



## Key/Important Show Information

### Venue

Tampa Convention Center  
333 S. Franklin St  
Tampa, FL 33602

### Dates

September 14-16 (Wednesday – Friday) – Conference and Trade Show/Expo

### Expo Hours

#### Move-In Hours:

Tuesday, September 13, 1:00 pm – 6:00 pm (*Vehicle Only*)  
Wednesday, September 14, 8:00 am – 3:30 pm

#### Expo Hours:

Wednesday, September 14, 4:30 pm – 7:00 pm  
Thursday, September 15, 10:30 am – 2:30 pm  
Friday, September 16, 9:30 am – 11:30 am

#### Move-Out Hours:

Friday, September 16, Noon – 5:00 pm  
Saturday, September 17, 8:00 am – Noon

### Attendee Policy

The IFDA Distribution Solutions Conference is a private conference and tradeshow. Only employees or bona-fide representatives of food distribution companies, exhibitors, and pre-approved guests are eligible to attend. Management reserves the right to refuse admittance to any registrant. Product/service demonstrations or solicitation of business, including but not limited to literature distribution by non-exhibitors or exhibitors outside of their rented exhibit space or in any Show Management contracted hotel, is strictly prohibited. Show Management has the sole discretion and right to immediately remove violator(s) from the Fort Worth Convention Center and revoke show credentials from violator(s) without prior notice or hearing. Show Management may also at its discretion bar any violator(s) from future shows. Children under 16, including infants in strollers, are **not** permitted into the exhibit hall.

### Show Colors and Floor Covering

All non-island booths at The 2022 IFDA Distribution Solutions Conference will consist of 8 ft. high back drapes in White, Black and Blue and 3 ft. high side drapes in White. The aisles will be carpeted. All non-island booths will be provided with a 7" x 44" identification sign.

**All booths must have carpeting or other flooring material to ensure no concrete is visible.**

### Staffing and Booth Policy

All exhibits must remain staffed and fully operational until the official closing of the exposition. **Any company seen tearing down its booth or leaving a booth unmanned, prior to the official end of the show will be fined \$500 and may not be invited to exhibit at future shows.**

The Distribution Solutions Conference rules and regulations require exhibits to be staffed and fully operational during the published exposition hours. The exposition hall will be accessible to exhibitor personnel beginning at 1:00 PM on Tuesday, September 13. Do not overstaff your exhibit. Please consider the exhibit space when scheduling staff. Do not assign more than two to four people to each

10' X 10' space. This will ensure ample room for staff and will provide a comfortable environment for attendees to view your exhibit and equipment. Exhibitors must be inside their assigned booth space at all times. At no time should personnel work the aisle, public space or another exhibitor's booth space.

### Exhibitor Registration

Please refer to the [Exhibitor Registration](#) section to register your staff online (preferred method). You should have received instructions for registering your staff via promo code. You may also register on-site at the Tampa Convention Center upon arrival.

#### Exhibitor Registration Hours

Wednesday, September 14: 7 AM – 5:30 PM

Thursday, September 15: 7 AM – 5 PM

Friday, September 16: 7 AM – 12 PM

### Booth Design Regulations

Please refer to the International Association of Exhibits and Events (IAEE) [Guidelines for Display Rules and Regulations](#). You may also view your booth regulations below. All exhibitors are required to adhere to the regulation outlined below.

- [Linear \(In-Line\)/Corner](#)
- [Island](#)

Have an island booth that is a 20x20' or larger? Please submit your booth design to [expo@ifdaonline.org](mailto:expo@ifdaonline.org). Booth design submissions can be in any JPG, PNG, EPS, etc. format. Deadline: **August 19, 2022**.

### Insurance

All exhibitors must submit an Insurance Certificate. If you do not have insurance, <http://rainprotection.net/> offers coverage for both static and dynamic exhibitors, covering companies worldwide. Refer to the Insurance form for more information. The deadline is **August 19, 2022**. If your policy expires after that date, please contact [expo@ifdaonline.org](mailto:expo@ifdaonline.org) prior to the deadline so you aren't penalized for submitting late. More information in the Forms section.

### Security

General security will be provided by IFDA during official opening hours for move-in, show days, and tear-down. Exhibitors and their staff will not be allowed in the exhibit hall after official hours.

- All personnel in the exhibit halls must wear identification badges at all times.
- You may not use your own staff or personnel from any other security agency for in booth security services. Use the Security form to arrange booth security.
- For security and safety reasons, product movement in or out of the exhibit halls during the show hours is strictly prohibited.

