



Company: _____

Table number: _____

**EXHIBITING INFORMATION
FAMILYFARMED EXPO
MARCH 17-19, 2011**

Questions? Visit www.FamilyFarmedEXPO.com
or call 708.763.9920 (prior to Thursday 3/17)

The FamilyFarmed EXPO will be held at the UIC Forum on the campus of University of Illinois/Chicago, located at 725 West Roosevelt Road, Chicago 60607. Enter the building on Halsted Street or the loading dock at the back of the building on Union Ave (parallel to the Edens Expressway)

Check your table assignment online: *Tables 1 through 199 are exhibiting Saturday 3/19. Tables 200 through 299 are exhibiting Friday 3/18 and Saturday.*

FRIDAY, 3/18

Trade Day Schedule

7:30 to 11:30	Move-in, set-up
8:00 to 8:30	Meet & Greet
8:30 to 9:20	Opening Keynote
9:20 to 10:00	Opening Plenary
11:30 to 6:00pm	TRADE SHOW EXHIBIT HALL IS OPEN
1:00 to 2:00	Lunch
8:15 to 7:00	Five Workshop Sessions
6:00 to 7:00	Meet the Buyers
7:00 to 10:00	Localicious Party

SATURDAY, 3/19

Local Food Festival

7:30 to 9:30	Move-in, set-up
10:00 to 6:00	EXHIBIT HALL IS OPEN
10:30 to 4:45	Celebrity Chef Demos
9:00 to 4:45	Five Workshop Sessions
11:00 to 6:00	Kids Corner is open
6:00pm Saturday	Show Closes

Shipments will be accepted on Thursday, Friday and Saturday. Exhibitor vehicles should be scheduled for delivery from 7:30 AM to 11:30 on Friday or Saturday only.

Shipping Address:

Banners, small boxes of supplies and/or brochures can be shipped in advance to the FamilyFarmed offices:

Exhibitor Name, table #
FamilyFarmed EXPO
171 N. Humphrey
Oak Park, IL 60302
708.763.9920
DELIVERY 3/16 or before only.

Overnight delivery packages for delivery on Friday or Saturday only should be sent to:

Exhibitor Name, table #
FamilyFarmed EXPO
UIC Forum
725 West Roosevelt Road
Chicago, IL 60607
312-925-7996
DELIVERY 3/17, 3/18, 3/19 only.

<u>COMPLIANCE/CERTIFICATES CHECKLIST</u> - Fax compliance certificates in advance to 708.763.9925
<input type="checkbox"/> <u>All Exhibitors</u> must provide FamilyFarmed.org with Certificate of Insurance as described below.
<input type="checkbox"/> <u>Exhibitors selling food and/or drink for consumption at EXPO</u> must provide FamilyFarmed.org with Illinois Food Service Sanitation Certificate
<input type="checkbox"/> <u>All Exhibitors selling products for delivery at the EXPO</u> must comply with Illinois and Chicago Sales Tax requirements as detailed below.
<input type="checkbox"/> <u>Exhibitors providing alcoholic beverage samples</u> must utilize a licensed bartender in possession of their Illinois Liquor Control "Bassett Certificate." If a Bassett Certified bartender is not available from your company one can be provided by FamilyFarmed.org at \$30/hour.
<input type="checkbox"/> <u>Alcoholic beverages may not be sold</u> for consumption or delivery at the EXPO. Orders may be taken for delivery elsewhere.
<input type="checkbox"/> <u>Exhibitors including Music as part of their display</u> must conform with copyright laws as detailed below.

Show Office

The FamilyFarmed.org offices will be closed for the EXPO starting Thursday 3/17. On site you can find us at the registration desk just inside the main entrance, or at the show office, in the service corridor behind the main hall.

Meet the Buyers Reception

Friday Exhibitors are invited to attend the Meet the Buyers Reception Friday at 6:00 upstairs at the UIC Forum. Buyers from many of the top local food purchasers in the region will be attending and meeting with producers. They include Whole Foods Market, Goodness Greeness, Chartwells, and more. Admission is included with your exhibit cost.

