



ADVENTURE · CONNECTION · EDUCATION

2024 ANNUAL CONFERENCE & EXPO EXHIBITOR REGISTRATION PACKET

Thank you for your participation in the upcoming Annual Conference & Expo in Reno, NV, from June 10-13, 2024, at the Grand Sierra Resort.

PACKET DUE: APRIL 1, 2024



2024 ANNUAL CONFERENCE & EXPO EXHIBITOR REGISTRATION PACKET

June 10-13, 2024 | Grand Sierra Resort | Reno, NV

The ACE Expo will be a one-day event, held on Wednesday, June 12, from 8:00 a.m. - 10:00 a.m. and 10:30 a.m. - 12:30 p.m. In order to provide an environment conducive to more meaningful interactions, attendees will be split into two groups where one half will attend a general session and the other half will visit the Expo during the first part of the morning and then the groups will swap later that morning.

In this packet, you will find a series of forms related to your booth and your experience at this year's Expo. These forms are due **April 1, 2024**. Each form is interactive. Once you have completed the packet, you can save it and send as an e-mail attachment to Julie Rogers at jrogers@ANFPonline.org.

**PACKET DUE:
APRIL 1, 2024**

IN THIS PACKET:

EVENT INFORMATION

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- Room Reservations & Cut-Off Dates
- Show Contractor/Decorator
- No Inbound Shipping to Show Site Notification

GENERAL INFORMATION

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- Serving Food and Beverages in Your Booth
- Pre-Purchase Drink Tickets for the Gala
- Booth Security
- ACE Participation and Promotion
- Headshot Studio Co-Sponsorship Opportunity
- High Resolution Logos Needed for Sponsors
- Complimentary Pre-Registered/Final Attendee Lists
- Lead Retrieval
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- Grand Sierra Resort Hotel Contacts

EXHIBITOR FORM CHECKLIST

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EVENT INFORMATION

LOCATION

Grand Sierra Resort and Casino
2500 E 2nd Street
Reno, NV 89595
(800) 501-2651
[Hotel Website](#)

ROOM RESERVATIONS & CUT-OFF DATES

RESERVE A ROOM

Room Rate: \$94.00 or \$104.00 (depending on room type)
Additional fees apply

The reservation link above allows for bookings over the dates of Saturday, June 8, 2024, with a check-out date of Thursday, June 13, 2024. The special discounted rate of \$94 or \$104 (depending on room type) per night is only available through **Friday, May 18, 2024**, or until the room block is filled.

A \$25.00 resort fee (plus 13% tax) will be charged per room per night. Resort Fee includes complimentary access to our 24-hour Fitness Center, The Pool, unlimited local and toll-free phone calls, two bottles of water and coffee in room daily, beverage refrigerator and in-room safe, boarding pass printing services located at the Bell Desk, computer access in the Business Center 24 hours a day with your room key, valet and self-parking, roundtrip airport shuttle service, and virtual guest service assistance.

NOTE: ANFP does NOT work with third party housing companies. If you receive a solicitation from an organization claiming to represent ANFP for hotel reservations, please gather as much information as possible and [contact ANFP](#) directly.

SHOW CONTRACTOR/DECORATOR

Please see the GES Show Services Kit here: <https://ordering.ges.com/015601090>

GES has been chosen as our official contractor/decorator for this year's Annual Conference & Expo. You will be e-mailed specific login information to place all furniture and carpet rentals, schedule shipping, etc. If you do not receive an e-mail, or you have misplaced your login information, please reach out to GES via their online chat or by calling (800) 801-7648.

NO INBOUND SHIPPING TO SHOW SITE NOTIFICATION

Exhibit materials can be sent to the GES Advance Warehouse beginning on **Monday, May 13, 2024**. All exhibit materials MUST be sent in advance to the GES warehouse. Direct to exhibit site shipments will not be accepted at the Grand Sierra Resort. Any materials shipped to the Grand Sierra Resort will be consigned to GES and the exhibiting company will be billed the appropriate material handling charges by GES. Exhibitors may also be billed an additional receiving charge by the Grand Sierra Resort for any items sent directly to the venue. For outbound shipments, carriers may pick up freight from the exhibit site address. Visit the GES desk onsite to schedule your outbound shipping.

TUESDAY, JUNE 11, 2024

Exhibitor Move-In: 12:00 p.m. - 8:00 p.m.

WEDNESDAY, JUNE 12, 2024

Show Hours: 8:00 a.m. - 10:30 a.m.; AND
10:30 a.m. - 12:30 p.m.

Exhibitor Move-Out: 12:30 p.m. - 3:00 p.m.

