



THE PACKER'S

Midwest Produce Conference & Expo

<http://www.midwestproduceexpo.com/>

Welcome to the online Exhibitor Services Manual for *The Packer's Midwest Produce Conference & Expo*, August 11 - 13, 2014 at the Hyatt Regency Chicago. Within this site, you will find everything you need to successfully participate in this exhibition. If we can supply any additional information or be of further assistance, please do not hesitate to contact us. We look forward to seeing you in Chicago.

The Packer's Midwest Produce Conference & Expo Team

Phone: 630-434-7779

Fax: 630-434-1216

Email: MidwestProduce@heiexpo.com

Show Information & Regulations

Show Schedule:

Monday, August 11

12:00 pm - 5:00 pm Exhibitor move in

Tuesday, August 12

8:00 am – 11:00 am Exhibitor move in

11:30 am – 5:30 pm Exhibit Hall Open

11:30am – 1:00pm Exhibit Opening Lunch Reception

4:00 pm – 5:30 pm "Happy Hour" - Exhibits Closing Reception

5:30 pm – 9:00 pm Exhibitor move out

Installation of all exhibit material must be complete by 11:00am on August 12, and all shipping materials and packing cases must be ready for removal by 11:00am in order to allow sufficient time for a final cleaning prior to the opening of the Exhibits at 11:30am.

General Information

Admission to the Exhibit Floor

Due to insurance liabilities, no person under the age of 18 will be admitted to the exhibit floor during set-up or tear-down hours. *The Packer's Midwest Produce Conference & Expo* does not restrict children's access to the exhibit floor based on age during Show hours. Parents must accompany children and are responsible for their behavior. All persons on the exhibit floor must have proper registration credentials.

Booth Equipment and Services

Standard booth spaces are 8' x 10'. The following booth equipment, services and facilities are included with your exhibit fee:

- Draperies suspended on aluminum uprights and stanchions. The drapery background is 8 feet high. The side rails are 33 inches high.
- Standard booth sign, black letters on white card, with company name and booth number
- Note: the exhibit hall is carpeted.
- 1 skirted 6 ft. table and 2 chairs

Additional equipment may be rented from GES at additional charges.

Crate Storage

Empty crates, boxes, skids, etc. that exhibitors have labeled "Empty" will automatically be removed from exhibitors' booths, stored and returned at the conclusion of the Exhibition. "Empty" stickers will be available at the Service Desk. There is no charge for this service. **NO STORAGE OF ANY KIND WILL BE PERMITTED BEHIND YOUR DISPLAY.**

Damage to Property

Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the exhibitor will make no claim of any kind against Show Management for any loss, damage or destruction of goods, nor for any damage of any nature to his business by reason of the failure to provide space for any exhibit or the removal of the exhibit.

Dismantling Dates and Hours

The exhibit hall will be open for exhibit dismantling from:
5:30pm – 9:00pm, Tuesday, August 12

All booths must be dismantled and packed by 9:00pm, August 12. No exhibitor shall have the right prior to 5:30pm, Tuesday, August 12 to pack or remove any articles or exhibit without the permission and approval, in writing, of Show Management. Exhibitors are cautioned, when making travel arrangements, to allow sufficient time following the closing of the Show at 5:30pm.

Installation of Exhibits

The exhibit hall will be open for the installation of exhibits from:
12:00pm – 5:00pm, Monday, August 11
8:00am – 11:00am, Tuesday, August 12

Installation of all exhibit material must be complete by 11:00am, August 12, and all shipping materials and packing cases must be ready for removal by 11:00am in order to allow sufficient time for a final cleaning prior to the opening of the Exhibit at 11:30am.

Insurance

Show Management and *The Packer's Midwest Produce Conference & Expo* strongly encourage you to insure your property from the time it leaves your facilities until it is returned after the Exposition. In most cases, a rider can be added to your present policy for a nominal cost that will protect your property while it is out of your control. *The Packer's Midwest Produce Conference & Expo*, their agents, the Hyatt Regency Chicago, and/or their respective agents will not be responsible in any way for the safety of any exhibit or material against theft, fire, water, accident, or any cause, nor for the loss or damage to goods consigned to its care.

