



## Fresh Ideas Organic Marketplace 2020 Exhibitor Service Kit

Wednesday, March 4<sup>th</sup>, 11:00am – 4:00pm

Welcome to the 28th annual Fresh Ideas Organic Marketplace. This Exhibitor Service Kit has been prepared to help you plan for the show. Please read it in its entirety.

We encourage you to complete your badge registration online prior to the show. We do not mail badges and registering pre-show can save you valuable time onsite.

If you have questions on any of the enclosed materials, please contact the Client Services Department at 1.303.390.1776 or [esk@newhope.com](mailto:esk@newhope.com). We look forward to seeing you in Anaheim!

**Website access:** [Fresh Ideas 2020 Home Page](#)

### **Exhibit Installation/Dismantling**

**Wednesday, March 4**

7:00 am – 10:30 am: all exhibits must be set by 10:30 am

4:00 pm – 7:00 pm: all exhibits must be dismantled by 7:00 pm

Stay with your exhibit until the last item is placed for shipment. If you must leave early, place an order for contractor labor and supervision through GES, so they can pack up your exhibit. Exhibitors are responsible for the removal of all materials at the conclusion of the event. Parking is not permitted adjacent to Fresh Ideas during the event, move-in or move-out.

**\*\*Please note that shipments sent direct, must be received on Wednesday between the hours of 7:00 -10:00am\*\***

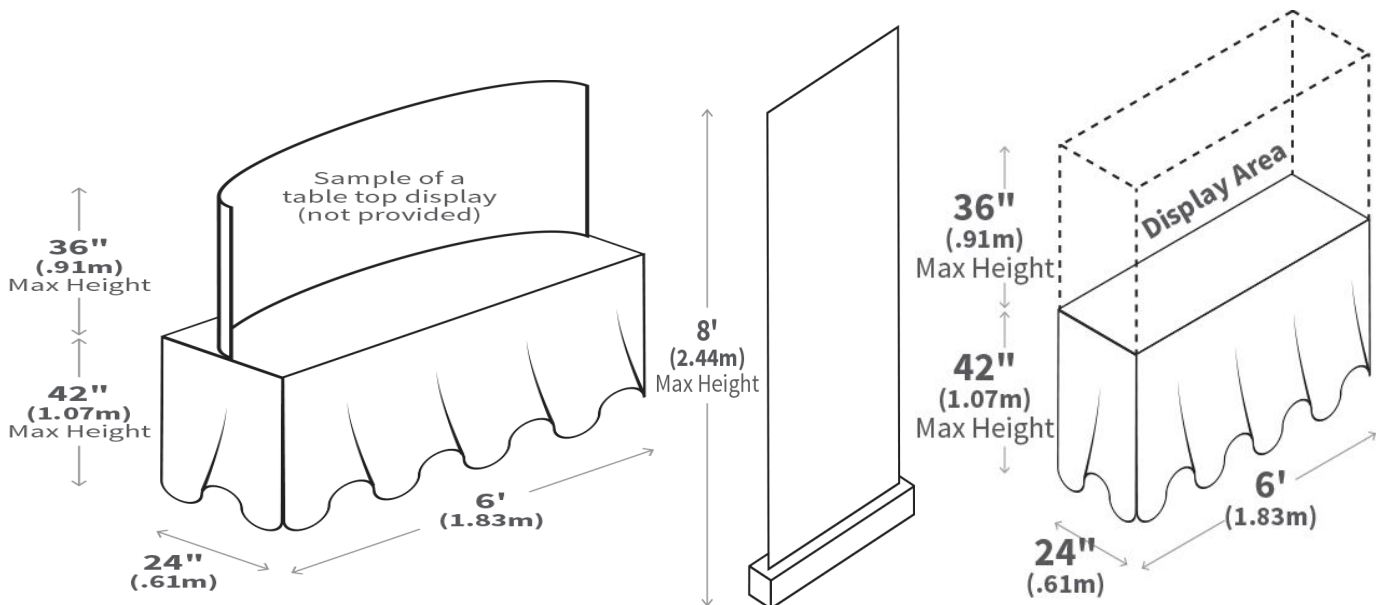
## Services & Official Show Vendors

Badge Registration (Over Allotment)	<a href="#">Badge Registration</a> Ph: 1.866.458.4935, 1.303.390.1776 Fax: 1.708.344.4444 <a href="mailto:esk@newhope.com">esk@newhope.com</a>	Discount Deadline 2/2/2019
Electrical	<a href="#">GES</a> Ph: 1.702.515.5970 <a href="http://www.ges.com/chat">www.ges.com/chat</a>	Discount Deadline 2/12/2020
Storage Onsite (dry, frozen, refrigerated)	<a href="#">GES</a> Ph: 1.702.515.5970 <a href="http://www.ges.com/chat">www.ges.com/chat</a>	Discount Deadline 2/12/2020
Hotel Reservations	<a href="#">Hotel and Travel Information</a> Ph: 1.800.388.8812	As soon as possible!
Shipping Freight Deliveries & Labels	GES Ph: 800-475-2098 Ph: 1.702.515.5970 <a href="http://www.ges.com/chat">www.ges.com/chat</a>	Advance: 1/27/2020 – 2/19/2020 See GES shipping labels for details Direct: 3/3/2020 8:00 am – 4:00 pm see GES shipping labels for details
Promotional & Sponsorship Opportunities	<a href="#">Promotional and Sponsorship Opportunities</a>	Individual deadlines apply!
Environmental Exhibiting/ Greening Efforts	<a href="#">Greening Efforts</a> Ph: 1.303.939.8440	Every Day!
Lead Retrieval Units	<a href="#">CompuSystems, Inc. 1.866.600.5323, 1.708.786.5565</a> (Outside the U.S.)	Early Bird Deadline—2/12/2020

## FRESH IDEAS 2019 TABLE TOP REGULATIONS

- Display space is **ONLY the table top area**; the **ONLY storage space is under your tabletop**.
- Any items not stored underneath your table (or displayed on top of the table) will be removed and stored at the exhibitor's expense by GES. No items will be allowed to be stored or set up surrounding your table.
- Bringing in your own table is **NOT** allowed. Table provided cannot be moved from front of space.
- Display space cannot extend beyond the 6' width x 24" depth tabletop surface. Maximum display height on top of table is 3'.
- Banners and pull-ups displays are only allowed. Maximum size is 6ft width and cannot exceed 8ft in height. (bottom 42" will not be seen due to table).
