



Dear Exhibitor,

Thank you for choosing a Pod space within the Probiotics Resource Center (PRC) / IPA booth at *SupplySide West \ Fine ingredients North America (FiNA) 2019*. I would like to introduce myself as your [Client Services Specialist](#). I am here to help you plan for a successful show and answer any questions you may have. **Please read this document and attachments in their entirety.**

You will receive an email from Joy Villaluz, jvillaluz@ges.com, in the next few days regarding the graphics specifications, submission process and deadlines.

To prepare you for the upcoming expo, you will find below:

- [How to Update your Exhibitor Listing](#)
- [How to order Exhibitor Staff Badges](#)
- [How to Book Booth Hotel Rooms](#)
- [How to order a Lead Retrieval Device](#)
- [How to upload your Pod Graphics and where to submit your booth graphics](#)
- [Exhibitor Service Kit for PRC Pods \(ESK\)](#)
- [And much more](#)

Show Information: All freight must arrive onsite **no later** than Tuesday, October 15, 2019. Exhibitors may begin setting up on Wednesday, October 16, 2019.

We encourage you to utilize the [Advance Warehouse](#) for shipping when possible.

Exhibit Hall Schedule

Detailed Move-In/Move-Out Instructions attached

<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>
Thursday, October 17	10:00 AM – 5:30 PM	Halls B-F
Friday, October 18	10:00 AM – 5:00 PM	Halls B-F

All Pod Counters must be show ready by Wednesday, October 16th, at 8:00 PM

HOW TO UPDATE YOUR EXHIBITOR LISTING

Please be sure to update your exhibitor listing in the [SupplySide Database](#) to be displayed in our official show website, Show Guide, SupplySide Connect, and mobile app.

- **SHOW GUIDE DEADLINE:** September 13, 2019

Check out our brand new online directory tool [SupplySide Connect](#). Be sure to upload an **unlimited** amount of your ingredients, products, service, etc., so attendees can prepare their Walking List before, during and after the show.

HOW TO ORDER EXHIBITOR STAFF BADGES

Exhibitors will receive two (2) complimentary booth Exhibitor badges. Education sessions are not included as part of the personnel badges and would require an additional cost to upgrade (pricing below). Please register your personnel [online](#) by August 30, 2019 to save time in line.

- **Exhibitor Expo Hall Pass includes:** Access to the show floor during expo hours along with move-in and move-out access. Also, includes access to the Exhibitor Presentation Theater and the Featured Speaker Presentation.
- **Exhibitor Education Pick 3 for \$199:** Same access as above, along with your choice of 3 workshops. **Classes must be selected to secure your spot.**
- Confirmations will be emailed upon completion of registration process.

HOW TO BOOK HOTEL ROOMS

onPeak is the Official Housing Provider of SupplySide West. Book your hotel reservations through [onPeak](#). Always look for the **onPeak Official Housing Vendor seal** when you're making hotel reservations. If you book with anyone else, you give up the benefits negotiated by our housing department. Neither onPeak, nor SupplySide West have any affiliation with these organizations and cannot vouch for their services in any way. Entering into financial agreements with non-endorsed companies can potentially cost you thousands of dollars with no guarantee of an actual hotel reservation. Reservations through these agencies or companies are made at your own risk and responsibility.



HOW TO ORDER A LEAD RETRIEVAL DEVICE

Attendee badges can be scanned to help you quickly capture pertinent information for follow-up after the show. By ordering a CompuSystems' Lead Retrieval Unit, exhibitors can easily and accurately collect data from attendees in their booths. We recommend ordering this service in advance (early bird **DEADLINE** is August 19, 2019, and the advanced **DEADLINE** is September 24, 2019) using CompuSystems' [Lead Retrieval Order Form](#).

HOW TO UPLOAD YOUR BOOTH PACKAGE GRAPHICS

Please watch for an email in the next 3-4 business days from Joy Villaluz, jvillaluz@ges.com, at GES, with your graphic submission deadlines and dimensions. **Submit your graphic artwork for your Pod directly to Joy Villaluz at GES no later than August 30, 2019.** Late submission of graphics could result in additional Rush Fees at the exhibitor's expense.

EXHIBITOR SERVICE KIT FOR PODS - OFFICIAL VENDORS AND ORDERING INFORMATION

SupplySide West has partnered with several service providers to offer you everything you need to have a successful show. All services should be ordered by **September 24, 2019** for best pricing and ensure a timely move-in.

west.supplysideshow.com

An Exhibitor Service Kit for Pod counters has been created and can be found attached to this email. Use the Pod counter [Critical Dates and Deadlines Checklist](#) to keep track of important deadlines.

You will also find

- Pod Regulations and Guidelines
- Booth Inclusions
- Show Regulations and Guidelines
- Shipping Addresses, Labels and Marshaling Yard links
- Move-In Dates and Instructions

SHIPPING INFORMATION

To ensure the receipt of your exhibiting materials on time and to avoid unloading delays on-site, we recommend shipping to the GES Advance Warehouse. All shipping information and associated costs can be found under the [Shipping, Drayage, Material Handling, and Access Storage](#) section of the Exhibitor Service Kit. Use the provided [Shipping Labels](#) from the attached Exhibitor Service Kit to expedite handling.

BOOTH APPROVAL FORM

Pods do **NOT** need to submit a Booth Approval form.

PARKING GUIDE

Parking information at the Mandalay Bay Convention Center can be found [here](#). **Please be aware that there will be construction.**

As your Client Services Team, we are here to help you plan a successful show. If you should have any questions, please do not hesitate to contact us.

Sincerely,

Client Services Specialist

Deanna Brown

303-998-9125

deanna.brown@informa.com

GES Graphics Contact

Joy Villaluz

GES

jvillaluz@ges.com