



Dear Exhibitor,

Thank you for participating in the Sponsor Showcase at MUFSO 2017. I would like to introduce myself as your Client Services Specialist. I am here to help you plan a successful show and answer any questions you may have.

The Exhibitor Service Kit (ESK) is full of important order forms, tips, information, regulations and guidelines to help maximize your show experience. Before carefully reviewing the ESK, please take a moment to read this year's show information in its entirety.

**Booth Inclusions:**

|                        |                              |
|------------------------|------------------------------|
| <u>Booth Size:</u>     | 8' Wide by 4' Deep           |
| <u>Backwall Drape:</u> | Gray / Yellow / Yellow/ Gray |
| <u>Sidewall Drape:</u> | Gray                         |
| <u>Booth ID Sign</u>   | 11" x 17"                    |

**Show & Sponsor Showcase Information:**

|                                      |   |
|--------------------------------------|---|
| <u>Dates &amp; Location:</u>         | The Hyatt Regency Hotel at Reunion: 300 Reunion Blvd Dallas, TX |
| <u>Show Dates:</u>                   | October 1 <sup>st</sup> – October 2 <sup>nd</sup> 2017          |
| <u>Sponsor Showcase Floor Hours:</u> | October 1 <sup>st</sup> 12:00 PM to 6:00 PM                     |
|                                      | October 2 <sup>nd</sup> 10:00 AM to 12:00 PM                    |
|                                      | October 2 <sup>nd</sup> 3:00 PM to 6:00 PM                      |

**Sponsor Showcase Installation Times (Reunion Foyer):**

Sunday, October 1<sup>st</sup> 8:00 AM to 12:00 PM

**Sponsor Showcase Dismantle Times (Reunion Foyer):**

Monday, October 2<sup>nd</sup> 6:00 PM to 8:00 PM

Tuesday, October 3<sup>rd</sup> 8:00 AM to 1:00 PM

***\*\*Please note:*** The sponsor showcase show floor will be closed for the hours of 12:00 PM to 3:00 PM on Monday, October 2<sup>nd</sup> \*\*

**Official Vendors and Ordering Information:**

MUFSO has partnered with several service providers to offer you everything you need to have a successful show. All services and/or furnishings should be ordered in advance to save you money and ensure a timely move in. Use the Critical Dates Checklist to keep track of important deadlines and official vendor information.

NATION'S  
*Restaurant News*

MUFSO

OCTOBER 1-3, 2017

HYATT REGENCY REUNION • DALLAS, TX



## MUFSO 2017 Sponsor Showcase Show Information

### Registration & Housing:

- To register for badges, use your password you received in your booth confirmation to begin by logging in [here](#).
  - Click on Get Badges and follow the steps.
  - Your registered company personnel are strongly urged to attend general sessions, breakout sessions, meal and social functions. The climate and format of 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 must book your own housing online [here](#) or by calling the Hyatt Regency at Reunion and asking for the MUFSO 2017 rate. **We will not contact you to make hotel reservations.** Remember that the **deadline to book housing is September 7<sup>th</sup>, 2017**. After this date, we cannot guarantee availability and/or group rate.

Several "rogue" housing bureaus are contacting MUFSO exhibitor attendees 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.** This is a scam and a way to get your credit card information. It is not standard practice for the MUFSO staff and/or Hyatt Regency at Reunion to personally call you regarding housing. THE ONLY methods you should use to make your hotel reservations are:

- Go to [www.mufso.com](http://www.mufso.com) and click on the "Venue & Travel" link to make your hotel reservation online with the Hyatt Regency at Reunion
- Contact the Hyatt Regency at Reunion directly at **214-651-1234**.

### Shipping Information:

To ensure the receipt of your exhibiting materials is on time and to avoid unloading delays on-site, we recommend shipping in advance to the GES warehouse. All shipping information and associated costs can be found under the Shipping/Drayage/Material Handling/Access Storage section of the ESK.

**Hyatt Regency:** Frozen/Refrigerated Product Shipping, Storage & Preparation

### Hotel Contact:

Rizwan Naqvi, CMP, LES, Hy Achiever Telephone:

214.721.7252

Fax: 214.721.7276

[Rizwan.naqvi@hyatt.com](mailto:Rizwan.naqvi@hyatt.com)

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

Hyatt Regency Dallas

MUFSO 2017

Perishable food product delivery to kitchen

Attention: Exhibiting Company Name

300 Reunion Blvd

Dallas TX 75207

**Note:** Hyatt Regency orders must be submitted by September 14<sup>th</sup>, 2017 or they will incur a 35% price increase.

