent directly to show site and will be accepted beginning on

- All perishable product must be sent directly to show site and will be accepted beginning March 19 at 8:00 am.
- <u>Separate shipping labels</u> are required for both the type of product you are sending, frozen or refrigerated, as well as how it will be used.
- Use "For the Booth" labels for product being displayed in your booth. Product shipments
  will be accepted through March 22 at 5:00 pm. If a portion of your product is going to the
  hotel to be prepared, be sure to pack the product that needs to go directly to the hotel
  separately from product for display in the booth.
- Use "For the Hotel" labels for product being cooked/prepared by the hotel for food sampling in your booth. Product shipments will be accepted through March 21 at 5:00 pm.

#### 3. Review Storage Information

- GES will put all refrigerated and frozen product received directly into storage, based on the shipping label placed on your product. Storage fees apply and you may review alonger actions and information beam.
- storage rates and information here. Refrigerated cases may be rented from Lowe Rentals for your booth. <u>Review options</u> and
- place your order by March 10.
- Schedule Delivery to Booth
   You must submit a delivery form indi
  - You must <u>submit a delivery form</u> indicating what day(s)(time(s) you need your product delivered to your booth and remaining product picked up and returned to storage. Review applicable <u>labor charges here</u>.
  - If you have questions or changes to delivery requests already submitted, stop into the service desk for the quickest service, or use the GES mobile app to text your updates.
  - · If the hotel is preparing food samples for your booth, be sure you have filled out all required forms,
  - which include specifying when you need samples delivered to your booth.
- Determine what you would like to do with extra and remaining product

   If you have additional product that you will not need in your booth and would like to donate it to the food bank, please indicate that when you schedule your product pickup.
   At the close of the show, tag product you'd like to donate to the Food Bank with the labels provided at the Exhibitor Service Desk and dispose of all product not being donated.

AMC 2025 | 11.25.24

Need help? Contact amcexhibitorcare@tradeshowlogic.com.



# **REQUIRED FOOD SAMPLING FORMS**

Meat or poultry processing companies are required to serve samples during exhibit hours.



Annual Meat Conference 2025	
Tuesday, March 25, 2025	
VENDOR PACKET	
REQUIRED VENDOR FORMS	
Food Preparation Service Rules & Regulations	Page   2-3
(Required for all vendors participating in vendor show)	
Cooking In Booth Notification Form	Page   4
(Required by Fire Marshal for all vendors cooking in booth)	
Food Preparation Waiver and Indemnification Agreement	Page   5
(Required for all vendors serving items to be consumed by attendees)	
Booth Food Preparation Order Form	Page   6-8
(Required for all vendors needing items prepped by hotel)	
Booth Food Equipment Order Form/Chef Meeting Requests	Page   9-12
(Required for all vendors needing booth supplies provided by hotel or to schedule Chef meeting)	8 - 1
Form Submission Deadline: February 14, 2025	
Shipping Information	

S	Shipping labels for items to be prepared by the Marriott can be found at Expresso by GES				
ALL PERISHABLE ITEMS	C/O GES	Orlando World Center Marriott 8701 World Center Drive Orlando, Florida 32821	Product <u>Accepted</u> : 03/19/2025 to 03/22/2025		
NON- PERISHABLE SMALL PARCELS HANDLED BY GES	C/O GES	Orlando World Center Marriott 8701 World Center Drive Orlando, Florida 32821	<u>Items Accepted</u> : 03/19/2025 to 03/25/2025		

### Marriott Food Sampling packet includes:

- Product shipping dates/address
- Fire Marshal cooking and equipment regulations
- Required Waiver & Indemnification Agreement

### Key Deadline: February 14

- Food Sampling Insurance Requirements
- Booth Food Prep and Equipment Order Forms
- Cooking In-Booth Notification Form



# **REQUIRED FOOD SAMPLING FORMS**

20 YEARS OF POWER	ANNUAL MEAT Conference
2025 AMC 0	COOKING IN-BOOTH NOTIFICATION
follow the guidelines outline	S all companies using a cooking device in their booth to ed in the <u>Food Preparation Service Rules &amp; Regulations</u> relevant spec sheets by February 14, 2025.
COMPANY/CONTACT I	INFORMATION
Exhibiting Company Name * Booth Number *	Is your booth a 20' x 20' or larger? * O Yes, our booth is 20' x 20' or larger O No, our booth is smaller than 20' x 20'
Contact First Name *	Contact Last Name *
Email Address *	Onsite Contact Number *
	()
COOKING DEVICE INF	ORMATION
Will you be cooking raw meat	with any appliance type? t
○ Yes	with any appliance type: "

### Fire Marshal and Fire Watch representatives will be onsite verifying all companies are in compliance.

- All companies cooking in their booth MUST submit this form in advance.
- Link to form and type of information you'll need to complete it are in the Marriott Food Sampling packet.

