

EXHIBITOR HANDBOOK

AUG. 31
& SEPT. 1 **2022** | **FRESNO** CONVENTION
CENTER

EXHIBITOR HANDBOOK

MADE CENTRAL CALIFORNIA

August 31, 2022 – Industry Connections

September 1, 2022 – B2B Tradeshow & Public Event

Fresno Convention & Entertainment Center, New Exhibit Hall, Hall I, II & III

801 M. Street, Fresno, California 93721

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MADE CENTRAL CALIFORNIA CONTACT INFORMATION

STAFF/GENERAL INQUIRIES

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MAILING ADDRESS

Fresno Chamber of Commerce
ATTN: MADE Central California
2331 Fresno Street
Fresno, California 93721

SCHEDULE OF EVENTS

TUESDAY, AUGUST 30, 2022

8:00 a.m. – 4:00 p.m.

Sponsor & Exhibitor Check-In & Set-Up

Upon arrival, please check in at the reception desk at the lobby and pick up your Exhibitor Welcome Packet, which will include your sub-event tickets and name badges.

WEDNESDAY, AUGUST 31, 2022

8:00 a.m. – 4:00 p.m.

Sponsor & Exhibitor Check-In & Set-Up

Upon arrival, please check in at the reception desk at the lobby and pick up your Exhibitor Welcome Packet, which will include your sub-event tickets and name badges.

- Parking will be available for purchase in the parking lot on the SW corner of Inyo and O.
- Exhibitors must be present to receive and facilitate any shipments that are delivered directly to the Fresno Convention Center.

11:30 a.m. – 1:00 p.m.

Keynote Luncheon

MADE Central California kicks off with a keynote speaker and luncheon!

1:15 p.m. – 2:45 p.m.

Industry Speed Dating

Register by August 15th for this fast, fun and focused networking session!

3:00 p.m. – 5:00 p.m.

The Pressure Cooker

Follow our journey to find the most innovative Central California products and services!

5:00 p.m. – 8:00 p.m.

SIP, the Social for Industry Professionals!

Network with your fellow food industry peers at SIP, where we transform Kern Street into an exceptional street party with live music and local food trucks!

THURSDAY, SEPTEMBER 1, 2022

10:00 a.m. – 3:00 p.m.

Business to Business Tradeshow

Open to all pre-registered attendees, Sponsors & Exhibitors

MADE Central California will open its doors to pre-registered local, regional, national and international buyers to see, taste and discover the diverse food and beverage products and innovative agriculture technologies manufactured in the Central California region.

5:00 p.m. – 8:00 p.m.

TASTE Central California

Open to our foodie community who have purchased tickets in advance

MADE's evening celebration is truly unique because unlike any other food industry tradeshow, it highlights the power and impact of the consumer; offering invaluable consumer insight to buyers who stay for the experience, and a premier opportunity for exhibitors to build brand ambassadors.

8:00 p.m. – 11:00 p.m.

Exhibitor Tear Down

All exhibitors must be torn down and cleared out of the Convention Center by 11:00 p.m.

ATTENDEES

Throughout the course of MADE Central California, including both the B2B tradeshow and TASTE, we are expecting a total of +/- 1,500 total attendees.

Business-to-Business Tradeshow

+/- 400 Buyer Attendees

- All buyers who register through the website are screened and verified.

- Anticipated buyer profiles:

26%	Retail	23%	Restaurateur/Chef
20%	Foodservice	12%	Wholesaler
10%	Distributor	4%	Broker
5%	Export		

- Please note, MADE Central California is supported and sponsored by companies who are Non-Food Producers, and are allowed to be on the show floor during the B2B event to support the industry. However, when signing their sponsorship agreement for MADE Central California, they do understand that soliciting to exhibitors on the show floor is prohibited.

TASTE Central California – The Consumer Celebration

- TASTE Central California is open to attendees who purchase a ticket for the value of \$60.00 to come in and enjoy products from the Central California region.
- Exhibitors should prepare enough samples for +/- 1,200 attendees

EXHIBITOR EXPECTATIONS

Food/Beverage Producers Eligibility

- All food/beverage exhibitors must be headquartered in Central California OR must have a large growing or manufacturing operation in the region.
- If a company is not headquartered in Central California but has a large growing or manufacturing operation in California, their application will be reviewed and voted on by Management for final approval of participation.

