INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS

CULINARY EXPO EXHIBITOR INFORMATION KIT

IACP San Francisco Annual Conference
Sunday, April 7, 2013
12:30 - 4:30PM
The International Association of Culinary Professionals (IACP) is a worldwide forum for the development and exchange of information, knowledge and inspiration within the professional food and beverage community. With close to 3,000 members in over 35 countries, IACP’s mission is to connect culinary professionals with the people, places and knowledge they need to succeed.

Each year we look to unite, inspire and celebrate the professional culinary community worldwide by hosting the Annual International Conference.

This year we celebrate the 35th Annual Conference with the regional theme of “Dirt to Digital: Real Food in a Virtual World.”

We are pleased to be blending technology and food in a place regarded by many as having the best of both: San Francisco.

The Culinary Expo will feature the world’s leading culinary artists, producers, suppliers and manufacturers, as well as local purveyors in the unique Taste of the Bay’s pavilion.

IACP’s Culinary Expo is more than a trade show – it’s an educational and networking event. Each year the annual IACP conference features an Expo that attracts food and beverage authorities from around the world. Once the conference has ended, these influencers share their discoveries with their vast network of magazine subscribers, students, blog and RSS feed readers, as well as with their television and radio audience. These consumers read, listen, and buy based on what is being recommended.

The most recognized, respected and influential food personalities and newsmakers in the culinary world will have the opportunity to see your product or service up close. This is a high-profile event that can deliver even higher long-term results for your company.

The Culinary Expo is a direct conduit to your desired audience and target market. Attendees of the expo include food and travel writers, food bloggers, editors and publishers, cookbook authors, chefs, restaurateurs, food photographers and stylists, culinary schoolteachers, publicists and TV personalities. With a crowd like that, you can reach over a million consumers throughout the rest of the year simply by spending one afternoon demonstrating at the Culinary Expo!
Who Exhibited at the Culinary Expo?

- Cuisinart
- Viking
- Le Creuset
- KitchenAid
- Culinary Institute of America
- Whole Foods
- Le Cordon Bleu
- Harvard Common Press
- All-Clad
- New for 2013: Featuring local artisans with Taste of the Bay!

Who Attends the Culinary Expo?

- Food Bloggers
- Chefs
- Restaurateurs
- Stylists
- Food & Travel Writers
- Publishers
- Editors
- PR Professionals
- Food Event Coordinators
- Cookbook Authors
## IACP SAN FRANCISCO ANNUAL CONFERENCE

### GENERAL INFORMATION

**WHO CAN BE AN EXHIBITOR?**
Any person or company engaged in the culinary world is encouraged to exhibit at the Culinary Expo. With direct access to thousands of culinary professionals, and a variety of exhibiting options designed to fit every budget, the expo is a great way to exponentially reach a larger market. IACP members are given a preferred rate, and non-members are encouraged to add a membership to their booth space in order to enjoy these lower rates.

**WHAT IS THE COST TO EXHIBIT?**
Choose from three options to fit your size and budget requirements. All prices quoted are in USD:

<table>
<thead>
<tr>
<th><strong>PREMIUM BOOTH</strong></th>
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<tbody>
<tr>
<td><strong>IACP Members:</strong></td>
<td>$1750</td>
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<tr>
<td><strong>Non-members:</strong></td>
<td>$2500</td>
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*Included:*
- 1 10’ x 20’ booth with an 8-foot high draped back wall and 3-foot high draped side walls
- 2 6-foot vinyl top table skirted table
- 1 booth sign with entity name and booth number
- 4 chairs
- 2 wastebaskets with liners
- 1 listing in the printed Exhibit Guide, online site and app
- 4 Exhibitor passes
- 10 Guest passes

Electricity is provided (standard 500 watt electrical outlet. Additional electricity can be ordered directly from the show exhibition company, Curtin Convention and Exhibition Services.)

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<th><strong>STANDARD BOOTH</strong></th>
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<tbody>
<tr>
<td><strong>IACP Members:</strong></td>
<td>$1000</td>
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<tr>
<td><strong>Non-members:</strong></td>
<td>$1500</td>
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*Included:*
- 1 10’ x 10’ booth with an 8-foot high draped back wall and 3-foot high draped side walls
- 1 6-foot vinyl top table skirted table
- 1 booth sign with entity name and booth number
- 2 chairs
- 1 wastebasket with liner
- 1 listing in the printed Exhibit Guide, online site and app
- 3 Exhibitor passes
- 6 Guest passes

Electricity is provided (standard 500 watt electrical outlet.)

