

Booth Information

What's Included With Your Booth Space

Each 5'x10'Half Booth space is furnished with:

- One (1) 5' x 10' fabric display booth with black carpeting
- One (1) 7" x 44" exhibitor identification sign displaying your company name.
- Three (3) Exhibitor Credentials.
 - *Additional Exhibitor Credentials can be purchased for \$20 each through the "Staff Registration" link of your Exhibitor Portal.*
- Company listed on Coffee Fest website at www.coffeefest.com.
- Company listing on our digital floorplan to drive traffic to your booth pre-show.
- Personalized discount admission e-coupon to invite customers to the show.
- Ware-washing sinks located on the show floor for your convenience.

Each 10' x 10' Inline Booth space is furnished with:

- One (1) 10'x10' fabric display booth with black carpeting.
- One (1) 8' high black back drape
- Two (2) 36" high side dividers.
- One (1) 6' draped silver table (6'x30"x24").
- One (1) wastebasket, with nightly trash removal IF placed in the aisle each evening.
- One (1) chair.
- One (1) 7" x 44" exhibitor identification sign displaying your company name.
- Six (6) Exhibitor Credentials for every 100 sq. of booth space.
 - *Additional Exhibitor Credentials can be purchased for \$20 each through the "Staff Registration" link of your Exhibitor Portal.*
- Company listed on website at www.coffeefest.com.
- Company listing on our digital floorplan to drive traffic to your booth pre-show.
- Personalized discount admission e-coupon to invite your customers to the show.
- Ware-washing sinks located on the show floor for your convenience.

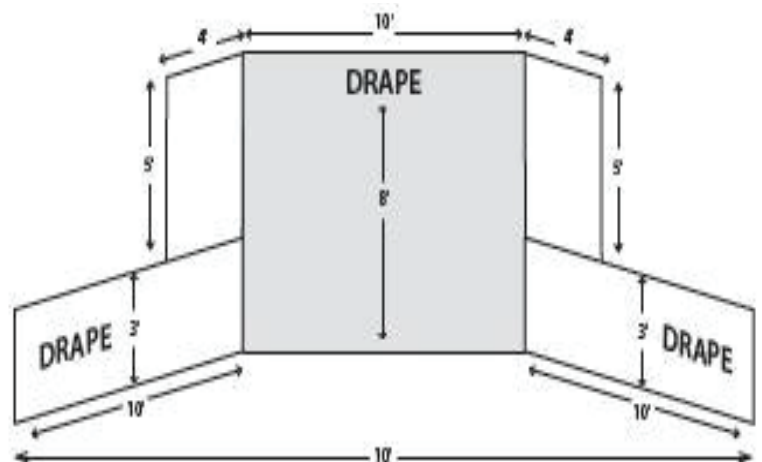
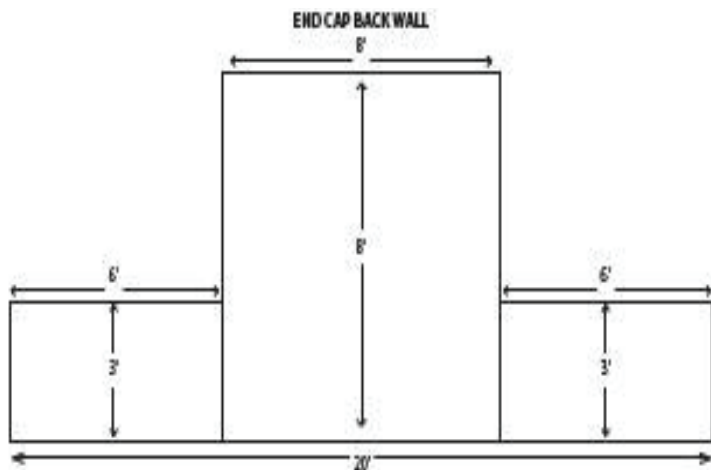
Each 10' x 10' Corner Booth space is furnished with:

- One (1) 10'x10' fabric display booth with black carpeting.
- One (1) 8' high black back drape
- One (1) 36" high side dividers.
- One (1) 6' draped silver table (6'x30"x24").
- One (1) wastebasket, with nightly trash removal IF placed in the aisle each evening.
- One (1) chair.
- One (1) 7" x 44" exhibitor identification sign displaying your company name.
- Six (6) Exhibitor Credentials for every 100 sq. of booth space.
 - *Additional Exhibitor Credentials can be purchased for \$20 each through the "Staff Registration" link of your Exhibitor Portal.*
- Company listed on website at www.coffeefest.com.
- Company listing on our digital floorplan to drive traffic to your booth pre-show.
- Personalized discount admission e-coupon to invite your customers to the show.
- Ware-washing sinks located on the show floor for your convenience.

Booth Information

Booth Guidelines:

- Booth decorations and displayed items must fit within each assigned booth space.
- The back wall may not exceed 8' high.
- Allowances up to 12' may be made on an individual basis and **must** be approved in advance by show management. Please contact your Exhibitor Services Manager for approval.
- Signage provided over the 8' limit can only be visible from the exhibitor's side.
- Sidewalls may be 8' high where the sidewall adjoins the back wall, only for the first 4' along each side of the booth.
- The remaining 6' running toward the aisle on each side may not exceed 3' tall (see diagram).
- All signs, banners and displays to be suspended from exhibit hall ceilings in allowed areas **must be approved 60 days in advance by show management** and may only be hung by the service contractor and building personnel.
- Exhibitors are not allowed to pack up before the close of the show. Packing up early will result in an automatic forfeit of all your re-booking points and you will be subject to a monetary fine.
- Island exhibits may not exceed 12' in height. An island exhibit with structural elements that are more than 12' tall must be pre-approved with Coffee Fest in advance.
- End cap booths may not have a back wall which blocks the adjoining booth side wall. The center 8' only, four foot le- and right of center may only be 8' high. The remaining 6' must be no higher than 3' high.



Booth Information

Maintenance

- All waste-water must be disposed of by the exhibitor. Waste-water may only be disposed of in the disposal/ware washing area located on the show floor.
- Exhibitors are responsible for cleaning their own booths.
- Exhibitors can order vacuuming services for booths through the show decorator (see Key Contacts).
- Booths and Half Booths are **NOT** vacuumed on the first morning unless you've ordered vacuum service in advance.
- Garbage cans in your booth will be dumped overnight provided you place your can in the aisle in front of your booth at the end of each day. Exhibitors must dump accumulated garbage during show hours. Or you can order porter services with your exhibitor show manual.
- Coffee Fest reserves the right to require exhibitors to modify or remove exhibits not in compliance with show rules. Exhibitor agrees to assume all costs associated with compliance, without recourse to Coffee Fest or its agents.

Merchandise & Marketing

Reserving a booth a Coffee Fest is your first step to success. We want to make sure you do not miss out on any other opportunities to elevate your brand and get your products in front of potential new customers.

- Cash and Carry: C&C is permitted but we are more of an order writing show than a Cash and Carry show. If you are planning to sell merchandise on-site, please bring all display equipment and accounting items you will need to process sales. You are also responsible for any sales tax due to the city or state for those sales.
- Stickers can be a fun creative way to leave a lasting impression with attendees. However, If the Convention Center finds an exhibitor's sticker stuck to any part of its facility any fines incurred are at the expense of the exhibitor, and the exhibitor will be responsible to cover all fines.
- Your digital listing is the first place where attendees will notice you. You can add company description, product categories, show specials and more to drive more traffic to your booth. Update your listing through your exhibitor portal. If you have any questions please contact your Exhibitor Services Manager.