



2018

Quick Reference Guide

Expo Dates:

January 10-12, 2018

Rosen Shingle Creek, Orlando, Fla.

QUESTIONS?

Exhibitor Services (including shipping/deliveries, furniture, electrical, carpet, internet, etc.):
 Laura Thompson, Event Specialist, D: (407) 438-7480 C: (912) 660-5912;
laura.thompson@teamwork-inc.com

General Exhibitor Questions (including booth location and registration):
 Hillary Hutchins, Potato Expo Management, (202) 682-9456; exhibit@potato-expo.com

POTATO EXPO EXHIBITOR BLOG

Subscribe to the Potato Expo Exhibitor Blog, the on-line center for exhibitor information for Potato Expo 2018. The Exhibitor Blog provides tools to help increase your company's exposure and save you time. [Sign up today!](#)

SHIPPING INFORMATION

Advanced deliveries	Direct Shipping deliveries
Accepted Mon. Nov. 13 th through Fri. Dec. 22 nd *Materials arriving after Dec. 22 nd will be received at the warehouse with an additional after deadline charge of 30%. <i>Attention: The advanced warehouse will be closed on December 25-26, 2017 and January 1, 2018 for the holidays.</i>	Accepted Tues. Jan. 9 th from 8:00 AM - 4:30 PM and on Wed. Jan. 10 th from 8:00 AM - 10:00 AM
Teamwork Event Specialists (Exhibitor Name & Exhibitor Booth #) C/O Distributors Transport – Potato Expo 2018 1025 Jetstream Drive Orlando, FL 32824	Rosen Shingle Creek Resort (Exhibitor Name & Exhibitor Booth #) CO/Teamwork – Gatlin Ballroom 9939 Universal Blvd. Orlando, FL 32819

EXHIBITOR ON-SITE REGISTRATION	TRADESHOW HOURS
<i>Gatlin Registration Desk</i> Tues., Jan. 9, 2:00 PM - 6:00 PM Wed., Jan. 10, 7:30 AM - 11:00 AM	<i>Gatlin Ballroom</i> Wed., Jan. 10, 1:00 PM – 6:30 PM Thur., Jan. 11, 8:00 AM - 12:00 PM, 2:00 PM - 5:00 PM Fri., Jan. 12, 8:00 AM - 10:30 AM

EXHIBITOR MOVE-IN	EXHIBITOR MOVE-OUT
Tues., Jan. 9, 2:00 PM - 6:00 PM Wed., Jan. 10, 8:00 AM - 11:00 AM	Fri., Jan. 12, 10:30 AM - 3:00 PM *Outside carriers must be checked in by 3:00 PM

BADGE REGISTRATION

Each 10' deep by 10' wide Exhibit Booth comes with one complimentary All-Access Pass and one complimentary Trade Show Only 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 exhibitor confirmation email. All complimentary registrations must be submitted by December 29, 2017. After that time, current registration fees will apply.

DÉCOR

Drape color – Gold and White

Table skirt – White

Booth carpet – The Gatlin Ballroom is carpeted; therefore, you are not required to carpet your booth. Carpet rental is available through the Exhibitor Service Kit.

RULES AND REGULATIONS

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

PROGRAM DIRECTORY AND MOBILE APP LISTINGS

Update your listing by November 17 to be included in the printed Program Directory and Mobile App. The Program Directory and Mobile 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.

HAPPY HOUR AT KICK-OFF RECEPTION

Exhibitors have the option of providing beer, wine, frozen cocktails, martinis, and other refreshments at your booth during the Kick-off Reception. This is a great way to invite attendees into your booth and initiate conversations that you can continue throughout Potato Expo 2018. The Kick-off Reception will be held on Wednesday, January 10 from 5:00pm – 6:30pm in the Trade Show. Contact [Dawn Jones](#) at the Rosen Shingle Creek for ordering information. All orders must be placed by December 15, 2017.

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

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. Certificates of Insurance should be emailed to exhibit@potato-expo.com or mailed to: National Potato Council, 1300 L Street, NW Suite 910, Washington, DC 20005.