



EXHIBITOR

Frequently Asked Questions

WHEN IS THE TRADESHOW? THE WEBSITE SAYS IT IS TWO DAYS?

The website publicizes a two-day event, which includes the Business to Business tradeshow on July 27 because there are exclusive events for buyers and sponsors on July 26 that we would especially like buyers to attend, including:

- Keynote Speaker - Supermarket Guru, Phil Lempert and
- Pairings, our Opening Reception.

Exhibitors do have the option to purchase individual tickets to the Keynote Speaker on July 26 through their *ConnectME Dashboard*. Pairings is exclusively open to buyers and exhibitors, no individual tickets will be for sale.

WHAT IS HAPPENING ON JULY 26?

In addition to the events noted above, *the following events pertain to all exhibitors on July 26:*

- Fresno County Food Safety Class from 9 a.m. – 11 a.m. upstairs at the Fresno Convention Center.
- Exhibitor set up is from 10 a.m. – 5 p.m. Please note all exhibitors must have their booth set up on July 26.

WHAT TIME CAN I BEGIN SETTING UP THE DAY BEFORE THE SHOW?

Exhibitor set up is from 10 a.m. – 5 p.m. on Wednesday, July 26.

HOW DO I ORDER CHAIRS, REFRIGERATION, ETC. FOR MY BOOTH?

Please order those directly through Expo Décor. You can find their complete information packet on [here](#). Please note these forms must be submitted back to Expo Décor, NOT to Fresno Food Expo staff.

WHAT COMES WITH MY BOOTH?

All 10x10 Booths come with the following set up:

- | | |
|----------------------------------|--------------------------------------|
| -(1) 8' Back Wall Drape (Black) | -(2) Vinyl Folding Chairs |
| -(2) 3' Side Wall Drapes (Black) | -(1) Wastebasket |
| -(1) 8' Skirted Table (Black) | -(1) 11x17 Company Sign with Booth # |

CAN I GET MORE THAN TWO PARKING PASSES?

If provided by the City of Fresno, every exhibitor will receive two free parking passes when they arrive at their booth that will be good for both July 26th and July 27th. Additional parking will have to be purchased by the exhibitor.

WHAT IF I NEED ADDITIONAL STAFF BADGES?

You can order up to 4 additional badges for \$40 each directly through your *ConnectME dashboard*.



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WHAT IS EXPOLICIOUS?

Expolicious, is the official Fresno Food Expo Public Event that takes place from 5 p.m. – 8 p.m. after the Business to Business Tradeshow. It is an opportunity for the public to purchase tickets for \$50 each to come out and see, taste and experience all of the great foods & beverages grown and manufactured right here in our backyard.

After the Business to Business Tradeshow the show floor will open up to +/- 10 local restaurants who will host their own booth and serve up small bites they've created using products directly from the show floor.

Make no mistake, the Fresno Food Expo is absolutely a long day, with the Business to Business tradeshow from 9 a.m. – 3 p.m. and Expolicious from 5 p.m. - 8 p.m. But please keep in mind that Expolicious is a critical piece to our overall mission, which is to connect our community to the foods, the people and the companies who make up our thriving food industry and to CELEBRATE what we do here in food.

Expolicious is by far the most unique food event in all of California, because it is a celebration of who we are and what makes our region truly unique. Catch the spirit, and be ready for a party, because the crowd is there to celebrate what you do every day in food.

DO I HAVE TO PARTICIPATE IN THE PUBLIC EVENT/EXPOLICIOUS?

Yes, all exhibitors are expected to stay and pass out samples to the public during Expolicious. Fresno Food Expo Staff will be walking around during the Expolicious and taking pictures of all booth spaces left empty during Expolicious, and those exhibitors will be prohibited from participating in the Fresno Food Expo the following year.

DO WE GET A DISCOUNT FOR PUBLIC TICKETS?

Yes, all exhibitors will receive a discount code they can give out to their friends, families and followers who would like to attend Expolicious. That code will be provided to all exhibitors during June.

CAN I PICK MY BOOTH PLACEMENT?

ONLY sponsors of the Fresno Food Expo will get the opportunity to choose their booth space in order of sponsorship level and all exhibitors will be placed on the show floor in the order that their payment and required forms are received. Exhibitor placement is based on best available space at the time the exhibitor confirmation packet and payment is complete, as determined by staff. Fresno Food Expo staff reserves the right to make any changes to exhibit space or the floor plan at any time.