



2020

Quick Reference Guide

Expo Dates:

January 14-15

The Mirage – Las Vegas

QUESTIONS?

Exhibitor Services (including shipping/deliveries, furnishings, labor, etc.):

Willwork, Inc. Event Specialist Team, (407) 438-7480, orlando@willwork.com

General Exhibitor Questions (including booth location and registration):

Hillary Hutchins, Potato Expo Management, exhibit@potato-expo.com.

POTATO EXPO EXHIBITOR BLOG

Subscribe to the Potato Expo Exhibitor Blog, the online center for exhibitor information for Potato Expo 2020. The Exhibitor Blog provides tools to help increase your company’s exposure and save you time. Sign up today!

SHIPPING INFORMATION

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| Advanced deliveries: | Direct Shipping deliveries: |
| Accepted Mon. Dec. 9, 2019 through Fri., Jan. 3, 2020 from 8:00 AM – 3:30 PM | Accepted Mon., Jan. 13 from 8:00 AM - 4:30 PM ONLY. |
| *Materials arriving after Jan. 3 will be received at the warehouse with an additional after deadline surcharge of 40%. | *Materials received onsite before or after the published Direct Shipping date and time will incur an off-target receiving surcharge of 40% from Willwork and may incur an off-target receiving charge by The Mirage. |
| <i>Attention: The advanced warehouse will be closed on December 24-26, 2019 and January 1, 2020.</i> | |
| Willwork Warehouse C/O Potato Expo 2020 (Exhibitor Name & Exhibitor Booth #) 7015 Corporate Plaza Drive, Suite 100 Las Vegas, NV 89118 | Mirage Las Vegas C/O Will Work Potato Expo 2020 – Events Center (Exhibitor Name & Exhibitor Booth #) 3400 S. Las Vegas Blvd. Las Vegas, NV 89109 |

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| EXHIBITOR ONSITE REGISTRATION | TRADE SHOW HOURS |
| <i>Mirage Event Center Foyer</i> Mon., Jan. 13, 2:00 PM - 6:00 PM Tues. Jan. 14, 7:30 AM – 11:00 AM | <i>Mirage Event Center</i> Tues., Jan. 14, 11:00 AM - 6:30 PM Wed., Jan. 15, 8:30 AM - 12:00 PM, 2:00 PM - 5:00 PM |

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| EXHIBITOR MOVE-IN | EXHIBITOR MOVE-OUT |
| Mon., Jan. 13, 2:00 PM - 6:00 PM Tues., Jan. 14, 8:00 AM - 10:00 AM | Wed., Jan. 15, 5:00 PM - 10:00 PM *Outside carriers must be checked in by 9:30 PM |

CERTIFICATE OF INSURANCE

Exhibitor is required to provide a certificate of General Liability Insurance, naming the National Potato Council/Potato Expo as an additional insured in the amount of \$1,000,000 per occurrence with a \$2,000,000 aggregate, for bodily injury and property damage to protect against claims arising out of the operation of its exhibit. In addition, a Certificate of Insurance providing evidence of Workers' Compensation Insurance is also required. All Certificates of Insurance must be submitted by Friday, December 13, 2019. Exhibitors will NOT be allowed to move-in to the show until the certificates have been received. The provisions of such insurance shall not be amended or changed without notice to National Potato Council/Potato Expo. Certificates of Insurance should be uploaded to the Exhibitor Service Center. Log in information can be found in your exhibit booth confirmation email or email exhibit@potato-expo.com for instructions.

BADGE REGISTRATION

Each 10' deep by 10' wide Exhibit Booth comes with one complimentary All-Access Pass and one complimentary Expo Pass. To register for your complimentary passes, go to the [Exhibitor Service Center](#). To log in, you will need the email and password from your exhibit booth confirmation email. All complimentary registrations must be submitted by January 3, 2019. After that time, current registration fees will apply.

DÉCOR

- Drape color – Navy Blue and White
- Table skirt – Navy
- Booth carpet – The Exhibit Hall is carpeted and therefore renting carpeting is not required.

RULES AND REGULATIONS

Please review the [Guidelines for Display Rules and Regulations](#) for booth display guidelines.

ONLINE INTERACTIVE FLOORPLAN AND MOBILE APP LISTINGS

Update your listing by Friday, December 6, 2019 to be included on the online interactive floorplan and app. The online interactive floorplan and app are the resources used by attendees to learn who is exhibiting at the show, what products and services are being offered, and to locate company contact information.

Note: If you exhibited last year your listing was carried over but needs to be reviewed. You can review your company description in the [Exhibitor Service Center](#). Login information can be found in your exhibit booth confirmation email.

BOOTH FOOD AND BEVERAGE GIVEAWAYS

All outside food and beverages are limited to sample sizes of 2 ounces or less. Any items in excess of the sample size requirements are prohibited, however food and beverage service may be arranged through the Hotel.

HAPPY HOUR AT KICK-OFF RECEPTION

Exhibitors have the option of providing refreshments at your booth during the Kick-off Reception. The Kick-off Reception will be held on Tuesday, January 14 from 5:00 PM - 6:30 PM in the Trade Show. A menu and ordering form can be found [here](#) and completed forms should be submitted to dcolombo@mirage.com no later than Tuesday, December 16, 2019.

As at previous Potato Expos, each attendee will receive two drink tickets to use during the Kick-off Reception in the Trade Show. Booth refreshments will supplement this. Refreshments must be served within your booth and not in the aisles.