



2024

Quick Reference Guide

Expo Dates:

January 10-11

Austin Convention Center, Austin, TX

QUESTIONS?

Furniture / Floorcovering / Signage / Labor / Shipping / Cleaning/ AV / Turnkey Booth Options – contact The Expo Group Exhibitor Services Team, (972) 580-9000, exhibitorservice@theexpogroup.com.

Electrics / Internet/ Compressed Air – Refer to [Austin Convention Center Exhibitor Packet](#)

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

SHIPPING INFORMATION

<p>Advanced deliveries: Accepted Mon., Dec. 11, 2023 through Fri., Dec. 29, 2023 (Receiving Hours: 9:00 AM – 3:30 PM / M – F)</p> <p>*Materials arriving after Dec. 29 will be received at the warehouse with an additional after deadline surcharge.</p> <p><i>Attention: The advanced warehouse will be closed on December 25-26, 2023 and January 1, 2024.</i></p>	<p>Direct Shipping deliveries: Accepted Tues., Jan. 9 from 12:00PM- 6:00PM. Weds., Jan 10 from 8:00AM – 10:00AM.</p>
<p>Exhibiting Company Name / Booth # _____ Potato Expo 2024 C/O The Expo Group PGL/Lykes Cartage 590 Greenhill Dr Round Rock, Tx 78665</p>	<p>Exhibiting Company Name / Booth # _____ Potato Expo 2024 C/O The Expo Group Austin Convention Center - Hall 4 500 East Cesar Chavez Street Austin, TX 78701</p>

EXHIBITOR ONSITE REGISTRATION	TRADE SHOW HOURS
Tues., Jan. 9, 12:00 PM - 6:00 PM Wed., Jan. 10, 8:00 AM – 10:00 AM	Wed., Jan. 10, 11:00 AM - 6:30 PM Thurs., Jan. 11, 9:00 AM - 5:00 PM
EXHIBITOR MOVE-IN	EXHIBITOR MOVE-OUT
Tues., Jan. 9, 12:00 PM - 6:00 PM Wed., Jan. 10, 8:00 AM – 10:00 AM	Thurs., Jan. 11, 5:00 PM - 10:00 PM *Outside carriers must be checked in by 9:30 PM on Jan. Fri., Jan. 12, 8:00 AM –11:00AM 9:00AM Latest carrier check in for 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 11, 2023. 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.

DÉCOR

Each 10' deep by 10' wide inline Exhibit Booth comes with 6' L x 30" high navy draped table, two side chairs and one wastebasket.

- Drape color – Navy Blue and White
- Table skirt – Navy Blue
- 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.

Order additional items by December 11, 2023, with The Expo Group to receive advanced rates.

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 11, 2023, to be included on the online interactive floorplan. The online interactive floorplan resource used by attendees to learn who is exhibiting at the show and to locate company contact information.

Note: If you exhibited last year your company 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, all food and beverage must go through the Austin Convention Center. Please see the form [here](#) and submit all orders by December 13, 2023.