Key Deadline: February 14

# FOOD SAMPLING INSURANCE REQUIREMENTS

# Review the Sample COI to ensure you obtain the proper coverage!

### **Food Sampling Insurance**

- Must be sourced and submitted to <u>Marriott</u> by exhibitor.
- Requirements in food sampling packet.
- Can source through Rainprotection.

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	Boom Company, Inc.					& Surety Company	
	4 Corporate Lane / York, NY 10895		2		Travelers Insur		3
	: Joe Smith				Royal Insurance		-
	ne: (212) 324-5349	Fax: (212) 324-981	19	INSURER E	Dates nee	ed to be valid	]
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Orta							
	: Director of Finance			AUTHORIZED	D REPRESETNATIVE		



# USE APPROPRIATE PERISHABLE PRODUCT SHIPPING LABELS

### <u>Separate</u> product that is for hotel from booth product and use appropriate shipping labels.

REFRIGERATED FOOD COOKED - HOTEL -	FROZEN FOOD COOKED - HOTEL -	R RUSH REFRIGERATED FOOD DISPLAY - BOOTH -	FROZEN FOOD DISPLAY - BOOTH -	
Deliver to booth on: (Circle one) Saturday Sunday Monday	Deliver to booth on: (Circle one) Saturday Sunday Monday	Deliver to booth on: (Circle one) Saturday Sunday Monday	Deliver to booth on: (Circle one) Saturday Sunday Monday	
TO: Full Exhibiting Company Name at Show	DIRECT SHIPMENT TO: Full Exhibiting Company Name at Show	DIRECT SHIPMENT TO: Full Exhibiting Company Name at Show	TO: Full Exhibiting Company Name at Show	
North American Meat Institute Annual Meat Conference Name of Exhibition 052602688	North American Meat Institute Annual Meat Conference Name of Exhibition 052602688	North American Meat Institute Annual Meat Conference Name of Exhibition 052602688	North American Meat Institute Annual Meat Conference Name of Exhibition 052602688	
Booth Number C/O GES Marriott Resort Orlando World Ctr 8701 World Center Drive Orlando, FL 32821-6358 USA	Booth Number C/O GES Marriott Resort Orlando World Center 8701 World Center Drive Orlando, FL 32821-6358 USA	Booth Number C/O GES Marriott Resort Orlando World Center 8701 World Center Drive Orlando, FL 32821-6358 USA	Booth Number C/O GES Marriott Resort Orlando World Center 8701 World Center Drive Orlando, FL 32821-6358 USA	
Shipment Should Arrive on or Between: Wednesday, Mar. 19, 2025 after 8:00 AM - Friday, Mar. 21, 2025 by 5:00 PM Certified Weight Tickets are Required for all shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading.	Shipment Should Arrive on or Between: Wednesday, Mar. 19, 2025 after 8:00 AM - Friday, Mar. 21, 2025 by 5:00 PM Certified Weight Tickets are Required for all shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading.	Shipment Should Arrive on or Between: Wednesday, Mar. 19, 2025 after 8:00 AM - Saturday, Mar. 22, 2025 by 5:00 PM Certified Weight Tickets are Required for all shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading.	Shipment Should Arrive on or Between: Wednesday, Mar. 19, 2025 after 8:00 AM - Saturday, Mar. 22, 2025 by 5:00 PM Certified Weight Tickets are Required for all shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading.	
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### Hotel product accepted <u>March 19 - 21</u>.