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<th><strong>TABLE TOP</strong></th>
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<tbody>
<tr>
<td><strong>IACP Members:</strong></td>
<td>$450</td>
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<tr>
<td><strong>Non-members:</strong></td>
<td>$600</td>
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</tbody>
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*Included:*
- 1 6’ vinyl top table skirted table
- 1 sign with entity name and table number
- 2 folding chairs
- 1 wastebasket with liner
- 1 listing in the printed Exhibit Guide, online site and app.
- 2 Exhibitor passes
- 4 Guest passes
Electricity is provided (standard 500 watt electrical outlet. Additional electricity can be ordered directly from Curtin.)

Taste of the Bay pavilion: an exclusive, curated area of tabletops featuring our local artisanal culinary purveyors. Participation is by invitation only.

Furnishings beyond, or in place of those listed above, are the responsibility of the exhibitor and may be purchased or rented directly from Curtin Convention & Exposition Services, Inc.

Please note that both the standard booths and tabletops are limited quantity, so book early to secure your desired size.
IACP SAN FRANCISCO ANNUAL CONFERENCE

GENERAL INFORMATION

HOW DO I REGISTER FOR MY EXHIBIT SPACE?

Click here to register for the IACP Culinary Expo.

The deadline for entry and booth reservations is March 8, 2013.

You will receive notification of your assigned space by March 15, 2013.

Upon completion of your registration you will receive a password protected link to Curtin Exhibition Services.

All spaces are allocated on a first-come, first-served basis. While every precaution will be taken to prevent close proximity to a competing company, IACP cannot guarantee that such placement might not inadvertently occur. In all space assignments, final determination will be made by IACP.

WHAT IF I HAVE TO CANCEL?

In the event of a cancellation, registration fees will be refunded less a processing fee of $200 for Premium booths, $100 for Standard booths, and $50 for Tabletops. To receive a refund, email TheCulinaryExpo@iacp.com, no later than February 15, 2013. After this date, no refund will be issued, nor will monies paid be applied to offset another entity’s rental fee. Exhibit space is not transferrable and cannot be resold, rented or given to another entity.

WHEN CAN I SET UP AND BREAK DOWN MY BOOTH?

Installation of exhibits begins on Saturday, April 6, 2013 at 12:00 PM and ends at 4:30 PM that day. Sunday, April 7 set up is reserved for hand-held items only (no trucks, carts or large items). All exhibits must be fully completed by 11:30 AM Pacific Time, Sunday, April 7. Space not claimed or occupied that morning may be resold or reassigned without refund.

Dismantling and/or repacking of exhibits will not be allowed until the closing of the Expo at 4:30PM on Sunday, April 7, and the booth must be vacated by 6:00 PM. Please see Curtin Convention & Exposition Service’s exhibitor kit for further details surrounding set up and break down of booths.

WHAT ARE THE RULES FOR EXHIBITING?

• Each exhibit must be occupied by the same company for the duration of the show.
• All displays and demonstrations must be contained within the reserved space and may not impede foot traffic through the aisles.
• Exhibitors may take orders for equipment, supplies, merchandise or products displayed in their booth.
• Exhibits that include the operation of audio-visual equipment must be arranged so that the demonstrations do not disturb adjacent exhibitors.
• Exhibitors are encouraged to bring attractive and creative displays for their space. Backdrops must be self-supporting and cannot exceed the length or height of the booth space, pipe and drape, or tabletop.
• Distribution of collateral and promotional materials is limited to within the space assigned to the exhibitor. Any organization not assigned exhibit space will not be permitted to distribute material or solicit business at the Culinary Expo.
• All materials used in displays must be flame-proof and meet local fire regulations. All electrical wiring must conform to local codes. These regulations will be enforced.
• Exhibitors interested in high profile sponsorship opportunities or unique exhibition space (such as an “end cap”, “peninsula” or “pavilion”) should contact Diane Laster.

**Hand Carry** - If an Exhibitor can carry the full contents of his/her booth materials in one trip by one person without the use of a handtruck, dolly, or wheels, he/she is free to hand carry the items in, at No Charge. The loading dock is under Union Jurisdiction, and Exhibitors will be required to self-park and then bring in their materials through the main entrance of the Exhibit Hall. Multiple trips are not permitted.

**Food Handling:**
Permits are required for exhibitors handling, serving or selling food items during the Expo. Temporary permits can be obtained at [http://www.sfdph.org/dph/files/EHSdocs/ehsForms/formsSpecialEvents/food_conc_app.pdf](http://www.sfdph.org/dph/files/EHSdocs/ehsForms/formsSpecialEvents/food_conc_app.pdf)

A copy of your permit must be emailed to TheCulinaryExpo@iACP.com by March 1, 2013. To assist you in filling out the form, please refer to this worksheet from the San Francisco Department of Public Health:

[http://www.sfdph.org/dph/files/EHSdocs/ehsForms/formsSpecialEvents/food_conc_chklst.pdf](http://www.sfdph.org/dph/files/EHSdocs/ehsForms/formsSpecialEvents/food_conc_chklst.pdf)

Exhibitors handing out food samples are responsible for bringing their own plates, napkins and utensils.

