

2008 EPPA SHOW 'N SELL®
Seminar and Exhibition

Welcome to the EPPA 2008 Show 'N Sell®

Please note the dates and time:

Seminars: Wednesday, April 9th from 8:00 AM to 11:00 AM

Show: Wednesday, April 9th from 11:00 AM to 5:00 PM

Location: New Jersey Convention and Exposition Center, Raritan Center, Edison, NJ

The material in this binder is of prime importance to you. Please study it carefully and complete and return the various forms as soon as possible. Your attention to these matters now will reduce your cost of set-up, assure the safety of your merchandise, and help make this a successful show for everyone.

BEAT THE DEADLINES: Enclosed are the forms and the dates by which they must be returned. Please review all information to ensure that you take care of these important matters. The sooner we receive the forms, the better job we can do for you.

This will be the **ONLY** kit and notice you will receive regarding the ordering of equipment and services. If the information requested is not received by us and/or the various contractors by the indicated dates, **YOU WILL BE SOLELY RESPONSIBLE FOR ANY EXTRA CHARGES INCURRED.**

The EPPA SHOW 'N SELL® , Seminar and Exhibition of 2008, the leading exhibition for Perishable Products and service, will be more exciting than ever. We are pleased to acknowledge your participation in this event which demonstrates your commitment to the industry and to the growth of your company.

On behalf of the EPPA Board of Directors and the hard working volunteer Show 'n Sell® Committee, we would like to welcome you and your company and thank you for your support in making this Show the most productive yet.

Barry Kahn
President
EPPA

Sal Baio
Ken Downey
Ken Liebl
Steve Migliara
Terry Murphy

Michael Ryan
Executive Director

2008 EPPA Show Chairmen

I. LOCATION AND SHOW HOURS

(A) The New Jersey Convention and Exposition Center is located at 97 Sunfield Avenue, Edison, New Jersey 08837

(B) Show hours are as follows:

Exhibitor Move-In: Tuesday, April 8th, 8:00 AM – 4:30 PM

Seminars: Wednesday, April 9th from 8:00 AM to 11:00 AM

Show: Wednesday, April 9th from 11:00 AM to 5:00 PM

Exhibitor Move-Out: Wednesday, April 9th after 5:00 PM – 10:00 PM

II. DRAYAGE

(A) Drayage service, including receiving, storage, and reloading of outbound freight will be provided by Metropolitan Exposition Services at your expense. Materials may be sent in advance to Metropolitan Exposition Services, Inc., 97 Sunfield Avenue, Edison, NJ 08837.

(B) Delivery from storage area to the exhibit area is included in your booth fee.

III. OVERNIGHT REFRIGERATION & FREEZER STORAGE

Overnight, on-site, secured refrigeration is available at **no charge. Space is limited.** (See enclosed information and forms)

IV. EXHIBITOR BADGES

(A) All exhibitors and their employees must have official exhibitor badges to gain admission to the Exhibit Hall. This includes anyone requiring admittance during the set-up period and the Show itself. These badges must be worn while in the Exhibit Hall. Security personnel have been instructed to allow only appropriately badged personnel into the exhibitor area. We ask for your cooperation in complying with this system which is designed to make your merchandise as secure as possible.

(B) Each exhibitor is entitled to 3 badges at no cost! You are not restricted to this number. Should you require more badges, there will be an additional charge of \$75.00 per badge. Please do not lose or misplace your badge - ALL replacements are \$20.00. **You will receive an email with log-in information** to register the names. Registration must be received by March 31st. **NOTE:** *All registration after this period must be done at the Show site during regular set up hours. The registration area is located in the front of the exhibition hall.*

- (C) All persons entering the Convention Hall (including demo service personnel) during set-up as well as show times must wear their exhibitor badges.
- (D) The exhibitor entrance at all times will be through the main entrances.

V. IMPORTANT NOTICES TO ALL EXHIBITORS

- (A) An overwhelming majority of the exhibitors at the EPPA Show 'N Sell[®] have requested that all exhibitors refrain from giving out shopping bags at the event. The EPPA Show 'N Sell Committee has unanimously approved a Show regulation prohibiting the dispensing of shopping bags. NO SHOPPING BAGS will be permitted to leave the exhibit area during Show hours. Uniformed guards at the entrances will take any bags being carried by Show guests and place them in a holding area for distribution to a charity. There will be signs at the registration area as well as at each of the entrances notifying attendees of this rule. Nobody wants to become a policeman at the Show. This issue can be easily handled if all exhibitors simply do not bring any such bags to the exhibit hall. Please help make this show even more professional than it already is. Do not cause embarrassment for yourselves and especially your guests who will not be permitted to take these bags from the exhibit area.

