



**2023**

**Quick Reference Guide**

**Expo Dates:**

January 4-5

Gaylord Rockies Resort & Convention Center, Aurora, Colo.

**QUESTIONS?**

Furniture / Carpeting / Signage / Labor / Shipping – contact Willwork, Inc. Exhibitor Services Team, (407) 438-7480, [exhibitorservices@willwork.com](mailto:exhibitorservices@willwork.com).

Electric / AV / Internet / Catering – contact Gaylord Rockies Exhibitor Services, (720) 829-8654, [gh.dengr.grexhibits@gaylordhotels.com](mailto:gh.dengr.grexhibits@gaylordhotels.com).

General Exhibitor Questions (including booth location and registration) – Potato Expo Management, [exhibit@potato-expo.com](mailto:exhibit@potato-expo.com).

**SHIPPING INFORMATION**

<p><b>Advanced deliveries:</b> Accepted Mon., Nov. 14, 2022 through Fri., Dec. 23, 2022 (Receiving Hours: 8:00 AM – 3:30 PM / M – F)</p> <p>*Materials arriving after Dec. 23 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 November 24-25 and December 26, 2022.</i></p>	<p><b>Direct Shipping deliveries:</b> Accepted Tues., Jan. 3 from 8:00 AM - 4:30 PM ONLY.</p>
<p>(Your Company Name &amp; Booth Number) YRC Freight Potato Expo 2023 c/o Willwork Global Event Services 14700 Smith Road Aurora, CO 80011 Contact: Steve Choinacki, Exhibit Services Phone: (480) 244-5479 Email: <a href="mailto:steve.choinacki@yrcfreight.com">steve.choinacki@yrcfreight.com</a></p>	<p>(Your Company Name &amp; Booth Number) Potato Expo 2023 c/o Willwork Global Event Services Gaylord Rockies Resort and Convention Center Aurora 1 &amp; 2 6700 N Gaylord Rockies Blvd Aurora, CO 80019</p>

<b>EXHIBITOR ONSITE REGISTRATION</b>	<b>TRADE SHOW HOURS</b>
Tues., Jan. 3, 12:00 AM - 6:00 PM	Wed., Jan. 4, 11:00 AM - 6:30 PM
Wed., Jan. 4, 8:00 AM – 10:00 AM	Thurs., Jan. 5, 9:00 AM - 5:00 PM
<b>EXHIBITOR MOVE-IN</b>	<b>EXHIBITOR MOVE-OUT</b>
Tues., Jan. 3, 12:00 AM - 6:00 PM	Thurs., Jan. 5, 5:00 PM - 10:00 PM
Wed., Jan. 4, 8:00 AM – 10:00 AM	*Outside carriers must be checked in by 9:30 PM on Jan. 5 Fri., Jan. 6, 8:00 AM – 11:00 AM freight pick-up.

## **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 December 12, 2022. 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](mailto: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 processed by December 30, 2022. After that time, current registration fees will apply.

## **DÉCOR**

- Drape color – Navy Blue and White
- Table skirt – White
- Booth carpet – There will be NO AISLE OR BOOTH CARPETING. Booth carpeting can be ordered but is NOT required. If not ordered, you will have a concrete floor.

## **RULES AND REGULATIONS**

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

## **ONLINE INTERACTIVE FLOORPLAN AND COMPACT LISTINGS**

Update your listing by December 12, 2022, 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.

## **IMPORTANT INFORMATION REGARDING FOOD AND BEVERAGE**

Please note that per our contract agreement and for liability reasons, the hotel is the exclusive provider for all food and beverage. Absolutely NO outside food and/or beverages may be served from your booth during this upcoming event (this includes, but is not limited to, logo bottled water or any type of pre-packaged food.) If you wish to serve these items, you must request permission via e-mail in advance, and a corkage fee will apply if your items are approved. These requests can be sent to [gh.dengr.grexhibits@gaylordhotels.com](mailto:gh.dengr.grexhibits@gaylordhotels.com).