Localicious Party

All Exhibitors are invited to attend the Localicious Party Friday Night from 7:00 to 10:00pm in the main hall at the UIC Forum. It will include food from 15 restaurants and bakeries featuring local ingredients plus local beer, wine, and spirits. Two admissions are included with your exhibit cost. Order additional tickets online at www.familyfarmedexpo.com

Free Publicity: Promote Your Business!

Before, during, and after the EXPO, news media from all over Chicago and the Midwest will be looking for interesting information. Our best stories are about you: the exhibitors and your successful businesses. Make sure to take the time to write, print, and bring copies of one or more press releases, complete with pictures. The release can be about your business, your products, or even your family. **Fax press releases to (708) 763-9925** Help us to help you!

Sales at the Show

Prepare for enthusiastic, dedicated consumers that want to **MEET** local farmers and artisan producers, **LEARN** why the best food is local food, and **SHOP** the indoor farmers' market. Last year thousands attended, and the buzz in 2010 is sure to produce even more attendees. This event is much more than a Farmer's Market, they want to do business year-round !

Creativity Sells at Shows!

FamilyFarmed.org encourages all exhibitors to make the most of their EXPO participation by creating interesting and attractive displays. You only have a short while to attract the attention of show visitors as they walk by. Making things fun and exciting may make the difference between whether they stop by to talk with you or not. To give you every opportunity to increase your exposure and sales at the EXPO, we encourage you to use your creativity...

- ***Have some fun with your exhibit***
- ***Gain more attention for your company***
- ***"Step out of the box" of traditional looking displays***
- ***Attract more buyers!!!***

Of course, to be courteous to the other exhibitors nearby, avoid blocking their view and be mindful of excessive noise.

Official Hotels

FamilyFarmed has arranged for special discount room rates at nearby hotels. Check out <http://www.familyfarmedexpo.com/about/hotels.html> for details.

Show Parking

Park at any of the BIG UIC parking lots nearby:

- Lot 6 is across the street at 1109 S Halsted (truck parking)
- Lot 5 one block west at 1145 So Morgan
- Lot 4 one block north at 760 W Taylor
- Lot 14 is a 3 story garage two blocks south at 705 W. Maxwell St. It can be reached by continuing south past the UIC Forum loading dock on Union Ave.

Parking rates vary by lot. Metered street parking is also available nearby.

Move-in, Vehicle Access

All vehicle unloading must take place from the back of the building on Union Ave. Exit 52 from the Edens Expressway takes you to the access road Union Ave. The facility loading dock is on Union, just south of Roosevelt. Once inside the building you will find equipment and helpers to take you to the exhibit hall.

Move-in, Unloading requirements

Once unloaded, all vehicles must be moved away from the dock immediately, so please have a second driver onboard. **There are no forklifts available for our use.** A limited number of flat carts and hand trucks are available for our use, but bringing your own will likely save you time.

Any exhibitor requiring adjacent parking for a refrigerated truck should head to Lot 6 at 1109 S Halsted.

Exhibitor Badges and Tickets:

Every person working in your exhibit is expected to register with the show **upon arrival each day** in order to receive a badge or wristband for entrance. Four will be provided daily with each exhibit table. Additional tickets can be purchased in advance for \$10 at www.familyfarmedexpo.com or at the door for \$15 each.

Exhibitors also receive free admission to Friday Night's Meet the Buyers reception as well.

All Exhibitors are invited to attend Thursday's Financing Farm to Fork conference at a substantial discount. To purchase \$45 tickets (\$80 off the regular price of \$125) click on the **Purchase Tickets** icon on our website and, under Financing Farm to Fork, enter the discount code: exhibitor.