No Smoking Policy

Smoking is not permitted in the Exhibit Halls or other conference sessions of *The Packer's Midwest Produce Conference & Expo*.

Security

Entry to and exit from the exhibit area will be possible only through the main Show entrance and all persons entering and leaving must wear a badge issued by Show Management. During installation and dismantling periods, no one will be permitted in the exhibit area before published times. Lost or stolen property must be reported to the Security Office as soon as possible. Please remember that any claim must be properly documented in order to receive reimbursement from your insurance company. Remember - All material leaving the exhibit area must be accompanied by a Bill of Lading or a Merchandise Release Pass, even if it is the property of the exhibitor removing it.

Lost or stolen property must be reported to the Security Office as soon as possible. Please remember that any claim must be properly documented in order to receive reimbursement from your insurance company.

Show Colors

Forest Green & White drape

Exhibit Rules and Regulations

These rules are based on industry standards, physical limitations of the exhibit hall and the needs of *The Packer's Midwest Produce Conference & Expo* exhibits. Their intent is to ensure each exhibiting organization, regardless of size, an equal opportunity, within reason, to gain access to the attending audience while providing an opportunity to explore new and creative marketing techniques. The underlying responsibility is that each exhibitor act as a "good neighbor."

General Guidelines

Show Management shall make all final determinations as to which rules are being violated and it shall be the responsibility of Show Management to review all exhibits and enforce the rules of the exhibition. Any exhibitor who is unsure of the interpretation of any rule or who may be in violation of rules is responsible for notifying Show Management in advance for further clarification.

Responsibility lies with the individual exhibiting organization to comply with all rules and regulations as stated by Show Management in the exhibit space contract, online Exhibitor Manual, Exhibitor Update newsletter or other regulations and communications. Any request made by Show Management to bring a display into compliance will be respected and any changes to exhibit structure or display will be the financial responsibility of the exhibitor.

Exhibitors will be notified by Show Management if found in violation of any rules or regulations. If after this first warning, an exhibitor fails to comply with rules involving sound, lighting or multimedia, management will discontinue electrical service to the offending apparatus for a time period deemed appropriate. If electrical service is restored and a second warning is required, electrical service will be discontinued to the apparatus for the remainder of the conference. Should a second warning be required to correct any rules or regulation the exhibitor will lose seniority for the next two exhibitions.

Advertising

- Exhibitors are prohibited from showing or advertising products or services which in the opinion of *The Packer's Midwest Produce Conference & Expo* are primarily aimed at other exhibitors.
- Exhibitors are prohibited from distributing at the meeting facility advertising or promotional material for entities other than the registered exhibitor unless special permission is obtained from *The Packer's Midwest Produce Conference & Expo* (e.g., for combined booth space of small exhibitors.)
- Exhibitors are prohibited from any form of advertising or solicitation at the convention facility outside of the exhibit booth space and from door drops or advertising signage at the conference hotel, without the advance written permission of *The Packer's Midwest Produce Conference & Expo*.

Aisles

All aisle space belongs to the Exposition. No exhibit or advertising will be allowed to extend beyond the space assigned to the exhibitor. Booth representatives including models, demonstrators and actors in costume must remain in their own exhibit space throughout the show. They are not permitted in the aisles, other exhibitors' booths or public spaces. Any demonstration or activity which results in the obstruction of aisles or prevents ready access to neighboring exhibitors' booths shall be suspended for any period specified by Show Management.

Americans with Disabilities Act

All exhibiting organizations are required to be in compliance with the American with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from the web site <http://www.ada.gov/infoline.htm>.