### Booth product accepted March 19 - 22.



# **PRODUCT STORAGE & DELIVERY**

### Storage

- GES puts product directly into storage based on the shipping label used
- Storage fees apply for product
- Refrigerated cases may be rented order deadline March 10



- You must submit a delivery form with the day/time you need product delivered to your booth
- Labor fees for delivery of product apply
- Stop by the GES Service Desk onsite with questions or changes to delivery needs



**<sup>#</sup> REFRIGERATED TRAILER** 



# FOOD BANK DONATIONS



- Let GES know when you schedule product pick-up if you would like it to be donated.
- At the end of the show:
  - tag product remaining in your booth with labels provided by the GES Service Desk.
  - Dispose of product not being donated.
- Product donations:

DONATION

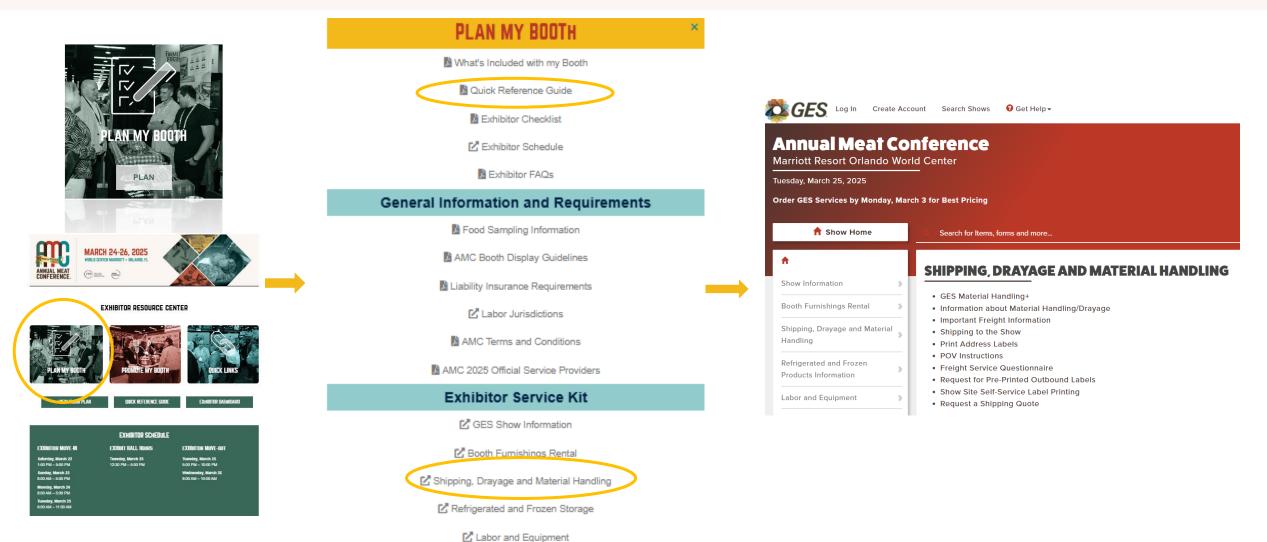
- Nothing warmed/cooked
- No seafood
- No partials
- Must be in labeled, intact package
- Must be food safe temperature



# SHIPPING & MATERIAL HANDLING



# SHIPPING & MATERIAL HANDLING





# SHIPPING & MATERIAL HANDLING

- GES handles all unloading and delivery of shipments
- Booth Materials MUST be packaged separately from perishable product
- Ship to advance warehouse to ensure everything is there when you arrive
- Perishable product MUST be sent direct to showsite during published dates ONLY
- Additional fees apply if sent outside of published dates

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



# BRINGING BOOTH MATERIALS IN PERSONAL VEHICLE

### SHIPPING, DRAYAGE AND MATERIAL HANDLING

- GES Material Handling+
- Information about Material Handling/Drayage
- Important Freight Information
- Shipping to the Show
- Print Address Labels
- POV Instructions
- Freight Service Questionnaire
- Request for Pre-Printed Outbound Labels
- Show Site Self-Service Label Printing
- Request a Shipping Quote

Refrigerated/Frozen Product MUST be shipped in using the appropriate label and CANNOT be brought in a POV.