- Banners can hang from your table or you are welcome to bring your own table cloth.
- Exhibitors must also comply with the Show Rules and Regulations in the Exhibitor Service Kit.
- Rules and Regulations are subject to change.

**Note: Exhibitors will be asked to remove any exhibits not in compliance with these guidelines. Any stored items will be at the exhibitor's expense.**



### ***TABLETOP SPACE INCLUDES***

- One (1) draped counter height table 6'W x 24"D x 42"H. (Table skirt is muslin)
- Standard ID sign, 11"L x 17"H
- One (1) stool
- One (1) wastebasket

## Rules

### Permitted

- YES** May place a branded table cloth over your tabletop. Maximum size permitted is 6'W x 42"H table front dimension and 24"W x 42"H side dimension. (Cannot extend outside of these dimensions).
- YES** Displaying items on the surface of the tabletop. Maximum size permitted is 6'W x 24"D x 3'H (see diagram).
- YES** Can cook or use small electronics on your tabletop space only. (Electricity must be ordered from GES.)
- YES** Flat Pull-Up displays only, must be flush against the tent behind your table only. Maximum size of pull-up cannot exceed 6'W x 8'H (bottom 42" will not be seen due to table).
- YES** May use an anti-fatigue mat behind your tabletop.

### Not permitted

- NO** **May only store items that fit under the table. No storage is allowed behind or around the tabletop area.** Additional accessible storage space must be purchased from GES.
- NO** Removing or replacing your table
- NO** Moving tables from front of space or pushing tables together
- NO** Each tabletop space is separate and cannot be combined with another space. (You may not move 2 tables together or utilize the back wall space between the tables)
- NO** Bringing in your own floor covering
- NO** Swapping or adding, tables, other furniture, literature stands, display counters, refrigerated display cases, etc.
- NO** Refrigerator or freezer behind tabletop. Unit must fit on or under the tabletop.
- NO** Hanging signs (hanging signs rigged from the ceiling)
- NO** Building any structures that surround the table
- NO** Backdrop, inflatables, expandable or curved pop-up structures
- NO** Pop-up tents will not be allowed.

Additional questions or clarification should be directed to your [Client Services Specialist](#).

If you are not exhibiting on the Expo West Show floor, you will receive two (2) complimentary badges to be used at Fresh Ideas and Natural Products Expo West. If you are an Expo West show floor exhibitor, your badges are part of your Expo West allotment. Expo West exhibitors are not given additional badges for exhibiting at Fresh Ideas.

## Parking Guide

Fresh Ideas Organic Marketplace tent is located between the Anaheim Marriott Hotel and the Clarion Hotel.



**Parking** The current parking rate at the Anaheim Convention center during exhibitor move in/move-out is \$15\* and includes unlimited in/out privileges on a space available basis. On show days, March 4 – 7, exhibitors and attendees will be charged \$15\* for each entry, and, for exhibitors only, this will include in and out privileges through the West Street entrance (exhibitors must present parking receipt and show badge). Overnight parking in the convention center lots is prohibited. For the Anaheim Marriott, daily drive-in rates are as follows: For non-hotel guests \$40 self-park and \$50 valet. For hotel guests, the rates are \$26 for self-parking per day/overnight and \$60 for valet per day/overnight guests.