### Allied Member Benefits

Exhibitors are not required to be members of IFDA, but members receive exclusive benefits not available to all exhibitors. Allied Members of IFDA enjoy lower booth rates, booth credit, exclusive on-site signage, sponsorship discounts, and more. If you are interested in becoming an Allied Member, please visit the [Allied Membership](#) page.

## Official Contractors

### General Service Contractor

Hargrove is the official general service contractor for the 2022 IFDA Distribution Solutions Conference and will provide your decorating needs including booth furnishings, exhibit display and storage. They can be reached at:

#### HARGROVE

1 Hargrove Dr.

Lanham, MD 20706

(301) 306-4627 fax (301) 731-5438

[exhibitorservices@hargroveinc.com](mailto:exhibitorservices@hargroveinc.com)

Forms for equipment rental and services are provided in this service kit. Please review all forms and instructions in the kit to assure you have a smooth and successful show. Hargrove will have an exhibitor service pavilion, staffed by their personnel, which will be located at the rear of the Exhibit Hall.

### Additional Services

Additional services, including audio/visual, catering, computers, electricity, Internet, lead retrieval, photography, plumbing and shipping are provided by various vendors. You'll find information on ordering these services under the "Rental Services/Utilities/Official Suppliers" tab. Convention Center services (electricity, telecommunications, Internet) and lead retrieval services will also be available on-site at the Hargrove pavilion in the Exhibit Hall.

### Audio Visual

Please visit the **Audio Video & Computer Equipment** section on <https://ifda-dsc.hargroveinc.com/>.

### Internet

Please visit the **Internet/Telephone Service** section on <https://ifda-dsc.hargroveinc.com/>.

## Exhibit Registration Lead Retrieval

### Add Lead Retrieval to Your Exhibit

Collect the names of people you scan at your booth. The lead retrieval is now built into the IFDA DSC mobile app. Cost is \$139. *Only one order needed per company.*

## Truck, Trailer, or Large Equipment Spotting

**If you are exhibiting Truck(s), Trailer(s) or any very large equipment. Please notify show management or Hargrove as soon as possible for early access to exhibit hall.** Spotting the equipment for those exhibitors will take place on Tuesday, September 13 from 1:00 PM to 6:00 PM, by appointment only. A Hargrove representative will contact you regarding your spotting time.

### **Please note:**

If you want carpet underneath your spotted equipment, Hargrove must receive your carpet in advance and you must use Hargrove labor to install. The spotting of equipment is not official move-in and no third-party installation personnel will be allowed in the exhibit hall on Tuesday, September 13 from 1:00 PM to 6:00 PM. Additionally the Tuesday spotting of equipment is solely for placement of equipment. No other booth set-up will be allowed on Tuesday. Booth set-up and move-in officially starts at 8:00 AM on Wednesday, September 14.

## Housing and Travel Information

### Headquarters Hotel

As of the date of this kit being released, IFDA is recommending booking at the following hotel. You should have received an exhibitor confirmation containing instructions to register your booth staff and once registered, they should have received hotel information and booking links. **We do require anyone reserving rooms to be registered for the conference.** Please contact [housing@ifdaonline.org](mailto:housing@ifdaonline.org) if you need further assistance.

### **Sheraton Tampa Riverwalk**

200 North Ashley Drive  
Tampa, FL 33602

[Click here](#) to access the DSC housing block, or call (888) 627-8105 with group code: **FDA**.

For attendees staying at Sheraton Tampa Riverwalk, a contactless experience is available with Mobile Check-In, Mobile Key and Mobile Requests as long as your reservation is linked to your Bonvoy™ App.

All hotel cancellations require 72 hours advance notice.

### Group Housing Reservations

If you have questions about housing or need to reserve rooms for groups of 10 or more, please send an email to [housing@ifdaonline.org](mailto:housing@ifdaonline.org) indicating that you are an exhibitor and an IFDA staff member will get in touch with you.

PLEASE NOTE: If a room block fills before the cut-off date, the hotel is not obliged to offer the discount rate. A credit card guarantee is required for all reservations. Cancellation of reservations made up to 72 hours prior to arrival will be accepted, and any deposit taken will be refunded. Conference room rates are available 3 days pre/post conference based on availability.

See more at: <https://www.ifdaonline.org/events/distribution-solutions-conference#hotel-&-destination>.