Open flames, including sterno, are not allowed in the event hall. We encourage those exhibitors who are cooking to use an induction heating unit.

High Hazard Booth - An operation that handles, sells or distributes potentially hazardous foods or foods in a method that has a potential high hazard of contamination. (e.g. meat, dairy, seafood, cooked starches, etc.) or (e.g. cooking, slicing, mixing, etc.)

Low hazard foods booth - An operation that handles, sells or distributes only non-potentially hazardous foods in a method that does not create a high hazard of contamination. (e.g. packaged candy bars, packaged cookies, canned sodas, etc.)

**Protective Floor Covering:**
Curtin will provide the required protective floor covering for each Exhibitor serving or preparing food/drinks in their booth space. The fee for protective floor covering including installation and removal is $134.00 per 10’x10’ booth space.
RESTRICTIONS IN EXHIBIT OPERATIONS

IACP reserves the right to restrict exhibits that, because of noise, method of operation, materials, or any other reason, become objectionable. It also reserves the right to prohibit any exhibit that, in the opinion of the show management, may detract from the general character of the show as a whole. In this event, IACP is not liable for any refund of any fees associated with exhibiting at the Culinary Expo.

SECURITY

Security will be provided in the Exhibit Hall during the exhibit setup and dismantling hours. During the Culinary Expo the exhibitor’s representatives will be responsible for security in their own exhibit space.

LIABILITY AND INSURANCE

The exhibitor, acting on behalf of itself, its employees, agents, invitees and each other, assumes the entire responsibility for losses, damages and claims arising out of injury or damage to exhibitor’s displays, equipment and other property brought onto the premises, and shall indemnify and hold harmless Curtin Convention & Exposition Services Inc., the Concourse Exhibition Center, the International Association of Culinary Professionals, their respective officers, directors, employees or agents, and each of them from any and all claims, demands or actions arising out of, or as a result of, any act or omission on the part of the exhibitor, its officers, directors, employees and agents, and each of them as a result of its exhibit, or otherwise related to the Culinary Expo. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage, and liability for personal injury.

CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents shall not injure or deface the walls of the building, the booths, or any equipment. Exhibitors are not permitted to drive tacks, nails or screws into the walls or woodwork. When such damage appears, the exhibitor is liable to the owner of the property so damaged. The use of stickers and decals is limited to the exhibitor’s own display.

OFFICIAL SHOW CONTRACTOR

Curtin Convention & Exposition Services, Inc. is the official show contractor and drayage company. Exhibitors must use the official contractor for rigging, furniture rentals and labor.

An Exhibitor Services Kit providing information on equipment rental, drayage, electrical connections, refrigeration, plumbing, labor and other services, will be prepared by the contractor and emailed to exhibitors following receipt of the Culinary Expo Application and payment in full.

SHIPPING

All shipping arrangements are the responsibility of the exhibitor. All shipping information will be included in the Exhibitor Services Kit. IACP is not responsible for lost, missing or damaged materials.

LEGAL AGREEMENT

All guidelines, restrictions and regulations set forth in this brochure are part of the legally binding Culinary Expo Exhibitor Agreement. By completing the online application, the exhibitor agrees to abide by the terms stated herein.
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CULINARY EXPO GENERAL INFORMATION

DETAILS

Date: Sunday, April 7, 2013

Time: 12:30 PM – 4:30 PM, Pacific

Location: Concourse Exhibition Center
635 Eighth Street at Brannan
San Francisco, CA  94103
Tel: 415-490-5800
Fax: 415-490-5885

Website:  http://www.sfvenues.com

Timeline:

March 8, 2013  Exhibitor Application and Payment Deadline
February 15, 2013  Cancellation Deadline
March 1, 2013  Food handling permits due
April 6, 2013  12:00 PM – 4:30 PM – Exhibitor Booth Set Up
April 7, 2013  8:00 AM – 11:30 AM – Exhibitor Set Up, hand-held
              12:30 PM – 4:30 PM – Culinary Expo Show Hours

CONTACT

Judith Klinger
International Association of Culinary Professionals
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New York, NY, 10020

Phone: 646-358-4957
Toll free: 866-358-4951
Email: TheCulinaryExpo@iACP.com

Click here to sign up as an exhibitor