Insurance

Exhibitors are required to provide and keep in force during the show period, including move-in and move-out, General Liability Insurance in the amount of \$1,000,000 naming FamilyFarmed.org, City Provisions, and the Board of Trustees of the University of Illinois as additional insured. The Exhibitor further understands and agrees that neither FamilyFarmed.org nor the UIC Forum maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

UIC Forum
725 West Roosevelt Rd
Chicago, IL 60607

FamilyFarmed EXPO
171 N. Humphrey
Oak Park, IL 60302

City Provisions
1826 West Wilson Ave
Chicago, IL 60640

Fax certificates in advance to 708.763.9925

Electrical Service:

There is an additional charge for electrical service. Electric outlet locations are limited so advise us in advance in order to receive a location near an outlet. Companies who indicated electric needs on their space application form have been located accordingly. **Please bring a power strip and extension cords with you as needed.**

Standard Exhibit Equipment:

All exhibits are provided with a six-foot table 30" wide and 30" high, two metal chairs, and an 8.5 x 11 identification sign with the show logo. The show will not be providing any on-site decorating services, so please plan accordingly. **Tablecloths will be provided.**

Stoves and Cooking

You may use a crockpot or Sterno to heat food. Propane and other combustible materials are not allowed within the facility.

Signs and Banners

Exhibitors may not deface, injure, mar, alter or in any way damage the Facility. Nails, staples, hooks, tacks, screws and the like are not permitted to be driven into any part of the Facility. Walls floors, ceilings, carpets or other areas of the Facility may not be painted or otherwise permanently covered. Materials may be attached by means of cords ropes or ribbons, but only in ways that will not produce any damage. Tape and adhesives must not deface or alter the Facility in any way. **There is an additional fee for anyone requiring a metal frame to**

hang signs or banners behind their display (max dimensions 4' high x 8' wide). Request the frame on your application form.

Security:

Exhibitors must assume full responsibility for the care and control of their exhibit materials. Please make sure you properly insure items for theft, loss, or damage from the time materials leave your place of business until their return.

Sales Tax and Business License Applications:

All exhibitors are required to collect appropriate sales tax. Those exhibitors electing to sell goods and services for delivery at the EXPO must also **obtain an Illinois Business Tax (IBT) number --**

<http://www.revenue.state.il.us/Businesses/register.htm>

Sampling and Serving of Food

- You may provide free samples of only those products that you produce, process and/or distribute during your regular course of business.
- IF YOU ARE HANDING OUT SAMPLES, PLEASE PROVIDE ATTENDEES WITH COMPOSTABLE PLATES, CUPS AND UTENSILS
- Exhibitors making sales of food and drink for consumption at the EXPO are required to deliver Certificate of Insurance naming FamilyFarmed.org, City Provisions, and the Board of Trustees of the University of Illinois in advance by fax to 708.763.9925
- BASSET Certification is required of any exhibitor requesting to pour/give away samples of alcoholic beverages. Any Exhibitor planning to sell alcoholic beverages must have a preexisting retail liquor license and obtain a special use permit liquor license from the State of Illinois Liquor Control Board. Further information can be found at <http://www.state.il.us/lcc>
- SALE OF ALCOHOLIC BEVERAGES FOR CONSUMPTION AT THE EXPO is NOT PERMISSIBLE. Sale of alcoholic beverages are allowed only if delivery is made at another time/place. Delivery on UIC Campus grounds is not permissible.

Carpeted Exhibit Floor:

All exhibit areas are carpeted. Plastic sheeting should be used below ice chests, potted plants, or anything else with a potential for spills. Exhibitors risk a replacement charge if permanent carpet damage is caused by their exhibit.

Use of Music by Exhibitors

If any copyrighted music is to be played at your display, you must obtain all necessary licenses from the copyright owner or licensing agency such as ASCAP or BMI. Licensing requirements apply to recorded or live music included in the exhibit or as background on taped presentations. Adherence to federally mandated copyright law is of critical importance. Failure to do so can result in substantial penalties.

