



# 2017

## Quick Reference Guide

Expo Dates:

January 4-6, 2017

Moscone West Convention Center San Francisco, CA

### 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](mailto: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](mailto: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 2017. 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. 21 through Fri. Dec. 23 *Materials arriving after Dec. 23 will be received at the warehouse with an additional after deadline charge of 30%. <i>Attention: The advanced warehouse will be closed on December 24-25, 2016 and January 1, 2017 for the holidays.</i>	Accepted Tues. Jan. 3 from 8:00 AM - 4:30 PM and on Wed. Jan. 4 from 8:00 AM - 10:00 AM
YRC - CO/Teamwork – Potato Expo 2017 201 Haskins Way South San Francisco, CA 94082	Moscone West Convention Center (Exhibitor Name & Exhibitor Booth #) CO/Teamwork – Moscone West Hall 800 Howard Street San Francisco, CA 94107

<b>EXHIBITOR ON-SITE REGISTRATION</b>	<b>TRADESHOW HOURS</b>
<i>First Floor Lobby</i> Tues., Jan. 3, 2:00 PM - 6:00 PM Wed., Jan. 4, 7:30 AM - 11:00 AM	Moscone West Convention Center, First Floor Wed., Jan. 4, 1:00 PM – 6:30 PM Thur., Jan. 5, 8:00 AM - 12:15 PM, 2:00 PM - 5:00 PM Fri., Jan. 6, 8:00 AM - 11:00 AM

<b>EXHIBITOR MOVE-IN</b>	<b>EXHIBITOR MOVE-OUT</b>
Tues., Jan. 3, 2:00 PM - 6:00 PM Wed., Jan. 4, 8:00 AM - 11:00 AM	Fri., Jan. 6, 11:00 AM - 3:00 PM <i>*Outside carriers must be checked in by 3:00 PM</i>

## **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 23, 2016. After that time, current registration fees will apply.

## **DÉCOR**

Drape color – Navy Blue and Teal

Table skirt – Navy Blue

Booth carpet – Booths carpeting is required by Show Management and may be rented from the Teamwork Online Service Kit. If carpeting is not ordered, charcoal grey carpet will be provided and charged to the exhibiting company.

## **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 11 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 2017. The Kick-off Reception will be held on Wednesday, January 4, from 5:00pm – 6:30pm in the Trade Show. A menu and ordering information through the Moscone Center catering services can be found [here](#).

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](mailto:exhibit@potato-expo.com) or mailed to: National Potato Council, 1300 L Street, NW Suite 910, Washington, DC 20005.