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**Service Provider:**

Display Labor, Furniture, Carpet, Signs, Booth Cleaning

Global Experience Specialists, Inc. (GES).

GES National Service Center

7050 Lindell Road

Las Vegas, NV 89118

Telephone: (800) 475-2098

FAX: (866) 329-1473

Chat at [www.ges.com/chat](http://www.ges.com/chat)

- *Note the facility is carpeted. You may choose to purchase a specific carpet color from GES for your booth, but you are not required to do so.*

**Food and Beverage Sampling Approval Process:**

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

The Hyatt Regency will receive deliveries of frozen or refrigerated product for sampling at 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. The Hyatt has provided shipping labels specific to frozen or refrigerated product. Please use these as they were designed to eliminate confusion around product delivery.

If you are exhibiting and/or sampling food or beverages in your booth, you are required to submit the Exhibitor Food Form located in the [Exhibitor Service Kit](#) (ESK) under the Food Sampling & Required Forms & Labels tab.

**Please note: All exhibitors are required to fill out and submit the Exhibitor Primary Form due to the Hyatt by September 14<sup>th</sup> 2017.** This form is located in the Exhibitor Service Kit under the Food Sampling Required Forms & Labels tab as well.



## **Fire Marshall Approval Process:**

Approval for cooking devices will be on a case by case basis.

By order of the Dallas County Fire Department and the Hyatt Regency at Reunion 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
- Frying equipment

## **Move-In and Move-Out:**

GES is the Official Service Provider for the 58<sup>th</sup> Annual Multi-Unit Foodservice Operators Conference (MUFSO 2017). 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, should not ship material directly to the hotel. If shipped 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 29<sup>th</sup> 2017 and Wednesday, September 27<sup>th</sup>, 2017. GES shipping labels are available on pages 8-9 of this Kit. Material Handling rates and info are available [here](#). Many shipping services do not deliver on Sunday, so please keep this in mind as you plan your shipments. The Hyatt Regency does not have the facilities for the storage of empty containers and is therefore prohibited by fire law from storing shipments during the show period. *Note:* 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 Sponsor Showcase Exhibits and Lunch, all empty crates, containers, and boxes must be removed by 11:00am Sunday, October 1<sup>st</sup>, 2017. You may obtain empty crate stickers from the GES Service Desk in the exhibit hall.

**Installation Date and Time:** Sunday, October 1<sup>st</sup> 8:00am – 12:00pm

### **Exhibit Hall Dates & Hours:**

Sunday, October 1<sup>st</sup> 12:00pm – 6:00pm

Monday, October 2<sup>nd</sup> 10:00am – 12:00pm

Monday, October 2<sup>nd</sup> 3:00pm – 6:00pm

### **Dismantle:**

Monday, October 2<sup>nd</sup> 6:00pm – 8:00pm

Tuesday, October 3<sup>rd</sup> 8:00am – 12:00pm

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**Display Regulations/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 12:00pm on Sunday, October 1<sup>st</sup>, 2017. After this time, no installation work will be permitted without special permission from Show Management.

Following the close of the exhibit hall on Monday, October 2<sup>nd</sup>, 2017, GES will begin returning empty containers. **All Exhibitor materials must be packed and ready for shipping by 12:00pm on Tuesday, October 3<sup>rd</sup>, 2017.** 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.

If you have any questions, please don't hesitate to contact me, I am happy to help!

Sincerely,  
Mike Behr

**Mike Behr** | Client Services Specialist MUFSO | Where Foodservice Leaders Meet |  
| p. 303-998-9170 | [MUFSO 2017 Home Page](#)



## Critical Dates Checklist for Sponsor Showcase MUFSO 2017

| As Soon as Possible |   | Information Requested by: |
|---------------------|---|---------------------------|
|                     | Read Exhibitor Service Kit in its Entirety                            | GES                       |
|                     | <a href="#">Review Marketing and Promotional Opportunities</a>        | Penton                    |
|                     | <a href="#">Make Hotel Reservations Through Hyatt Regency Reunion</a> | Hyatt Regency             |
|                     | Make Airline/Rental Car Reservations                                  |                           |
|                     | <a href="#">Log In to Update Show Directory Company Listing</a>       | Penton                    |
|                     | <a href="#">Register Booth Personnel for Badges</a>                   | Penton                    |

