

MUFSO 2013 Exhibit Hall Procedures

Thank you for your participation in MUFSO 2013. This guide is designed to facilitate a smooth exhibiting experience. Please take a moment to read through this material, important deadlines, shipping information, and rules and regulations are contained in this kit.

Key contacts

Registration & Housing:

John Anderson, Attendee Services Manager

Telephone: (303) 998-9461

Onsite Registration Hours:

Sunday September 29th 12:00 pm – 7:00 pm

Monday September 30th 7:00 am – 6:30 pm

Tuesday, October 1st 7:00 am – 12:00 pm

- *Note* you must book your own housing directly through the [online link](#), or by calling the hotel directly and asking for the MUFSO rate. We will not be contacting you to make your hotel reservations. Deadline Wednesday, September 4th, 2013. After this date, we cannot guarantee availability and/or group rate.
- **It has come to our attention that several different “rogue” housing bureaus are contacting MUFSO exhibitor attendees and offering discounted hotel rooms and/or posing as the official housing agent for MUFSO. DO NOT MAKE YOUR HOTEL RESERVATIONS THROUGH ANY OF THESE COMPANIES/PEOPLE. It is a scam and if you book your hotel room through a third party, you will most likely not have a hotel room when you arrive, but your credit card will be charged. It is not standard practice for the MUFSO staff and/or Hyatt Regency Dallas to personally call you to arrange for your hotel room. THE ONLY method you should use to make your hotel reservation at the Hyatt Regency Dallas is to either go to the MUFSO website www.MUFSO.com and click on the “Travel” link where you can make your hotel reservation directly with the Hyatt Regency Dallas or contact them directly at **888-421-1442**. Please make sure you do so before September 4th cut-off date. Please forward this information to your team members who will be attending MUFSO as well.**
If you have any questions or concerns, please contact John Anderson directly. Thanks and we look forward to seeing you at MUFSO!

Hyatt Regency: Frozen, Refrigerated product shipping, storage, preparation etc..

Hotel contact: Rizwan Naqvi, CMP, LES, Hy Achiever rizwan.naqvi@hyatt.com

Telephone: (214) 721 – 7252

FAX: (214) 721 – 7276

Ship Frozen & Refrigerated product to: (use shipping labels included in this kit)

Hyatt Regency Dallas

MUFSO 2013

Perishable food product deliver to kitchen

Attention: Exhibiting company name / Booth #

300 Reunion Blvd

Dallas TX 75207

Note orders must be submitted by September 10, 2013 or they will be subject to an onsite order price increase of 35%

Exhibit Hall Services: Display labor, Furniture, Carpet rental, Signs, Booth Cleaning etc..

GES National Service Center

7050 Lindell Road

Las Vegas, NV 89118

Telephone: (800) 457-2098

FAX: (866) 329-1473

Or Chat at www.ges.com/chat

- *Note* the facility is carpeted. You may choose to purchase a specific carpet color from GES, however since the facility is carpeted you are not required to purchase booth carpet.

YOUR EXHIBIT SPACE INCLUDES

- 8' high background draped in **Blue** (per 10x10)
- 3' high side dividers draped in **Blue** (per 10x10)
- CARPETED AISLES: **The floor surface of the exhibit hall is carpeted; therefore, you are not required to order or bring your own flooring for your booth.**
- 7" x 44" Booth Identification Sign (each 10x10) Imprinted with your Company Name and Booth Number (you must request this from GES, as a green initiative these are now opt in))
- Your name on all published exhibitor lists
- Your company name and link to your website listed on the official Show Website www.mufso.com with opportunity for you to input detailed information.
- Company listing in the official Show Directory
- Company listings on our MUFISO mobile app

Food and Beverage Sampling Approval Process Information: The Hyatt Regency will receive deliveries of frozen or refrigerated product for sampling in your booth. Within this kit are several forms you will need to fill out and return to the Hyatt to ensure that your product is delivered to your booth and/or prepared to your specifications. Additionally the Hyatt has provided shipping labels specific to frozen or refrigerated product. The frozen and refrigerated labels were designed to eliminate confusion around product delivery please be sure to utilize them.

Fire Marshall Approval Process Information:

All exhibitors must fill out the Primary Form due to the Hyatt by August 13th, 2013. Approval for cooking devices will be on a case by case basis please fill out the Primary form in its entirety, with as much detail as possible.

By order of the Dallas County Fire Department and the Hyatt Regency Hotel, equipment used for the cooking and warming of food product(s), which employs one or more of the following heating methods, has been *strictly* prohibited.

- Any Hood Ventilation Required Equipment
- You are able to use a Fry Daddy should you wish to display fried foods but you must have the appropriate fire extinguisher in your booth for this device.

Move-in and Move-Out

GES has been designated the Official Service Contractor for the 54th Annual Multi-Unit Foodservice Operators Conference (MUFISO 2013). They are prepared to warehouse, transfer and move all exhibits into and out of the exhibit hall area including the handling and storage of your empty containers.

Exhibitors with the exception of frozen or refrigerated food product, do not ship material directly to the hotel. If you ship directly to the hotel you will incur drayage, handling and storage fees from the hotel as well as from GES.