Non-Food Producers Eligibility

- All exhibiting non-food producers must be headquartered in Central California OR must have a large manufacturing operation in the region.
- If a non-food producing company applies to exhibit, is headquartered outside of the region, and offers services that no other participating company offers, the applying company's registration application will be reviewed and voted on by Management for final approval of participation.
- Only 40% of the entire show floor can be made up of Non-Food Producer exhibits

Badge Sharing

- While the Expo understands that many Exhibitors may employ outside companies to assist in marketing/sales/manning the display, we urge you to mindfully share your badges with folks whose purpose will not be to solicit the services of other groups. Just as we value your time and desire to interact with buyers, we ask that your representatives do the same for your peers.

Sampling Policy/Expectations

- All food producing exhibitors are required to provide samples of their product during both the business-to-business Event and the Public Event.
- The distribution of literature, samples or other materials or promotional props (i.e. mascots, figurines, etc.) must take place within your allotted booth space, with the exception of designated sponsorships and marketing opportunities.
- The distribution of any goods mentioned above is prohibited outside of your allotted booth space. For example, you cannot have employees from your company standing outside of your allotted booth space, soliciting while roaming, handing out or interrupting traffic in the aisles.

- We are anticipating approximately 1,500 attendees to walk the show floor the day of September 1st. We suggest that exhibitors be prepared to provide samples for roughly 75% of that attendance number.

Operating Hours

- All exhibitors are expected to be set up one hour prior to the tradeshow doors opening on September 1st, 2022, and remain set up and at their booth until the close of the event (10:00 a.m. – 8:00 p.m.).

Exhibitor Product Showcase

- All items showcased at MADE Central California are expected to be locally grown and manufactured in the San Joaquin Valley.
- If you are a distributor and distribute products from outside the SJV, or import products to distribute, please make best effort to showcase and promote the products your company distributes that are grown/manufactured locally.
- Exhibitors must show goods manufactured or sold/distributed by their company in the regular course of business.
- Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in an exhibitor's display.

Cancellations

- All cancellation of booth space must be submitted to MADE Central California in writing.
- A 50% refund will be granted if an exhibitor cancels before July 15, 2022
- A 25% refund will be granted if an exhibitor cancels before August 1, 2022.
- There will be no refunds on or after August 15, 2022.
- The cancelling exhibitor waives any claims and MADE Central California assumes no responsibility for having included the name, address, telephone, and web address of the cancelled exhibitor's information in any materials related to MADE Central California, regardless of when MADE Management received written notice of cancellation.

Selling Products during TASTE Central California, the Consumer Celebration

- All exhibitors will be allowed to sell closed packaged products during the public event only.
- This does not take the place of samples. You must still provide samples during the buyer and public events.
- Exhibitors will be responsible for providing their own cash and equipment for the sales of their product. The Expo will not be providing anything for the sale of your items.
 - If you are accepting cash, you must have change.
- If you are accepting credit cards you must have your own system.
- All exhibitors are responsible for reporting all sales to the BOE.

Booth Representatives

- Exhibitor booth representatives must be wearing tradeshow badges at all times, and booths must be staffed during the published hours.

EXHIBITOR BADGES

All staff badge allotments must be handled through your registration dashboard.

- Exhibitors (non-sponsoring) receive an allotment of 5 tradeshow badges.
- Exhibitors have permission to purchase up to an additional 4 badges through the registration dashboard or on-site for \$40 each.
- Sponsor badge allotments are pursuant to sponsorship level.
- Sponsors have permission to purchase up to an additional 6 badges through the registration dashboard or on-site for \$40 each.

EXHIBITOR BOOTH SET-UP & REGULATIONS

Every Exhibitor Booth comes with the following:

Black Pipe and Drape (8' back, 3' sides)

One small wastebasket

One 8' Table with Black Linen

One 11x17 Sign with Booth Number

Two Vinyl Folding Chairs

Five Employee Badges

Additional Booth Needs – Expo Décor

Expo Décor is contracted with MADE Central California to provide the entire set up for the Expo, including exhibitor booths, signage, stage, etc. If you need additional items for your booth, including electricity, additional tables, chairs, refrigeration, etc. please fill out the Expo Marketing packet and send it directly to their office. For additional information:

- Contact their staff directly: 559-495-3300

Booth Décor – KSB Company

Kathy Burk with KSB Company is contracted with MADE Central California to provide all of the décor for the event including the Pressure Cooker, SIP, Expo lobby and hall. If you would like to purchase decorating services for your booth, those services are available for an additional charge:

- Contact Kathy directly at ksbcompany@aol.com or 559-273-3733

Booth Location

- All exhibitors and sponsors of MADE have the option to choose their booth location.
- Exhibitors (non-sponsoring) must pay a fee of \$250 to activate this option. Exhibitor must pay registration fee in full before having the opportunity to choose their booth location.
- All Sponsors have the option to choose their booth location at no additional cost.