### August

|           |  |     |
|-----------|--|-----|
| 8/29/2017 | <a href="#">First Day for Advance Freight Shipments at the Warehouse</a> | GES |
|-----------|--|-----|

### September

|              |  |                       |
|--------------|--|-----------------------|
| 9/1/2017     | <a href="#">Submit Exhibitor Appointed Contractor (EAC) form (if applicable)</a>   | GES                   |
| 9/8/2017     | <a href="#">Deadline to order Booth Furnishings</a>  | GES                   |
| 9/11/2017    | <a href="#">Discount Date to Order AV and Internet</a>   | PSAV                  |
| 9/14/2017    | <a href="#">Submit Product Sampling Form (required for all food/Beverage sampling)</a>                                   | Hyatt Regency Reunion |
| 9/14/2017    | <a href="#">Deadline to Submit Exhibitor Primary Form REQUIRED FOR ALL EXHIBITORS</a>                                    | Hyatt Regency Reunion |
| 9/15/2017    | <a href="#">Lead Retrieval Order Discount Deadline</a>   | SmartSource           |
| 9/15/2017    | <a href="#">Submit Fire Permit to Fire Department (if required). Permit must be submitted 14 days prior to show open</a> | Fire Marshal          |
| 9/20/2017    | <a href="#">Order Electrical/Air/Water/Gas and Floral</a>  | Hyatt Regency Reunion |
| 9-25 to 9-29 | <a href="#">Frozen/Refrigerated Delivery Storage Dates and Labels</a>  | GES                   |
| 9/27/2017    | <a href="#">Last day for Advance Freight shipments at the warehouse</a>  | GES                   |
|              |  |                       |

### October

|           |  |     |
|-----------|--|-----|
| 10/1/2017 | Ship Freight Direct to Hyatt Regency Dallas, Reunion Foyer | GES |
|-----------|--|-----|

### Before Leaving for Show

|  |
|--|
| Verify ALL travel arrangements prior to leaving for the show   |
| Make sure to have all tracking information for freight sent to showsite (just in case)                               |
| Create show packets and finalize schedules for your staff. Include phone numbers, emergency meeting place, show info |

### On-Site

|   |
|---|
| <a href="#">Attend events and education to enhance exhibiting experience and networking opportunities</a> |
| Review invoices and verify costs for general contractor, electrical and other vendors                     |



**HYATT**  
REGENCY  
DALLAS AT REUNION

# EXHIBITOR PRIMARY FORM – DUE 9/14/17

REQUIRED FOR ALL VENDORS PARTICIPATING IN MUFSSO 2017

Return this form to Christa Boatman – [Christa.Boatman@hyatt.com](mailto:Christa.Boatman@hyatt.com)

Exhibiting Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

On Site Contact Name: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email Address: \_\_\_\_\_ Work Phone: \_\_\_\_\_

**Is your company serving food product in the exhibit hall? If yes, an Exhibitor Food Form must be submitted by 9/14/17.**

- ☐ Yes
- ☐ No

**Is your company providing sponsor food product? If yes, a Sponsor Food Form must be submitted by 9/14/17.**

- ☐ Yes
- ☐ No

## IMPORTANT EXHIBITOR INFORMATION

### Installation Times:

Sunday, October 1<sup>st</sup> 12:00pm – 4:00pm

Monday, October 2<sup>nd</sup> 8:00am – 11:00am

*Access to hall is limited to these times.*

**All perishable products should be shipped directly to Hyatt Regency Dallas.**

*Use Proper Shipping Labels provided to ensure product is stored correctly. Perishable Food Items shipped to Hotel will be subject to a \$10.00 fee per box.*

**ALL OTHER ITEMS must be shipped to GES directly.**

*Non-perishable non-food items shipped directly to Hyatt will incur handling and storage fees in addition to fees assessed by GES. Sponsor food is the only exception.*

**Hyatt offers small kitchen equipment.**

Complete the Exhibitor Kitchen Equipment Form and return by 9/14/17. All orders received after 9/14/17 will incur a 35% increase in price.

**PSAV order form** should be submitted for all Audio Visual Equipment / Internet

**Hyatt Regency Dallas Engineering form** should be submitted for all electrical needs in booth

**GES** will handle all remaining booth needs included trash cans, chairs, tables, vacuuming service, ect

Sign Here to Acknowledge: \_\_\_\_\_

Date: \_\_\_\_\_



Use these shipping labels as they will expedite handling. Copies of these labels are acceptable if additional labels are needed.