### Hand Carry Items from docks or parking lot.



### Utilize GES Cartload Service from docks.





# **MOVE-OUT INFORMATION**



# PREPARE FOR MOVE-OUT

### **Review Move-Out Notice in Advance!**

PLAN MY BOOTH ×	GES Log In Create Accou	unt Search Shows 😯 Get Help 🗸	
Mhat's Included with my Booth	<b>Annual Meat Con</b>	ference	
Duick Reference Guide	Marriott Resort Orlando World Center Tuesday, March 25, 2025 Order GES Services by Monday, March 3 for Best Pricing		
Exhibitor Checklist			
🖾 Exhibitor Schedule			
Exhibitor FAQs			
al Information and Requirements	↑ Show Home	Search for Items, forms and more	
B Food Sampling Information			
AMC Booth Display Guidelines	<b>^</b>	SHOW INFORMATION	
Liability Insurance Requirements	Show Information		
🕑 Labor Jurisdictions	Booth Furnishings Rental	<ul><li>Show Site Contact Form</li><li>Quick Facts</li></ul>	
AMC Terms and Conditions	Shipping, Drayage and Material	Important Dates and Deadlines	
AMC 2025 Official Service Providers	Handling	<ul><li>Warehouse Closures</li><li>Exhibitor Resources</li></ul>	
Exhibitor Service Kit	Refrigerated and Frozen	<ul> <li>GES Sustainability Offerings and Best Practices</li> <li>Submit Credit Card</li> </ul>	
C GES Show Information	Products Information	GES Move-in/Move-out Information	
		<ul> <li>Visit Show Organizer's Website<sup>19</sup></li> </ul>	

Z Refrigerated and Frozen Storage



# PREPARE FOR MOVE-OUT

# **MOVE-OUT NOTICE**

### **EXHIBITOR CHECKLIST:**

- Review and Settle Invoices.
- Submit Credit Card Form
- This show has elected to use the paper form of the Outbound Material Handling Form, so please see the service desk for more information at show site.
- Confirm Check-In deadline with carrier.
- Please review the Payment Policy in the GES Terms and Conditions of Contract/Payment Policy.



# PROMOTE YOUR PARTICIPATION & CONNECT WITH ATTENDEES



# PROMOTE YOUR PARTICIPATION

# PROMOTE MAY BUTH PROMOTE CONTR





EXHIBITOR SCHEDULE			
EXHIBITOR MOVE-IN	EXHIBIT HALL HOURS	EXHIBITOR MOVE-OUT	
Salurday, March 22	Tuesday, March 25	Tuesday, March 25	
1:00 PM - 5:00 PM	12:30 PM - 5:00 PM	5:00 PM - 10:00 PM	
Sunday, March 23		Wedneeday, March 26	
8:00 AM - 5:00 PM		8:00 AM - 10:00 AM	
Monday, March 24			
8:00 AM - 5:00 PM			
Tueeday, March 25			
8:00 AM - 11:00 AM			

### PROMOTE MY BOOTH

### **Online Directory and Mobile App**

C Update Your Directory Listing

C Upload Press Releases/Collateral

### Marketing & Advertising

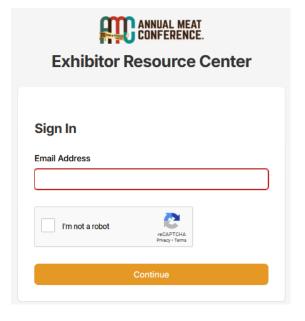
Marketing Toolkit

C Sponsorship Opportunities

×



# UPDATE YOUR DIRECTORY LISTING



### Log in to the Exhibitor Dashboard to:

- Update your directory listing on the floor plan
- View/pay outstanding invoices

Complete

7 added

• See/purchase sponsorship opportunities

**Exhibitor Collateral** 

### **Complete Your Profile**

<b>Description</b>	
Exhibitor Categories	

0 of 1 added

#### 36



## MARKETING TOOLKIT



#### **Online Directory and Mobile App**

🖸 Update Your Directory Listing

🗹 Upload Press Releases/Collateral

#### Marketing & Advertising



Sponsorship Opportunities

#### Amplify Your Impact

Logos & Web Banners

even your email signature. Standard Web Banner Sizes & Tips





20 YEARS OF POWER

ANNUAL MEAT CONFERENCE.

#### MARCH 24 - 26, 2025 EXPO: Tuesday, March 25, 2025 World Center Marriott | Orlando, FL

TUESDAY, MARCH 25, 2025 Center Marriott | Orlando, Fl

Include these graphics in pre-show and at-show digital advertising,

promotional literature, email marketing campaigns and invitations, or

MARCH 24 - 26, 2025 Expo: Tuesday, March 25, 2025

DOWNLOAD LOGOS AND WEB BANNERS

#### Social Media

Invite your customers and prospects to join you at Annual Meat Conference 2025 through social media with these graphics for LinkedIn, Instagram, Facebook and X. Be sure to include your booth number and any new products or services you'll be featuring at the event. And don't forget to tag #AMC2025 in all your posts.