GENERAL INFORMATION

EXHIBITOR PARTICIPATION IN ACE

Corporate Partners and Exhibitors are encouraged to attend ACE events including the opening reception, special events, and education sessions. One CDM, CFPP from each company can receive continuing education credits for attending the sessions as part of your exhibit package and will be pre-approved for education session admittance. Any additional CDM, CFPPs from your company must purchase a full attendee registration to receive CE credit and guaranteed education session admittance. View a full schedule of ACE activities [here](#).

SERVING FOOD AND BEVERAGES IN YOUR BOOTH

Please review the “[Dispensing of Food and Beverage Product Samples](#)” form in this packet for specific requirements.

PRE-PURCHASE DRINK TICKETS FOR THE GALA

Last year’s conference feedback indicated that exhibitors would like to pre-purchase drink tickets for the Gala so they can avoid the long lines that may form at the bars. We are happy to advise that you are welcome to pre-purchase drink tickets for the Gala (Tuesday, June 11, 6:00 p.m. – 10:00 p.m.) during the Opening Reception which will be held on Monday, June 10, 5:30 – 6:30 p.m.

BOOTH SECURITY

While ANFP does offer general security guard service during exhibitor setup and leading up to the Expo opening, we highly advise exhibitors not to keep valuable personal items at their booths while they are unmanned, especially overnight. Thanks for your cooperation.

ACE PARTICIPATION AND PROMOTION

Help us build excitement for the upcoming conference and expo by using the attached official ACE 2024 badge to promote your participation – post it on your website, add it to your email signature with a hyperlink to the ACE home page or post on social media (**#ANFPACE24**).

NEW!

HEADSHOT STUDIO CO-SPONSORSHIP OPPORTUNITY

Be one of a limited number of Headshot Studio Co-Sponsors at this year’s ACE. Operator members don’t always have a chance to get professional photos taken. With the help of your co-sponsorship, attendees will be able to choose from several studio-quality headshots taken onsite at no cost to them. Help support this fun, new opportunity for only \$250! Please complete the form in the Exhibitor Packet to confirm your participation. Opportunities are limited, so sign up now!

HIGH RESOLUTION LOGOS NEEDED FOR SPONSORS

For most returning sponsors, ANFP may already have a high-resolution logo on file for your organization. However, in order for your logo to appear as clear and crisp as possible on signage, please be sure to provide your logo in a vector file, either .EPS or .AI. Thank you for your cooperation!

COMPLIMENTARY PRE-REGISTERED/FINAL ATTENDEE LISTS

All exhibitors will receive pre-registered and final attendee lists from ANFP. These lists will contain contact information for all attendees who did not opt out of being included and may be used for your pre- and post- marketing efforts.

LEAD RETRIEVAL

ANFP will once again be using the Eventsential mobile app which will be available for download by all ACE participants approximately two weeks before the event. At that time, we will provide instructions on how to use the app to scan attendee badges.

INSURANCE COVERAGE

Please note, all exhibitors need to provide ANFP with a Certificate of Insurance (COI) indicating liability coverage and product liability coverage. Your insurance company should be able to provide these certificates, listing ANFP and the Grand Sierra Resort as the Certificate Holder.

ANFP & Grand Sierra Resort
2500 E. 2nd Street
Reno, NV 89595

Please return these forms to ANFP Headquarters no later than April 1, 2024. Please e-mail to Julie Rogers at jrogers@ANFPonline.org.

GRAND SIERRA RESORT HOTEL CONTACTS

If you have any questions for the hotel, please contact:

Jerry Davidson
Event Services Director
Phone: (775) 789-1606
jerry.davidson@GrandSierraResort.com

Gary Guberman
Director of Audio Visual
Phone: (775) 189-1606
gary.guberman@GrandSierraResort.com

Grand Sierra Resort
2500 E. 2nd Street
Reno, NV 89595





EXHIBITOR FORM CHECKLIST

FORMS ENCLOSED | ALL FORMS DUE APRIL 1, 2024

Please complete all forms in full and return to Julie Rogers at jrogers@ANFPonline.org.

EXHIBITOR REGISTRATION FORM | PAGE 7

You must pre-register all exhibitor staff representatives who will be manning your booth. Please see the enclosed form for registering your booth personnel.

MOBILE APP LISTING FORM | PAGE 8

The description you provide of your company's products and services will be listed in the mobile app. Please keep the description to 40 words or less.

SPECIAL EVENTS ORDER FORM | PAGE 9

Use this form to purchase tickets for the ANFP Honors Gala on June 11 and the Networking Lunch on June 12.

HEADSHOT STUDIO CO-SPONSORSHIP OPPORTUNITY | PAGE 10

Looking for a way to get even more visibility and networking time with ACE attendees? Sign up to be a Headshot Studio Co-Sponsor!

NFEF SILENT AUCTION DONATION FORM | PAGE 11

Please consider donating to the Nutrition & Foodservice Education Foundation (NFEF) Fundraiser.