FROM:

ADVANCE SHIPMENT

TO:

Full Exhibiting Company Name at Show

**MUFSO Sponsor Showcase**

Name of Exhibition


0420600177

BOOTH NUMBER

**C/O GES**  
**1415 N Cockrell Hill Road**  
**Suite 300, Dock 29**  
**Dallas, TX 75211 USA**

***Shipment Should Arrive on or Between:***  
***Tuesday, Aug 29, 2017 - Wednesday, Sept 27, 2017***

**Certified Weight Tickets are required for all Shipments.** Drivers must check in by 2:00 PM to be guaranteed same day unloading. Warehouse receiving hours are Monday - Friday, 8:00 AM - 4:30 PM; Closed 12:00 PM - 1:00 PM & Holidays. The GES Advance Warehouse will be closed Monday, September 4, 2017,

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ pieces  **GES** Global Experience Specialists



FROM:

ADVANCE SHIPMENT

TO:

Full Exhibiting Company Name at Show

**MUFSO Sponsor Showcase**

Name of Exhibition


0420600177

BOOTH NUMBER

**C/O GES**  
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Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ pieces  **GES** Global Experience Specialists

Please print this label on a color printer if possible

Please print this label on a color printer if possible



Use these shipping labels as they will expedite handling. Copies of these labels are acceptable if additional labels are needed.



FROM:

DIRECT SHIPMENT

TO:

Full Exhibiting Company Name at Show

**MUFSO Sponsor Showcase**

Name of Exhibition

0420600177

BOOTH NUMBER

**C/O GES**  
**Hyatt Regency Dallas, Reunion Foyer**  
**300 Reunion Blvd**  
**Dallas, TX 75207 USA**

**Shipment Should Arrive Only On:**

**Sunday, Oct 1, 2017**

**8:00 AM - 11:00 AM**

**Certified Weight Tickets are Required for all shipments.** Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ pieces



FROM:

DIRECT SHIPMENT

TO:

Full Exhibiting Company Name at Show

**MUFSO Sponsor Showcase**

Name of Exhibition

0420600177

BOOTH NUMBER

**C/O GES**  
**Hyatt Regency Dallas, Reunion Foyer**  
**300 Reunion Blvd**  
**Dallas, TX 75207 USA**

**Shipment Should Arrive Only On:**

**Sunday, Oct 1, 2017**

**8:00 AM - 11:00 AM**

**Certified Weight Tickets are Required for all shipments.** Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ pieces



Please print this label on a color printer if possible

Please print this label on a color printer if possible

# **RUSH ! SPONSOR DRY FOODS**

**To:**

EXHIBITING COMPANY

**MUFSO 2017**

BOOTH #

ON-SITE GUEST NAME

NUMBER OF BOXES TOTALSHIPPED: Ex: (1) of (3)

**SHIPMENT SHOULD ARRIVE ON OR BETWEEN  
Monday, Sept 25, 2017 - Friday Sept 29, 2017 by 8AM**

Mail to:

Hyatt Regency Dallas  
MUFSO 2017  
Perishable food product  
Deliver to kitchen  
Attention: Exhibiting Company Name  
Reunion Blvd  
Dallas TX 75207

**F**

**RUSH !**

**FROZEN FOODS  
SPONSOR**

To:

EXHIBITING COMPANY

**MUFSO 2017**

BOOTH #

ON-SITE GUEST NAME

NUMBER OF BOXES TOTALSHIPPED: Ex: (1) of (3)

**SHIPMENT SHOULD ARRIVE ON OR BETWEEN  
Monday, Sept 25, 2017 - Friday Sept 29, 2017 by 8AM**

Mail to:

Hyatt Regency Dallas  
MUFSO 2017  
Perishable food product  
Deliver to kitchen  
Attention: Exhibiting Company Name  
Reunion Blvd  
Dallas TX 75207

**R**

**RUSH !**

**REFRIGERATED  
FOODS - SPONSOR**

To:

EXHIBITING COMPANY

**MUFSO 2017**

BOOTH #

ON-SITE GUEST NAME

NUMBER OF BOXES TOTAL SHIPPED: Ex: (1) of (3)

**SHIPMENT SHOULD ARRIVE ON OR BETWEEN  
Monday, Sept 25, 2017 - Friday Sept 29, 2017 by 8AM**

Mail to:

Hyatt Regency Dallas  
MUFSO 2017  
Perishable food product  
Deliver to kitchen  
Attention: Exhibiting Company Name  
Reunion Blvd  
Dallas TX 75207