

## **IMPORTANT INFORMATION FOR CEREALS 17 ANNUAL MEETING EXHIBITORS**

Important information is contained below that will help you in preparing for your exhibit space during the Cereals 17 Annual Meeting. Please share this information with all who are attending the meeting from your organization.

### **LOCATION**

#### **Town and Country Resort and Convention Center**

500 Resort Circle N, San Diego, CA 92108

Tel: +1-800-772-8527

[Click here](#) for additional information on the Town and Country Resort and Convention Center

The exhibit hall is in the Grand Exhibit Hall located on the ground level.

### **EXHIBIT HOURS**

The exhibit hours are scheduled during non-concurrent program hours to optimize attendee traffic. The exhibit hours are selected to provide the most traffic through the exhibit hall.

Sunday, October 8	8:00 a.m. – 3:00 p.m.	Exhibitor Set-Up
	5:00 – 7:00 p.m.	Solution Central: Exhibition Happy Hour
Monday, October 9	4:00 – 6:30 p.m.	Solution Central: Beer & Posters
		(Even Numbers 4-5 pm & Odd Numbers 5-6 pm)
Tuesday, October 10	12:00 – 2:30 p.m.	Solution Central: Exhibits, Cereals 17 Exchange Presentations
	2:30 – 6:00 p.m.	Exhibitor Move Out

### **REGISTRATION**

Registration will be in the Atlas Foyer of the Town and Country.

- Each exhibiting company receives one free exhibitor registration per space; additional representatives register at the rate of \$560. After August 17, the rate is \$620.
- Each representative from an exhibiting company must register individually.
- Exhibiting companies should have received an email with a link and code to register your comp(s) booth staff. Please contact Debi Maines at [debra\\_maines@AFassanoCo.com](mailto:debra_maines@AFassanoCo.com) if you have not received this communication.
- To avoid delay on site, register prior to September 29, 2017. Exhibitors who have registered in advance will pick up their badges and other materials on site.

#### **Registration Hours:**

Sunday, October 23	8:00 am – 12:00 pm (Exhibitors only)
	12:00 pm - 6:30 pm (All Exhibitors and Attendees)
Monday, October 24	7:30 am – 6:30 pm
Tuesday, October 25	7:30 am – 5:30 pm
Wednesday, October 26	7:30 am - 10:30 am

## EXHIBIT ASSIGNMENT AND FURNISHINGS

[Click here](#) to view the current floorplan and current list of exhibitors.

Booth Drape Colors:                      Royal Blue/White

### The Grand Exhibit Hall is carpeted

Each space Includes:

- 3' High Blue Draped Side Walls – **all sides**
- 1 Booth ID Sign
- 1 (72"x24") Draped Table – White drape
- 2 Chairs
- 1 Listing in Final Program
- 1 Listing in the Conference App
- 1 Complimentary Full Conference Registration
- 1 Post-Conference Attendee List (no emails included)

### TABLE TOP DISPLAY SPECIFICS AND RESTRICTIONS

- **Size:** All tables are 72" long, 24" wide. All materials displayed must be placed on the table and cannot exceed a height of 36 inches from the top of the table. Exceptions include instrumentation or equipment. Exhibitors can place a retractable banner no larger than 34" x 80" on the floor behind the table top display. Please read the [exhibitor rules and regulations online](#). Table-tops will be monitored and exhibit regulations will be enforced.
- **Storage:** The area behind your table should not be used for storage. If you need to store materials, use the space underneath your table in accordance with fire safety regulations.
- **Display & Service Details:** Displays include a 72" long x 24" wide skirted and covered table, two chairs, a wastebasket, and a company name sign (sign provided by AACCI), within an 8' x 10' space. Please see exhibitor service kit for carpet options if you wish to order carpet above what is being provided.
- The aisle carpet will be cleaned prior to the opening of the show each day. Keep in mind the limited table-top format, a few additional services/display products are listed in the enclosed ESK and may be ordered directly from each provider.
- **Electricity and AV:** Lights are not permitted. Table-top electricity is limited to use of computers, instruments, or equipment. If you desire electricity for these specific uses, a link will be provided direct to the Savannah Convention Center to order electricity directly through the provider. Exhibitors are responsible for all electrical charges. Battery packs are acceptable and must be provided by exhibitors.
- **PROHIBITED**
  - No displays over 36" in height on the table top
  - No floor easels or backdrops are allowed.
  - Storage of boxes is not allowed behind tables
  - No solicitation, interview, and/or distribution of literature can be done outside the confines of the exhibit space.
  - The serving of alcohol beverages by exhibitors is prohibited.
  - No cooking or other food preparation
  - Audio presentation of speech or music are prohibited
  - No lighting is permitted on the table top displays.

## **GENERAL SERVICE CONTRACTOR**

GES Exposition is the General Services Contractor. They will have a desk located in the rear of the Exhibit Hall during move in, show hours and move out. The contact information is listed in the Exhibitor Services Kit.

## **FOOD AND BEVERAGE**

If you require food and beverage for your booth, please locate the form that is part of the Exhibitor Services Kit.

## **HOUSING INFORMATION**

[Click here](#) to make your hotel reservations. Please see the website for special rates. The discounted rates will be available until September 12, 2017, or until the room block fills out, whichever comes first.

## **SHIPPING**

All shipping must be done through GES Expositions.

## **SECURITY**

Precautions will be taken to ensure the safety of exhibit material. The exhibit area will be locked, and peripheral guard service will be provided when exhibits are not open. AACC International and any of its directors, officers, employees, agents, vendors, or subcontractors and the Town and Country Resort and Convention Center are not responsible for the protection of exhibitors' materials and displays nor for any loss or damage to such materials and displays, and will hold harmless those entities listed above for any such loss or damage.

## **Exhibitor Designated Contractor (EDC)**

Any companies using an EAC must fill out the EDC Form. The Exhibitor Designated Contractor must provide a Certificate of Insurance. **The deadline to provide this form is September 18, 2017.**

Please forward the form and certificate to:

Debi Maines  
A. Fassano & Company  
900 Route 168, Suite A2  
Turnersville NJ 08012  
Phone: +1-856-302-0890  
Fax: +1-856-232-2312  
Email: [debra@AFassanoCo.com](mailto:debra@AFassanoCo.com)

**Please see the attached Exhibitor Service Kit for more information on ordering booth furnishings, electrical, internet, shipping and other important information.**

We look forward to working with you! Please call should you have any questions.

Debi Maines  
Senior Manager, Logistics  
856-302-0890  
[debra@AFassanoCo.com](mailto:debra@AFassanoCo.com)

Eric Otero  
Manager, Sales & Advertising  
856-302-0894  
[eric@AFassanoCo.com](mailto:eric@AFassanoCo.com)