**VERY IMPORTANT: IFDA does not use a third party service for hotel reservations.** Please be aware of housing phishing schemes. IFDA has not engaged the services of any third party housing bureau to manage housing services on our behalf. IFDA will not contact you to make housing arrangements. If you are contacted by any companies seeking to fraudulently book housing on our behalf please forward contact information to us at [housing@ifdaonline.org](mailto:housing@ifdaonline.org), so that IFDA's legal counsel can issue cease and desist correspondence. *(If you have made arrangements through such a third party, you may wish to consider canceling those reservations and you should notify your credit card company to ensure that no unauthorized charges are lodged against your account.)*

## Dress Code

**Dress & Weather:** It's warm in Tampa, FL in September. The average daytime high at this time of year is 89 degrees F, and average nighttime lows of 76 degrees. Conference attire is business casual.

## Travel Arrangements

### From the Airport:

Tampa International Airport (TPA), is named one of the "Top 3 Airports in North America & Top 5 Airports in the World", consistently receives accolades for its efficient design and passenger-friendly facilities. The airport is just a 15-minute drive from downtown Tampa.

## Conference Policies

### Security Policy

24hr perimeter security and roaming security will be **provided as a deterrent only**. IFDA is not responsible for any loss or damage. If you need additional security for your exhibit, you may, at your own expense, hire security personnel. Should you hire personnel, please let show management know. Security personnel must be in uniform and the company used must be bonded and insured.

### Smoking Policy

Smoking is prohibited in all halls, meeting rooms, and exposition halls of the Tampa Convention Center.

### Photography

Taking pictures, other than by the official photographer, is prohibited during setup, dismantle and non-show hours. Cameras will not be allowed on the exhibit floor during these times. Each exhibitor has control over their space and may want to prevent competitors from gaining access to, photographing, videotaping, or otherwise recording their exhibit or presentation.

### Sound and Lighting Levels

Exhibitors operating sound motion picture and video equipment, audio players, loudspeakers, or any other noise-creating devices, may do so only at a level that will not interfere with other exhibitors or add unduly to general acoustic inconvenience. Spotlights and floodlights must be located in such a way as not to distract or annoy others. Flashing or blinking lights over 100 Candle Power must be located at a minimum of nine feet off the floor. Revolving or rotating lights may be turned on only while being demonstrated. Show Management is authorized and empowered to cut off the supply of electricity to any exhibitor who exceeds sound or lighting levels.

### Insurance

Show Management does not maintain insurance covering Exhibitor's property. It is required and Exhibitor agrees to obtain adequate insurance coverage, at Exhibitor's own expense, for property loss and damage and liability for personal injury through the period of the Show, inclusive of Move-in and Move-out days. Acceptable insurance consists of minimum commercial General Liability Coverage of \$2,000,000, with a single limit of \$1,000,000 each occurrence for bodily injury and property damage. Such insurance shall name the following as additionally insured: International Foodservice Distributors Association and the Tampa Convention Center, the City of Tampa and its officers, directors, agents, volunteers, and elected representatives. Exhibitor will be required to provide proof of insurance by August 19, 2022.

### Music, Photographs, and Other Copyrighted Materials

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in exhibit booths or displays. No exhibitor will be permitted to play, broadcast, or perform music or any other copyrighted material, such as photographs or other artistic works, without first presenting to show management satisfactory proof that the exhibitor has, or does not need, a license to use such music or copyrighted material. The exhibitor agrees to hold the IFDA, their officers, directors, employees and agents, harmless from all loss, cost claims, causes or action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees, of any patent copyright, or trade secret rights or privileges.

### BMI/ASCAP MUSIC LICENSING

It is required by law that any music, whether mechanical or live, played at meetings or trade shows obtain permission from ASCAP (American Society of Composers, Authors and Publishers) and/or BMI (Broadcast Music Incorporated). These organizations protect the

rights of their members (authors, composers, and publishers of music) by licensing users, collecting a fee, and distributing approximately 80-85 percent of the fee to the copyright owners. If your company plans to play music, either live or recorded, during the exposition in your booth or at any special event you may be holding during the conference, you must notify BMI and/or ASCAP and complete the appropriate licensing forms. BMI and ASCAP are two different licensing organizations, and each has its own catalogue of music, but an agreement with ASCAP does not permit the playing of BMI licensed music which may result in paying both ASCAP and BMI. It is to your benefit to find out if the music you intend on playing is copyrighted and in the repertory of BMI, ASCAP or both. This can be done very easily by notifying either or both of these organizations at the following addresses:

ASCAP  
1 Lincoln Plaza  
(212) 595-3050  
(800) 627-9805

BMI  
320 W. 57th Street  
New York, NY 10023 New York, NY 10019  
(800) 669-4264

Violations of the Copyright Law can be severe and expensive. Damage costs can be no less than \$500 and no more than \$20,000 for each song infringed, plus court costs and, at the court's discretion, reasonable attorney's fees.