Do not give out shopping bags.

Exhibitors who insist on violating this procedure will be approached by a uniformed guard, a note made of the offending company, and that company will not be allowed to exhibit at future shows.

- (B) It is important for all of us to understand that the EPPA Show 'N Sell Exhibition is open only to the trade. ***Under no circumstances will anyone under 18 years of age be admitted into the exhibit area.***
- (C) **The New Jersey Food bank** will be available to collect any food samples that you do not wish to take back.

VI. SERVICE CONTRACTOR

- (A) Metropolitan Exposition Services, Inc. has been designated as the official Show decorator. Their address is: 115 Moonachie Avenue, Moonachie, NJ 07074 – PH (201) 994-1300 FX (201) 994-1350
- (B) Metropolitan Exposition Services, Inc will have a service desk set up in the rear of the exhibit hall during the installation period to accept orders for extra tables and for additional furniture.
- (C) If you need carpenters, decorators and labor for setting up your booth, it is suggested that you place your order in advance. While every attempt will be made to provide workers at the time requested, this cannot be guaranteed, since the workers are assigned to jobs at the start of the

day, and it is impossible to gauge the exact time of completion of the first job assignments.

LABOR AND SERVICES ORDERED ON BEHALF OF EXHIBITORS BY DISPLAY BUILDERS OR OTHER PARTIES MUST BE SO AUTHORIZED IN A LETTER FROM EXHIBITORS. PAYMENT FOR ALL LABOR AND SERVICES WILL BE THE RESPONSIBILITY OF THE EXHIBITOR.

- (D) Exhibitors using display houses to erect booths on their behalf must notify METROPOLITAN EXPOSITION SERVICES, INC. of the contact, company, address, and telephone number of the display house at least two weeks before the Show opens.

VII. FURNITURE

All booths will be furnished with two chairs, one 6 foot draped table and a wastebasket **at no charge**. Extra display tables and display cubes are supplied by METROPOLITAN EXPOSITION SERVICES, INC. Use the Official Rental Order Form to order EXTRA tables, chairs, coffee tables and display cubes.

VIII. CARPETING

The EPPA will provide exhibitors with complete carpeting of aisles and booth areas at **no additional charge**. However if you prefer a particular color or type of carpet – there **will be** a charge.

IV. LABOR

- (A) Qualified union personnel are required to perform the various services at the New Jersey Convention and Exposition Center. Union labor is required for the set-up and dismantling of displays that require any type of power tools. Exhibitors should under no circumstances become involved in disputes regarding labor. Any such questions should be referred to METROPOLITAN EXPOSITION SERVICES, INC..
- (B) The placement of your order with METROPOLITAN EXPOSITION SERVICES, INC. in advance will help assure that your work can be done in the most economical fashion. Use the enclosed Official Labor Order Form for this purpose.

X. STORAGE

Any items consigned for empty storage will be removed from your booth by the drayage contractor, placed in storage and returned to your booth at the close of the Show.

XI. ELECTRICAL SERVICE

All booths will be equipped with one electric outlet (2 plug ins). Exhibitors must order all other electrical services directly from New Jersey Convention and Exposition Center, 97 Sunfield Avenue Edison, NJ 08837 (732)417-1400 Fax:

(732) 417-1414 using the enclosed order form. **EXTREMELY IMPORTANT!** Please note: The standard volt METROPOLITAN EXPOSITION SERVICES, INC. are: 120 volts, 208 volts, 277 volts and 480 volts. All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.

XII. FLAME PROOFING

- (A) All materials used for display must be flameproofed and conform to the Edison Fire Department regulations. You should have your affidavit available at the Show so that the Fire Department may view it. If necessary METROPOLITAN EXPOSITION SERVICES, INC. will supply the Fire Department with the affidavits covering their work. (Please note: all affidavits must be notarized to be acceptable.) The use of paper or materials having an acetate cellulose or nitrate cellulose content, or which are incapable of being flameproofed, are not permitted. Samples of merchandise displayed for sale are exempt from above rules.
- (B) Cut flowers or living trees, plants, shrubs or grass are permitted, provided all such decorations are kept in moist earth or water and are maintained in a healthy condition. Decorative greens containing pitch are prohibited. Artificial flowers or floral decorations which are not or cannot be flameproofed to comply with Edison Fire Department rules must not be used. You should also note that the use of crepe paper is forbidden and that nothing may be hung or affixed to any sprinkler piping or heads. No liquefied petroleum gas or flammable liquids may be used or stored.