- Contributing and Supporting Level Sponsors have the right to purchase a 10x20 booth upgrade and/or a corner spot upgrade.
- Premier Level Sponsors receive half of an island space (10x20) on the show floor.
- MADE Central California staff will send tradeshow map link to exhibitor/sponsor to choose their booth space location upon verification of Registration Form/Payment.
- MADE Central California staff reserves the right to make any changes to exhibit space or the floor plan at any time.

Height Regulation

- Exhibitor décor and set up cannot exceed 8' in the back and 3' on the sides.
- Exceptions will be made for Premium Sponsor displays, but the Expo will make the best effort to not allow those displays to block the vision of other exhibitor booths.
- Please note, there are some displays which will include a full 8' wall on two sides, based upon the orientation of end-cap display spaces.

Garbage

- All booths will be supplied with one small wastebasket, with additional bag liners included at the bottom of the wastebasket.
- The Expo will make best effort to have Expo staff walking the show floor to assist in emptying wastebaskets from exhibitor booths.
- It is the expectation that each exhibitor will take their own wastebasket to the proper waste container to empty their wastebasket as needed.
- Please break down all cardboard boxes prior to placing near a waste receptacle.

Aisles & Adjacent Booths

- No signs, display items or decorative materials may protrude into the aisles or extend into neighboring booths.
- No signs, display items or decorative materials may protrude higher than a neighboring booth's pipe and drape, on any side.
- All aisles, passageways and lobbies leading to an exit, fire extinguisher or other emergency equipment must be left unobstructed.

Sound Levels

- All sound levels of presentations or others, should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Displays found to be objectionable due to noise level will be closed down.
- The playing of music is prohibited.

Subletting of Exhibit Space

- Subletting is not permitted; no exhibiting company shall sublet or share its exhibit space with another business, division or firm.

- Booth space is to be used solely by the company whose name appears on the exhibit application and it is agreed that the applicant will not assign, or apportion the whole or any part of their booth.

Building Property

- Convention Center rules require that nothing be posted, tacked, nailed or screwed to columns, walls, floors or other elements of the exhibit hall.
- Exhibitors may not apply paint, lacquer, adhesives, tapes or other coating to building columns, walls, ceilings or floors or to standard booth equipment.

Electricity

- All electricity must be ordered through Expo Décor using their official order form.
- Any exhibitor found pulling in their own electricity or illegally connecting will be subjected to the loss of that electricity source.

Shipping Your Product?

- If you are planning to have your product shipped and/or delivered directly to the Convention Center, you must have staff present to receive your product.
- MADE Central California and Convention Center Staff will not be responsible for any product shipped directly to the Convention Center.

EXHIBITOR REQUIREMENTS FOR PARTICIPATION

Required Forms

Show participants will be required to upload the following forms through their registration dashboard.

- Hold Harmless Agreement (for all exhibiting and non-exhibiting registrants)
- Certificate of Insurance (for Exhibitors and Exhibiting Sponsors)
- Fresno County Health Department Community Event Food Vendor Application (for Exhibitors and Exhibiting Sponsors that will have food/beverage at their booth)

Fresno County Health Department Food Vendor Requirements

- You will not be required to bring your own hand washing station, MADE Central California will be providing that for you, and all will be approved by the Fresno County Health Department.
- You will not be required to provide your own three-compartment sink if you are preparing food, the Convention Center three-compartment sinks have been approved to use by the Fresno County Health Department.
- Please refer to the “Community Event Food Vendor Requirements” packet included in the forms that must be filled out and returned to MADE staff by exhibitor for a complete list of requirements.

Food Safety Certification

- According to the Fresno County Department of Public Health, every exhibitor must have an owner or person in charge that has successfully passed an approved and accredited food safety certification examination.
- This rule does not apply if an exhibitor is only handling and dispensing prepackaged food or beverage where no food or beverage is ever unpackaged by the food booth operators.
- We suggest that exhibitors that do not currently have a food handlers card, obtain one through the [CA Food Handlers website](#) or any other accredited website that has authority to grant California Food Handler Cards and is officially approved by the State of California.

Fire and Safety Regulations for Electrical Cooking Devices

Exhibitors are charged with knowing all of the laws, ordinances and regulations pertaining to the Fresno County Health Department, City of Fresno fire prevention regulations, Fresno Convention Center rules and regulations and public safety while participating in MADE Central California.