SERVING FOOD/KITCHEN ACCESS FORM | PAGE 12

For those exhibitors that plan to serve food/beverages in their booth or that need to access the hotel kitchen for things like refrigeration, water, etc., please complete the form and provide details. If you don't plan to serve food/beverages or you don't require kitchen access, please check the appropriate box on the form and return it. The form should be e-mailed to Julie Rogers at jrogers@ANFPonline.org.

CONTACT US

If you have any questions or need additional information about the Expo, please contact Julie Rogers at (630) 587-6345 or jrogers@ANFPonline.org. We are looking forward to a fantastic show in Reno and your attendance is greatly appreciated by our members!



EXHIBITOR REGISTRATION FORM

FORM DUE: APRIL 1, 2024

Please indicate the individuals who will be in attendance at your booth. Registration badges will be prepared in advance and may be obtained at the registration counter. Badges will not be mailed.

For every 10x10 booth ordered, an exhibiting company is entitled to badges for four representatives.

Photography & Filming Waiver: Professional photographs, audio, and video will be captured during the Conference. Exhibitors hereby grant ANFP and its representatives permission to photograph and/or record them at the conference, and distribute (both now and in the future) Exhibitors' images or voices in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

We accept

EXHIBITOR COMPANY NAME:

1. PRIMARY REPRESENTATIVE

Name: _____

City/State: _____

Phone: _____ E-mail: _____

2. REPRESENTATIVE:

Name: _____

City/State: _____

Phone: _____ E-mail: _____

3. REPRESENTATIVE

Name: _____

City/State: _____

Phone: _____ E-mail: _____

4. REPRESENTATIVE:

Name: _____

City/State: _____

Phone: _____ E-mail: _____



MOBILE APP LISTING FORM

FORM DUE: APRIL 1, 2024

COMPANY INFORMATION

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Website: _____

In order to be listed accurately in the ANFP 2024 Annual Conference & Expo mobile app, please describe your exhibit in 40 words or less. We must receive your listing by April 1, 2024.

If you have exhibited with us in the past, your description is currently on the [2024 ACE Exhibitors page](#). Please choose your selection below:

Please use our listing from last year that is currently on this page.

Do not use last year's listing. I have a new listing to provide below.

Please describe your exhibit in 40 words or less:

Submitted by: _____



SPECIAL EVENTS ORDER FORM

FORM DUE: APRIL 1, 2024

We encourage all exhibitors to attend ACE education and special events to spend time with our attendees. All registered exhibitors receive complimentary admittance to the Opening Reception on June 10 and Exhibitor Coffee Break in the Expo Hall on June 12 from 10:00 a.m. - 10:30 a.m. Tickets for two additional events on June 11 and 12 can be purchased below.

ANFP DENIM & DIAMONDS HONORS GALA: TUESDAY, JUNE 11, 6:00 P.M. - 10:00 P.M.

This evening's Denim & Diamonds Honors Gala will highlight ANFP's annual esteemed award winners and will conclude with entertainment. ACE Sponsors receive complimentary tickets as part of their sponsorship benefits.

PLATINUM	GOLD	STERLING	BRONZE
4 Tickets	3 Tickets	2 Tickets	2 Tickets

We would like to purchase tickets to the ANFP Honors Gala

_____ # of tickets at \$100 each

I am a sponsor and would like to take advantage of free ticket(s):

_____ # of free tickets

NETWORKING LUNCH TICKETS: WEDNESDAY, JUNE 12, 12:30 P.M. - 1:45 P.M.

On Wednesday, June 12, there will be an ACE Networking Lunch and any interested exhibitors are welcome to purchase a ticket and attend.

We would like to purchase tickets for the Lunch option

_____ # of tickets at \$50 each

Total Due for Networking Lunch and ANFP Honors Gala: \$ _____

CONTACT INFORMATION

Exhibiting Company: _____

Name: _____

Phone: _____ E-mail: _____



NEW ADD-ON SPONSORSHIP OPPORTUNITY! HEADSHOT STUDIO CO-SPONSORSHIP

LIMITED AVAILABILITY | FORM DUE: APRIL 1, 2024

COST: \$250 PER CO-SPONSOR

Looking for a way to get even more visibility and networking time with ACE attendees? Sign up to be a Headshot Studio Co-Sponsor and receive the following benefits:

- Logo acknowledgment in pre- and post-show promotional e-mails
- Logo on signage adjacent to headshot studio onsite
- Logo on iPads, where attendees review and select their photos onsite
- Opportunity to mingle with attendees in the headshot studio area

The Headshot Studio will be available to attendees on **Tuesday, June 11**. Please complete the form below to indicate your interest.