Sample Social Posts

#### Email Invitation

Use this pre-show template to easily personalize and share an email invitation to all your customers and prospects. Invite them to attend AMC 2025 and encourage them to visit your booth.

#### Email Template

#### Media

Maximize your exposure at AMC2025 by leveraging key media connections to promote your presence.

Trade Publications & Contacts

Press Release Template

#### SUCCESS FACTORS

Setting Smart Goals

Smart Goals Template

- Why You Need a Marketing Strategy
- Tips For an Effective Marketing Strategy

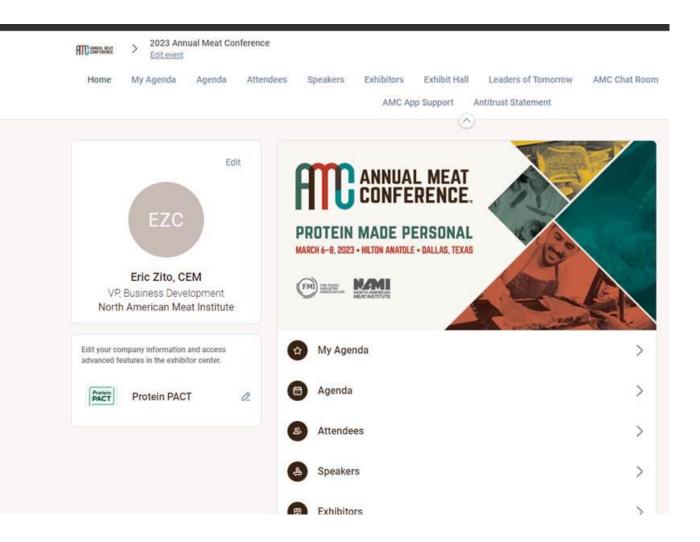
DOWNLOAD SOCIAL MEDIA GRAPHICS





### Mobile App coming in late February!

- NEW this year: information you enter in your online company listing directly will automatically sync to the Mobile App
- Connect with attendees and send meeting requests
- Use the complimentary lead retrieval to track connections



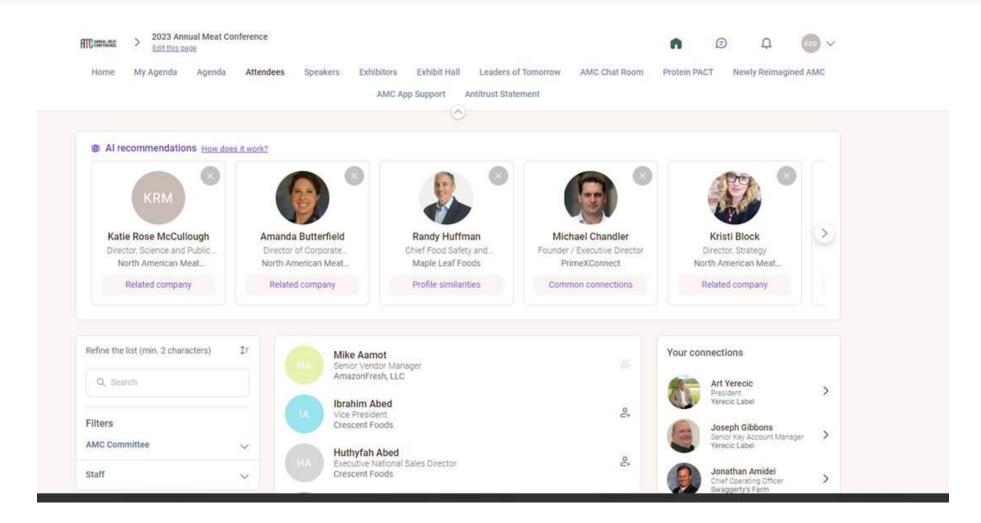


### **EXHIBITOR LISTING**





# CONNECT WITH ATTENDEES







# SPONSORSHIP OPPORTUNITIES

### **Elevate your Brand!** Log in to Exhibitor Dashboard to see opportunities and submit an application.









# WRAP UP





### **Contact the Tradeshow Logic Team!**

Erin Harrison Exhibitor Resources amcexhibitorcare@tradeshowlogic.com (770) 432-8410 x167