Per the Fresno Convention and Entertainment Center Event Planning Guide

- Cooking and Food Warming Devices
 - All food preparation/cooking, which is part of a demonstration or exhibition in assembly, will be accomplished by means of electrical cooking devices.
- Portable Electrical Cooking devices shall be permitted only as follows:
 - They shall be placed on a noncombustible surface separated from each other by a minimum horizontal distance of two (2) feet and two (2) feet from any combustible material.
 - The use of L.P. Gas cylinders and open flame cooking devices is forbidden.
 - A 2A-20BC fire extinguisher shall be located at each booth where these cooking-warming devices are utilized (CFC906.3.2).
 - *Should you need to rent any cooking devices, or fire extinguishers, please contact Expo Décor directly at 559-495-3300.*
- Cooking Areas/Kiosk/Trailers
 - Each cooking area, kiosk, or trailer shall have one 2A-20BC & 2.5 gallon K type fire extinguisher (CFC904.11.5.1).
 - All propane or other tanks will be protected from the public and will be secured so as not to be turned over (CFC30035.3).
 - All cooking devices used inside a building and emitting grease-laden vapors must have fire suppression and vented to the outside in an approved method (CFC904.11).
- Compressed Flammable Gases
Flammable or combustible liquids, hazardous chemicals or materials, Class II lasers, blasting agents, and explosives are prohibited. Storage or use of flammable liquids is prohibited except that which is required for maintenance and operation of

equipment. Storage in excess of ten gallons shall be in approved cabinets (CFC3404.3.4.4). Cooking appliances such as Coleman propane camping stoves are not permitted (electric fry pans, crock pots, or warming trays will be permitted). Fuel appliances, such as chafing dishes, shall use only sterno or some other solid flammable fuel with permit from Fire Prevention Division. Barbecuing inside the building is not permitted (CFC308.3.2 & 308.3).

OFFICIAL SHOW POLICIES

Solicitation by Attendees

- Unwarranted solicitation by attendees is strictly prohibited, and any attendee doing so will be asked to leave the Expo show floor.

Video & Photography

- Taking photos or videos of exhibitor booths is prohibited.
- Exhibitors may only take photo or video of their own booths.
- Private consultants who are paid by an individual company are not eligible for a media credential, and should request an exhibitor badge from the hiring company, keeping in mind that those individuals are employees of the exhibitor that day, and should not be representing their own consulting agency on their badge.
- Only media with show authorized media credentials are allowed to photograph and video record all areas of the show.
- Photographers and videographers are required to ask permission before filming and must refrain from filming those who do not grant permission.
- Each exhibitor and attendee who grant permission to photograph and/or record all or any part of their attendance at any MADE related events grants the Expo the worldwide, perpetual, royalty free right and license to reproduce, distribute, transmit, publicly perform and publicly display all such photographs and recordings, including without limitation, the name, images and likenesses of attendee or exhibitor contained therein.

Age Requirements

- All ages are welcome to the TASTE Central California Consumer Celebration.
- Children 5 and under are free of charge.
- Every ticket holder entering the public event will have their ID checked for proof of age, and will receive a wrist band and wine glass for alcohol tastings if they are 21+ years old.

Right to Deny or Remove

- MADE management reserves the right to deny admission to, or remove any party from MADE Central California or any MADE related events.
- MADE Central California Management reserves the right to refuse services to any company or individual, for any reason, at any time.

Credentials/Expo Badge

- During the business-to-business portion of the show all attendees must be wearing a badge to get onto the show floor. This includes exhibitors, sponsors, buyers, volunteers and guests.

PARKING

Exhibitors are responsible for paying for their parking. We recommend that you park in the Convention Center Garage on the corner of Inyo and O.

SECURITY TIPS

MADE Central California cannot assume responsibility for loss, damage or theft at the show. Each exhibitor must be responsible for his/her own property. Adherence to the following recommendations and precautions, plus the vigilance of the personnel in your booth, should ensure adequate security for your exhibit materials and personal property.

- Make sure your insurance coverage is adequate to protect your exhibit and product against damage from the time it leaves your premises until it returns.
- Assign people to be present at your booth when your exhibit material arrives to receive the shipment and take inventory.
- Move-In & Move-Out is a highly vulnerable period, so pay special attention to items easily pilfered during this time.
- Do not leave personal items unguarded such as cellular phones, laptops, etc.

ATTENDEE CONTACT LIST

- The buyer attendee contact list will be provided to all Sponsors of the Expo at least 5 business days prior to the Expo.
- Exhibitors must fill out the exhibitor survey, which will be emailed electronically immediately after the Expo, in order to receive a PDF of the complete contact list.

SPONSORSHIP OPPORTUNITIES

MADE Central California offers various personalized sponsorship packages that allow companies to take advantage of the many opportunities surrounding MADE Central California and its related events. Sponsorship is your company's chance to maximize your presence and make the necessary connections to grow your business.

For all sponsorship inquiries, please contact Rebecca Sustaita at 559-495-4800 or rsustaita@fresnochamber.com