



2022

Quick Reference Guide

Expo Dates:

January 5-6

Anaheim Convention Center, Anaheim, Calif.

QUESTIONS?

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

Willwork, Inc. Exhibitor Services Team, (407) 438-7480, orlando@willwork.com

General Exhibitor Questions (including booth location and registration):

Ethan Keller, 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 2022. The Exhibitor Blog provides tools to help increase your company’s exposure and save you time. Sign up today!

SHIPPING INFORMATION

<p>Advanced deliveries: Accepted Mon., Nov. 29, 2021 through Wed., Dec. 29, 2021 from 8:00 AM – 4:30 PM</p> <p>*Materials arriving after Dec. 29 will be received at the warehouse with an additional after deadline surcharge of 40%.</p> <p><i>Attention: The advanced warehouse will be closed on December 23-24 and 31, 2021.</i></p>	<p>Direct Shipping deliveries: Accepted Tues., Jan. 4 from 8:00 AM - 4:30 PM ONLY.</p> <p>*The ACC North prefers NOT TO RECEIVE Exhibitor Materials as they do not have sufficient storage space or personnel. If you choose to ship to ACC North and your shipment arrives prior to Tuesday, January 4, 2022 at 8:00 AM you may incur a receiving charge by ACC North AND a receiving charge from Willwork.</p> <p>Shipments received on-site before or after the published Direct shipping day/time will incur an off-target surcharge of 40%.</p>
<p>Potato Expo 2022 (Exhibitor Name & Exhibitor Booth #) YRC Freight c/o Willwork 700 N. Eckhoff St. Orange, CA 92868 Contact: Event Services Phone: (407) 438-7480 Email: Orlando@willwork.com</p>	<p>Anaheim Convention Center - NORTH C/O Willwork – North Level 100 Potato Expo 2022 (Exhibitor Name & Exhibitor Booth #) 800 West Katella Ave Anaheim, CA 92802</p>

EXHIBITOR ONSITE REGISTRATION	TRADE SHOW HOURS
Tues., Jan. 4, 11:00 AM - 6:00 PM	Wed., Jan. 5, 11:00 AM - 6:30 PM
Wed., Jan. 5, 7:00 AM - 9:00 AM	Thurs., Jan. 6, 9:00 AM - 5:00 PM
EXHIBITOR MOVE-IN	EXHIBITOR MOVE-OUT
Tues., Jan. 4, 11:00 AM - 6:00 PM	Thurs., Jan. 6, 5:00 PM - 10:00 PM thru Fri., Jan. 7, 8:00 AM - Noon
Wed., Jan. 5, 8:00 AM - 1000 AM	*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 Monday, December 13, 2021. The provisions of such insurance shall not be amended or changed without notice to National Potato Council/Potato Expo. All required insurance policies must be issued by an insurance carrier with an A.M. Best Rating of A-8 or better. Coverage for the Additional Insured shall apply on a primary basis and provide a waiver of subrogation in favor of the additional insured.

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 two complimentary All-Access Passes. 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 December 31, 2021. After that time, current registration fees will apply.

DÉCOR

- Drape color – Navy Blue and White
- Table skirt – White
- 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 COMPACY LISTINGS

Update your listing by December 3, 2021 to be included on the online interactive floorplan. 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

Items dispensed are limited to products manufactured, processed or distributed by exhibiting firm. All Items are limited to SAMPLE SIZE and must be distributed from exhibit location. Beverage samples are limited to a maximum of two fluid ounces of product. Food Items are limited to "Bite Size" portions of 1 oz.

All other food can be purchased through [Aramark's Booth Catering Form](#).

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 Wednesday, January 5 from 5:00 PM - 6:30 PM in the Trade Show. A menu and ordering form can be found [here](#) no later than Wednesday, December 15, 2021. To place orders, email completed order form to ACC-CATERING@ARAMARK.COM

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.