### EMS Services

Coming Soon!

## Marketing and Promoting Your Booth

Visit the [Exhibitor Resources page](#) for a one-stop shop of the information listed below.

### Exhibitor Innovation Awards

Submit Your Information to be entered into IFDA's new [Exhibitor Innovation Award](#). Exhibitors can submit what new products/innovative solutions they will have at DSC. Attendees will vote on-site for their favorite.

*IFDA will also be promoting/marketing the new award leading up to DSC.*

### Sponsorship

Enhance your company's visibility with key foodservice distribution executives and leaders by [becoming a sponsor](#). With a variety of different [opportunities](#), you are sure to find something that expands your reach and fits your budget.

For more information, please contact Janet Skelly, (703) 962-9946 or [jskelly@ifdaonline.org](mailto:jskelly@ifdaonline.org).

### Innovation Labs

Sponsor now to host one of the select Innovation Labs at the 2022 IFDA Distribution Solutions Conference. All sponsors will present a 30-minute session on-site at the DSC, as well as provide a video to IFDA to be posted online at the conclusion of the event. Sponsors will also receive access to a list of those who attend your session. Visit the [Innovation Labs page](#) to find the application, FAQs, schedule, and more. This exclusive opportunity is open to exhibitors only.

### Booth Giveaways

Giving away products/gifts in your booth? Let us know and we'll inform the attendees of when to stop by!

[Submit](#) your giveaway today!

### Press Releases

Have something new coming out in 2022 or a big announcement you'd like IFDA to promote? Then let us know! Simply e-mail, [sales@ifdaonline.org](mailto:sales@ifdaonline.org) and we will promote your press release through our media channels to help drive traffic to your booth at that time!

### Exhibitor Booth Profile

Please login to update your online booth profile. This information is used on-site, in the mobile, and on the IFDA web floor plan. To login, go to - [https://s23.a2zinc.net/clients/ifda/dsc2022/Public/e\\_Login.aspx?sortMenu=103000](https://s23.a2zinc.net/clients/ifda/dsc2022/Public/e_Login.aspx?sortMenu=103000).

### Floor Plan

<https://s23.a2zinc.net/clients/ifda/dsc2022/Public/EventMap.aspx?shMode=E>

### Attendee List

All exhibitors are eligible to receive a Pre-Conference attendee mailing list that will be sent out within 14 days of the event beginning. If exhibitor would like a Post-Conference list it may be purchased for \$395. Please note that the list is available as an electronic file or mailing labels. [Purchase your post-show list here.](#)

*Use of e-mail advertisements and/or correspondence must conform to CAN-SPAM Act and is for a one-time use **only** unless additional lists are requested. Likewise mailing labels are for **a one-time use only**.*

## Exhibitor Registration – Booth Staff and Guests

You should have received an email with instructions and a promo code to register your staff.

### Guest Program

New for the 2022 IFDA Distribution Solutions Conference is the Exhibitor Guest Program. This program is designed for exhibitors to invite their top clients and customers to attend the DSC Expo Floor, 100% complimentary!

*Your exhibitor guest code allotment is based on your booth size.*

**Each company** will receive **a number of** exhibitor guest codes based on booth size.

To sign up your guests, please go to [Exhibitor Registration](#).

At checkout, please use the exhibitor guest code: **sent to you via e-mail**.

*All exhibitor guest badges will give them access only to the Expo Hall at DSC, if they would like a full Conference registration, please do not use the promo code at checkout.*

### Registering Booth Staff

If you still need to register yourself or your staff, please do so now by visiting [Exhibitor Registration](#). All exhibitors receive two complimentary badges for each 10x10' booth. Use your promo code (sent via email): **insert promo code** at checkout to save.

### Questions?

Please contact Janet Skelly, Director of Business Development, at [jskelly@ifdaonline.org](mailto:jskelly@ifdaonline.org).