**Shipping**

Label all boxes "Fresh Ideas Organic Marketplace." Do not send shipments to your Expo West booth. **Use the labels provided by GES located in this kit.** Please make sure to read the GES service kit for Fresh Ideas in its entirety to prevent any shipping delays.

**Advance Deliveries**

**We strongly recommend that you ship your booth materials in advance.** All event-related freight or materials, whether shipped in advance or direct, must be addressed c/o and delivered to the official service contractor, GES. C.O.D. deliveries will not be accepted.

**Advance Shipments**

**Monday, January 27: Shipments may begin arriving at GES warehouse.** Drivers must check in by 2:00 pm to be guaranteed same day unloading. Warehouse receiving hours are Monday – Friday, 8:00 am – 2:00 pm. The warehouse is closed daily 12:15 pm – 12:45 pm and on holidays.

Please use the included shipping labels so that your carrier has these times.

**Wednesday, February 19: Deadline for shipments to arrive at GES warehouse.**

Send advance shipments to:

C/O GES  
Natural Products Expo West - Fresh Ideas Organic Marketplace  
Exhibiting Company Name, Tabletop #  
12821 Knott Street  
Garden Grove, CA 92841

**\*\*It is suggested that you do not wait until the last day to have your materials arrive, as there may be longer than normal wait times\*\***

**\*Important Note: Please ship non-perishable items only, as there is no cold storage for advance shipments to the GES warehouse.**

**Direct Deliveries**

**Tuesday, March 3, 2020 8:00 am – 4:00 pm** shipments may arrive directly for Fresh Ideas.

Please use the included shipping labels so that your carrier has these times.

Send direct shipments to:

C/O GES  
Natural Products Expo West - Fresh Ideas Organic Marketplace  
Exhibiting Company Name, Tabletop #,  
Anaheim Marriott  
700 Convention Way, Anaheim, CA 92802

**\*\*Please note that if you ship directly to the Marriott before or during the above show hours, you will INCUR hotel charges as well as GES charges\*\***

Drivers must check in between 7:00 am and 8:00 am to be guaranteed same day unloading.

**POV (Personally Owned Vehicles)** Exhibitors will be permitted to unload their vehicles at the Anaheim Marriott (700 West Convention Center Way). Vehicles must be removed after 15 minutes. Parking is not permitted adjacent to the Fresh Ideas tent during the event, move-in or move-out.

**Shipping Tips** Make sure your onsite contact has a copy of your tracking number to trace lost or delayed shipments. Remove all extraneous shipping labels from your freight prior to shipping. If you need to ship materials home, please fill out the Outbound Material Handling agreement and return it to the GES service representative onsite.

**Labor** Should you require assistance setting up or dismantling your tabletop, you may order labor through GES. Exhibitors are requested to conform to union labor regulations. Do not tip in an effort to receive preferential treatment. "NO TIPPING" is the rule for the unions, the Anaheim Marriott Hotel, GES and Natural Products Expo.

#### **Fire Department Regulations**

[Please make sure you read and understand the Fire and Safety Regulations for Exhibitors as well as the Fire Regulations Information included in the kit.](#)

**\*Please note Show Management approval is required for any display components mentioned in the Fire Regulations. Additionally, participants are responsible for any fire safety costs related to their display.**

#### **General Conditions**

Storage, booth construction, easels, chairs and signs shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisles. Fire equipment, fire strobes, fire speakers, fire signage and fire extinguishers shall not be concealed and shall remain visible and unobstructed at all times.

#### **Storage**

Empty boxes/freight may be stored under your tabletop out of the view of attendees. Boxes and empty crates are not permitted in front or to the sides of the tabletop space. You may contact GES for additional storage.

#### **Decorative Material**

All drapes, fabrics and materials are required to be flame resistant (hay, wood, etc.)

#### **Candles**

Candles are not allowed.

#### **Helium**

Helium is not allowed.



### **Heat-Producing Equipment**

Operation of any welding equipment, soldering device, etc. require protection around equipment so the public cannot be injured during demonstration. All items shall be placed on a non-combustible surface. Approved welding screens will be required for welding equipment. (See permit section for use of compressed gases).

### **Machinery**

Operation of any electrical, mechanical, or dust-producing equipment, which incorporates moving parts or could cause injury to the public, requires protection around machinery for the viewers' protection if safeguards are not currently in place. (This does not apply to normal electrical appliances such as lamps, computers, radios, etc.).