Company Name: _____

Your Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail Address: _____

Authorized Signature: _____

Yes! Sign me up to co-sponsor the Headshot Studio

Please return this completed form to Julie Rogers, jrogers@ANFPonline.org.





NFEF SILENT AUCTION DONATION FORM

FORM DUE: APRIL 1, 2024

BE A PRIZE DONOR

NFEF will host its annual silent auction fundraising event at the Annual Conference & Expo. We are asking you to donate prizes to help make for a successful event this year. Popular prizes include: gift cards, electronics, kitchen items, and more. All prizes, large and small, are welcome!

Proceeds go towards the Nutrition & Foodservice Education Foundation (NFEF). NFEF engages in research, education, and charitable causes that promote the role of the CDM, CFPP as the expert in the profession of foodservice management and food safety.

We would like to contribute a prize to the NFEF Fundraiser.

Prize Description: _____

NFEF SILENT AUCTION PRIZE

Please indicate how your item will be shipped below:

NOTE: If your item is bulky and may cause the recipient to incur an additional baggage charge, we highly recommend that you ship directly to the recipient after ACE.

We will ship the item to the following address by May 22, 2024, to be available in Reno.

ANFP
ATTN: Mindy Theesfeld
616 East Main Street
Suite 6310
St. Charles, IL 60174

Item will be hand-carried to event. Please deliver to ANFP registration by Monday, June 10 at 4:30 p.m.

After ACE, item will be shipped to recipient at exhibitor's expense.

Please contact Mindy Theesfeld for specific details at mtheesfeld@ANFPonline.org or (630) 513-7253.

NFEF SILENT AUCTION PRIZE

Company: _____

Name: _____ Title: _____

Phone: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____



SERVING FOOD/KITCHEN ACCESS FORM

FORM DUE: APRIL 1, 2024

Exhibitors who plan to serve food/beverages in their booth and/or require assistance with freezer/refrigerator storage of products, heating/cooking preparation of products, or other specialized needs must complete this form and return it to Julie Rogers at jrogers@ANFPonline.org.

Company Name: _____

Your Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail Address: _____

Authorized Signature: _____

- I will be serving food and/or beverages at my booth (please describe below)
- I will NOT be serving food and/or beverages at my booth
- I have kitchen access needs for my booth (please describe below)
- I do NOT have kitchen access needs for my booth

Please describe below the food/beverages you plan to serve and/or your kitchen access needs (if applicable):

Please note: Depending on the requirements, a fee may apply. Payment details will be provided by the hotel contact once the specifics are discussed and finalized.



Food and Beverage Product Demonstrations, Samples, or Sponsorship.

In the event that your organization or any of your exhibitors wish to provide either food and/or non-alcoholic beverages for the purpose of demonstration and/or sponsorship, the following shall prevail in defining the procedure and schedule of associated charges as a condition precedent to the provision of such products:

1. Samples are limited to products manufactured, processed, or distributed by the exhibiting company.
2. Items used as traffic promoters must be purchased through "Grand Sierra Resort."
3. Food samples are limited to one (1) ounce and non-alcoholic beverages are limited to two (2) ounces.
4. Your Event Services Manager must approve all samples prior to them being brought on site.
5. Each exhibitor providing samples must complete and return "Grand Sierra Resort" Food & Beverage Sample Request Form
6. When preparing food for distribution in the booth, the exhibitor must have an A health permit shall be obtained from the Washoe County Health District a minimum of seven (7) days in advance. Applications and fees not received seven days prior to the event will result in a late fee that is equal to the permit fee up to \$100.00. Food vendors will not be allowed to operate without a valid Washoe County Health District Temporary Food Permit.

Dispensing of Food and Beverage Product Samples

Items dispensed are limited to products manufactured, processed, or distributed by the exhibiting company.

Exceptions are cappuccino machines, espresso, coffee, and soft drink dispensers, or logo bottled water. Quantities are limited to "sample" sizes - discuss with your Event Service Manager.

Food and beverage items used as traffic promoters (i.e., popcorn, coffee, bar service, ice cream) must be purchased from "Grand Sierra Resort."

All alcoholic beverages must be purchased from "Grand Sierra Resort" and dispensed by "Grand Sierra Resort" bartenders (prevailing rates will apply).

Sample sizes are limited to (1) ounce for food items and two (2) ounces for non-alcoholic beverage items.

Product liability insurance is required when sample food is distributed at "Grand Sierra Resort."

"Grand Sierra Resort" will institute a charge for any rental equipment, storage of items, or cleaning of equipment associated with the distribution of sample(s).



EXPO FLOOR PLAN

Wednesday, June 12 | 8:00 a.m. - 12:30 p.m.

Tahoe Room | Grand Sierra Resort

Ceiling Height: 20 feet

Floor: Carpeted