Universal Access and ADA Accommodations-Exhibit Design

Exhibits are public accommodations under the Americans with Disabilities Act (ADA), and each exhibitor is responsible for ensuring that show attendees who have disabilities have access to all of the demonstrations, information, contests, giveaways, or other services offered at a booth.

Animals

Live animals are prohibited in exhibit space.

Balloons

The display and distribution of balloons will not be allowed at any time within the exhibit hall. Balloons create many housekeeping problems and are particularly detrimental to the fire detection systems installed in the exhibit hall. Their use is strictly prohibited.

Disposal or Storage of Packing Materials

Special care will be necessary in unpacking merchandise for display. Loose cardboard cartons will not be accepted for storage unless they are knocked down flat and securely tied into bundles and properly tagged.

Be sure to remove all old labels first. It is suggested that small crates be nested in larger ones to reduce the number of pieces to be stored and thereby hasten their return. No boards or skids will be accepted for storage unless securely tied into bundles and tagged. Materials not in accord with these regulations will be considered refuse and will be disposed of by the cleaners.

No Storage of Any Kind Will Be Permitted Behind Your Display

All combustible materials, which are not an integral part of the display, must be removed each night unless stored in a metal container. However, to facilitate repacking merchandise at conclusion of the exhibit, some exhibitors have found it convenient to move knocked down cartons to their cars and hotel rooms for ready access.

Early Dismantling

No exhibitor will be allowed to dismantle any portion of their exhibit prior to the end of exhibit hours on the final day of exhibits. This is a discourtesy to those attending the Show and to your neighboring exhibitors.

Food Service

Refrigerated & Frozen Storage services may be coordinated through GES. Please refer to the forms in this Exhibitor Service Manual.

Ice

Exhibitors can order ice through the Hyatt Regency Chicago. Please refer to the Hyatt Food & Beverage order form found within this exhibitor manual. You can also contact the Hyatt Regency Chicago Catering department at 312-239-4709, email: cathy.biris@hyatt.com.

Refrigerator/Freezer Rental

Exhibitors interested in renting refrigeration equipment can contact Jennifer Smith at Lowe Refrigeration Equipment Rental at 770-461-9001, email: Jennifer@loweusa.com. (Note: Freight charges will apply to rental orders.)

Food Donations

Donate Produce to the Greater Chicago Food Depository at the close of the Show.

- Label your product with the bright orange stickers provided at GES Servicenter
- At the close of the Show, leave the labeled product within the confines of your booth space.
- Volunteers will pick up your donation and will be onsite to answer questions.
- Produce in refrigerated storage may also be donated. Contact the GES Servicenter for details.

Donating helps others in need, gives your company a possible tax credit, saves freight costs, and promotes goodwill.

Hospitality Suites / Meeting Rooms

Exhibitors may conduct social functions in the Hyatt Regency Chicago that do not conflict with scheduled programs or activities of *The Packer's Midwest Produce Conference & Expo*. Please refer to the Schedule of Events before confirming any social function. All requests must be approved by Show Management.

Lighting

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting will not be permitted. Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event. Exhibitors intending to use light systems should submit drawings to Show Management for approval.

Noise Levels in Displays

Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitor and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibits open. Noise levels must be held to an 80-decibel maximum at all times. Show Management will monitor the 80-decibel regulation on-site.

If an exhibitor is in violation of the 80-decibel regulation, they will receive one warning. If the exhibitor continues to operate noisemaking exhibits in excess of 80-decibels after the first warning, Show Management reserves the right to cut the power of the offending mechanism, or otherwise ensure the noisemaking mechanism is shut off. Any expenses incurred in this instance will be the sole responsibility of the exhibitor.

Sound

Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Any sound that exceeds 80 decibels measured at the edge of an exhibitor's booth is considered objectionable and will not be allowed.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized organizations that collect copyright fees on behalf of composers and publishers of music.