### **Flammable or Combustible Aerosols/Liquids**

Describe the use and amounts for each day of the show on the Show Permit form. Include the Material Safety Data Sheet (MSDS) for the product. Quantities may be limited by the Anaheim Fire Department. All flammable or combustible aerosol containers used for display purposes must be empty.

### **Hazardous Materials/Compressed Gas**

Describe the use and amounts for each day of the show on the Show Permit form. Include the Material Safety Data Sheet (MSDS) for the product. Quantities may be limited by the Anaheim Fire Department. Hazardous materials are defined in the 2007 California Fire Code.

### **Open Flame**

Open flame is not permitted in the Tent.

**For further information regarding these requirements contact: Fire Prevention Bureau at (714) 765-4040, between the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday or send an e-mail to [tradeshowsinspector@anaheim.net](mailto:tradeshowsinspector@anaheim.net).**

Fire and health regulations are strictly enforced. The exhibit area will be inspected by fire marshals and a representative from the health department.

In the Fresh Ideas Organic Marketplace, cooking regulations are restricted for the protection of the public.

**Food & Beverage Sampling:** Exhibitors that manufacture or distribute food and beverages may sample these products to attendees. There is no longer a recommended sample size for these items. Exhibitors are free to distribute samples in the sizes best suited for their product and packaging. Exhibitors are prohibited from sampling product they do not manufacture or distribute. For example, if you make or distribute veggie burgers, you may not add condiments or buns to the sample. A Product Sampling Form is not required.

*Anaheim Marriott holds the alcoholic beverage license for the tent and applies a corkage fee for all alcoholic beverages distributed at the events, and not purchased from the Anaheim Marriott. For more information, call 1.714.748.2492*

### **Health Department**

#### **Regulations**

*All booths providing food samples must do so in a clean and sanitary manner. Tongs, single-serving napkins, toothpicks or dispensing units (i.e. cups, etc.) must be used.*

- If preparing or serving any food items, hand-washing facilities are required within each booth. Acceptable facilities include a dispenser of warm water with a catch bucket, paper towels and a pump-type soap dispenser. Please see the guidelines [here](#).
- Food may not be served from a “common bowl” unless tongs are used to distribute the food. We suggest single-serve cups, toothpicks and single napkins.
- Even if gloves are used, a hand-washing kit is still required. The sole use of a waterless hand sanitizer is not in compliance with health department regulations.
- All perishable foods such as milk, fish, eggs and poultry products must be temperature controlled. Cold foods must be kept at or below 41 degrees Fahrenheit. All potentially hazardous foods must be maintained at or below 41 degrees Fahrenheit or above 135 degrees Fahrenheit at all times.

All vendors who wish to sample their product must provide protection of open food sampling (i.e. unpackaged crackers, chips, dips, drinks, etc.). All unpackaged foods on display must be protected with a sneeze guard shield or plastic covering that is rigid, semi-permanent, and provides adequate protection that follows the Temporary Food Facility Guidelines. Sneeze guards are available for rent from Lowe Refrigeration.

**A few resources:**

<https://www.webstaurantstore.com/>

<https://www.katom.com/>

[Home Depot](#)

[Amazon](#)

- All food samples should display a label with its common name and ingredients.

**Per the Health Department’s advice, you may be asked to cease sampling operation at your booth if you do not meet the requirements.** For several years, sneeze guard protection has been required for the protection of open food sampling. This health code is now being enforced if violated.

**Personal Care Product Applications**

- Sterilized utensils must be used. A fresh, sterilized cotton ball, spatula, Q-tip or powder puff must be used for each individual application.
- When applying lip applications of any kind, eye shadows, face blushes, etc. a portion of the product must be scraped off with a utensil and applied to the individual with the utensil. The used utensil may not be returned to the pallet. A new, sterilized utensil must be used for each application.
- When using products that are packaged in a container other than a squeeze type container, such as a jar, a sterilized utensil must be used to remove the product from the container. Once the product has been applied to the individual, you may not return the used utensil to the product.

**Standards** An Exhibitor Standards booklet is available online or upon your request. All Fresh Ideas Exhibitor contracts include a clause requiring compliance with the Exhibitor Standards. A signed exhibitor contract is a binding agreement to comply with Natural Product Expo Exhibitor Standards. Companies

exhibiting in the Fresh Ideas Organic Marketplace must submit an Organic Standards Form Prior to the show. Standards Booklet/Forms online at [www.newhope.com/standards](http://www.newhope.com/standards)

*GES will have food and beverage storage in coolers and freezers for exhibitors. If you wish to take advantage of this service, call GES at 702.515.5970*

**Sound/**

**Noise Levels** Sound and noise is permitted up to a maximum of 85 decibels.