We encourage you to ship your display and dry materials in advance to arrive at the GES advance shipment warehouse. Advance shipments should arrive on or between Tuesday, August 27, 2013 – Wednesday, September 25th 2013. GES shipping labels and material handling order forms are available in the material handling portion of this kit. Additionally many shipping services do not deliver on Sunday please keep this in mind as you plan your shipments. The Hotel does not have the facilities for the storage of empty containers, and is therefore prohibited by fire laws from storing shipments during the show period. Please observe: Once containers have been removed from the booth spaces, exhibitors will not have access to their containers until returned to the booth spaces by GES at the onset of Exhibitor Move-Out.

To ensure that the entire exhibit hall is “show ready” in time for the opening Supplier Exchange and Lunch, all empty crates, containers, and boxes must be removed by 11:00am Monday, September 30th, 2013. You may obtain empty stickers from the GES Service Desk in the exhibit hall.

Installation times & display regulations:

Sunday, September 29th 4:00pm – 8:00pm

Monday, September 30th 8:00am – 11:00am

Height Restriction: The maximum finished height for all exhibit booths may not exceed 8 feet, 3 inches.

Please observe: All exhibits must be “show ready” and in all other ways fully operational by 11:00am on Monday, September 30th, 2013. After this time, no installation work will be permitted without special permission from Show Management.

Exhibit Hall Dates & Hours:

Monday, September 30th 12:15pm – 2:15pm & 5:00pm – 6:30pm

MUFSSO Show Management highly recommends that all exhibitors serve food for tasting at their booth which will encourage more attendees to visit your booth given the exhibit hours take place during lunch hours and cocktail hour.

Dismantle:

Monday, September 30th 6:30pm – 11:00pm

Following the close of the exhibit hall on Monday, September 30th, 2013, GES will begin returning empty containers onto the show floor. Maintaining clear aisles at the immediate close of exhibit hours is of the utmost importance so that GES will be able to deliver your empty containers.

All Exhibitor materials must be packed and ready for shipping by 11PM on Monday, September 30th, 2013

Please be sure to read the instructions provided in the Exhibitor Services Manual carefully regarding payment policy. Full payment for all GES services must be paid in advance or on site.

Lead Retrieval

This year CompuSystems, the show’s official registration provider, also offers a suite of lead retrieval products and services designed to help you maximize the return on your investment from exhibiting and turn qualified buyers into sales. This comprehensive approach to lead management will connect you with attendees both during and after the show. To order lead retrieval complete and submit the Lead Management form located in this kit.

Additional Rules & Regulations:

1. No signs, posters or other supplier materials are permitted in any area of the Hotel or its adjacent properties other than within the confines of the supplier's display booth. Additionally, under no circumstances are suppliers to engage in meeting and social functions conflicting with the **MUFSO 2013 Conference**.
2. Your booth rental fee covers your booth space, back wall drape, side rail drape and an identification sign plus full conference registration for your allotted company representatives. Hotel room, tax, and incidentals (room service, telephone charges, valet service, etc.) must be paid in full to the hotel upon check-out. These charges are in no way covered by your booth rental fee. Breakfast, lunch, coffee breaks, cocktail receptions and the MUFSO Celebration, which are listed in the MUFSO agenda, are included.
3. Rental carpet, additional furnishings, electrical connections, telephone service and instruments, flowers and plants, etc. are not included in your booth rental fee. These items may be ordered and paid for according to the order forms and instructions in the Exhibitor Services Manual. Feel free to call the service contractor listed on the service forms for clarification of any information contained therein. Do not send any service order forms or payment for these services to **Nation's Restaurant News**.
4. For your own protection, no one will be allowed into any **MUFSO 2013** function without a badge. Exhibitor registration opens Sunday September 30th at 12:00 pm. You must have your badge to gain access to the show floor.
5. No one under the age of 18 will be permitted into any **MUFSO 2013** event or into the **MUFSO 2013** exhibit hall; **exhibit installation, dismantling and viewing hours inclusive**.
6. Your registered company personnel are strongly urged to attend general sessions, breakout sessions, meal and social functions. The climate in these gatherings is intended to help establish personal in-depth contact with key chain people, many of whom are not usually available on business sales calls. You will find the format of the business sessions, meal functions and receptions is established to produce an environment for your benefit, and is not one that is traditionally a part of the usual trade show.
7. **Changes: Nation's Restaurant News** reserves the right to make such changes, amendments and additions to the rules regarding **MUFSO 2013** as may be deemed necessary for the proper conduct of the Conference.
8. Please be advised that under no circumstances will **Penton Media, GES Exposition Services**, or the Hilton Anatole provide their Federal Tax Identification numbers for international shipments entering the United States. It is the responsibility of the exhibitor to engage the services of a freight forwarding company/customs broker that can help facilitate the proper clearance of their exhibit material. This includes shipments entering the United States over the borders using the exhibitor's company owned or privately owned vehicles. For your convenience we have secured the services of **GES Logistics** to assist with clearance of goods through customs
9. The hotel will provide dish cleaning & food disposal services. You can make arrangements for dishwashing with the banquet captains by the Exhibitor Services desk. Please do not utilize the public restrooms for any product preparation or dish washing.
10. Exhibitors are required to carry insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others. Coverage must remain current through exhibitor's occupancy of MUFSO and the Hyatt Regency. You can obtain insurance from John Buttine INC. Contact Buttine Underwriters Purchasing Group, Attn: Kendra Reilly. Phone: 212-697-1010 ext 49 or email: Kar@buttine.com or visit www.buttine.com/eventexhibitor.html Show management will not collect the insurance certificates. It is the responsibility of the exhibitor to hold the insurance.