Exhibit Construction Guidelines

REASONABLE SIGHTLINE RULE: For a 8' x 10' booth, sidewalls or any other object or projection may not extend out from the backwall at the 8' height for more than 5' from the backwall. The rules and regulations are based on the physical characteristics of the hall, the wish to be equally fair to all exhibitors, and the safety of all concerned. Exhibitors who have special needs which require variance from these guidelines must submit a written request to the Expo Management Office for approval at least 60 days prior to the conference. Any questions concerning the regulations should be e-mailed to Expo Management at MidwestProduce@heexpo.com. Expo Management reserves the right to require an exhibitor to alter the exhibit before the expo or on site. Necessary changes are to be made at the exhibitor's expense and are subject to the approval of expo management.

Exhibitor Registration

Online Exhibitor registration is now open.

Please register your booth staff by using the link below:

<https://www.microspec.com/mars/exlogin.cfm?code=MPE2014>

Each exhibiting company has been sent a password to log in to the system.

Exhibitors are entitled to 4 Full Conference Registrations per booth. If you require additional exhibitor badges, up to 2 additional badges may be purchased during the registration process.

Please email badge registration questions and technical difficulties inquiries to mpereg@microspec.com.

Housing

Please visit this link <https://aws.passkey.com/event/10812517/owner/2135/home> for *The Packer's Midwest Produce Conference & Expo* Housing page.

Contact Us

We know that direct, early contact with Exhibition Management can be the key to your success as an Exhibit Manager. Never hesitate to ask a question or call to verify information. Each question answered in advance is one less problem to be solved on-site. We look forward to working with you on a successful show!

Exhibit Staff**Sales / Sponsorships**

Greg Andruch
630-434-7779

MidwestProduce@heexpo.com

Exhibit Rules and Regulations

Paul Graller
630-434-7779

MidwestProduce@heexpo.com

Program Listings

Penny McQuality
630-434-7779

pmcquality@heexpo.com

Other Exhibit Questions

Sharon Collins
630-434-7779

MidwestProduce@heexpo.com

Location & Housing Information

Warning: Beware of Housing Poachers

The chances are quite good that sometime soon you will receive a fax, e-mail transmission or phone call, if you haven't already, that offers you cut rate housing for *The Packer's Midwest Produce Conference & Expo*. The author's apparent intent is to convince you that the offer is made on behalf of *The Packer's Midwest Produce Conference & Expo*. It is not. Many associations and show organizers have become the unwitting victims of these room block poachers who secure exhibitor lists from Internet Web sites and Expo databases.

DON'T BE MISLED!! These companies are NOT representatives of The Packer's Midwest Produce Conference & Expo.

Housing for *The Packer's Midwest Produce Conference & Expo* can be made by following the Hyatt Regency Chicago link below.

Hyatt Regency Chicago

151 East Wacker Drive
Chicago, Illinois USA 60601
Tel: 312-565-1234 Fax: 312-239-4414

<https://aws.passkey.com/event/10812517/owner/2135/home>

Take advantage of special event rates starting at only \$209.00 per night. A great rate for Chicago in the summer. Book your room using this link to access the special Midwest Produce Conference rates. To ensure the best rate, we suggest you book as soon as possible.

Everyone loves a bargain. Poaching housing blocks, however, is not about better prices - it is about highly suspect ethics.

When *The Packer's Midwest Produce Conference & Expo* secures sleeping rooms at a hotel, they do so in order to assure that our attendees and exhibitors are adequately accommodated. We also need the hotel for meeting space for the numerous sessions. This involves contracting the rooms and space with the hotel, but doing so exposes us to cancellation and attrition policies. We hope you will support *The Packer's Midwest Produce Conference & Expo's* efforts to thwart the efforts of room block poachers when making your housing arrangements.

Click here <https://aws.passkey.com/event/10812517/owner/2135/home> to make your housing reservations at the Hyatt Regency Chicago. If you have any questions about exhibitor housing or your exhibit participation, please contact:

The Packer's Midwest Produce Conference & Expo

Event Management

630-434-7779

MidwestProduce@heiexpo.com