XIII. CLEANING OF AISLES

The EPPA will provide for the cleaning of aisles prior to opening, plus policing of the aisles during the hours the Show is open.

XIV. SECURITY PRECAUTIONS

- (A) Show Management will have perimeter Guard Service in the facility 24 hours a day including all set-up, Show and dismantling hours. **YOU ARE REMINDED, HOWEVER, THAT THIS IS AN OPEN BOOTH SHOW AND THAT THE PRIMARY RESPONSIBILITY FOR THE SAFEGUARDING OF YOUR EXHIBIT AND YOUR MERCHANDISE IS YOURS.** While the Show Management will exercise reasonable care in safeguarding your property, neither show Management, the facility, the drayage contractor nor any of their officers, agents or employees assume any responsibility for such property.
- (B) Please bear in mind that your exhibit merchandise and displays are your prime selling tools. Therefore, it is of utmost importance that you take every precaution to protect this material. Here are a few suggestions toward this end:
 1. Ship in locked trunks or crates.

2. If cartons are used, be sure that they are securely taped or banded and do not under any circumstances, mark on the outside the name or type of articles contained therein.
3. Ship with a qualified trucker or forwarder.
4. Be sure to furnish your shipping company with an accurate and complete bill of lading.
5. Do not leave your booth unattended during the set-up periods.
6. Cover your display after set-up at night before you leave. If your merchandise is particularly valuable, consider private security or safety container rental.
7. Do not leave merchandise under tables or displays.
8. Do not, under any circumstances, include merchandise in containers to be stored with empties.
9. At the close of the show, be sure to pack as quickly as possible and, under no circumstances, leave your space unattended during this period.
10. **Have one of your employees remain in your space with your shipment until it is actually picked up by the Drayage Contractor's personnel.**

- (C) Post-Show on Exhibit Day - To assure maximum security protection for the open exhibits and merchandise, after hours work and/or entertainment will not be permitted in the exhibit booths.
- (D) Private Security - If you feel your merchandise requires special protection, we advise you to obtain special guard service.
- (E) Safety Containers - As an alternative to private security.

XV. INSURANCE

Exhibitors should be aware that neither the Eastern Perishable Products Association, Inc., the New Jersey Convention and Exposition Center, METROPOLITAN EXPOSITION SERVICES, INC. nor any of their officers, agents or employees assume any responsibility for exhibitors' property. Exhibitors should include or have a rider attached to their insurance policies covering the shipment of merchandise to the Show, the Show period and the return of their merchandise to the facilities. Please note: Your product liability insurance must cover the Eastern Perishable Products Association for the 2008 Showcase & Retailer Conference and a certificate of insurance listing EPPA as secondary insured must be forwarded to the EPPA office.

XVI. CLOSE

Dismantling will not begin until after the show close at 5:00PM on Wednesday, April 9th – 10:00 PM.. All stored crates, trunks and cartons will be delivered to the booths as quickly as possible. Exhibitors should remember that it takes time to remove all crates and empties from the floor and similar time to return them at the end of the Show. **It is important that all exhibitors do not leave their booth(s) unattended during this period, as it is otherwise almost**

impossible to protect against pilferage. All exhibits and materials must be out of the building by 10:00PM on Wednesday, April 9th.

XVII. OUTBOUND FREIGHT PROCEDURES

At the close of the show, all merchandise must be packed and labeled for removal from the New Jersey Convention and Exposition Center. You should use the official drayage contractor to remove, store and forward your packages. The completion of bills of lading and appropriate shipping documents is the responsibility of individual exhibitors.

XVIII. MANAGEMENT OFFICE

The Management office will be located in the Registration area at New Jersey Convention and Exposition Center beginning Tuesday, April 8th and throughout the Show. Members of our staff will also be on the floor during the set-up period and in attendance at the New Jersey Convention and Exposition Center during the Show. Please do not hesitate to contact us at any time, as we wish to ensure you an easy and trouble free set-up and a successful and profitable market.

XIX. REFRIGERATION RENTALS

Additional refrigeration equipment - refrigerators or display cases - are available for rental or purchase. Please refer to the rental refrigeration display equipment order forms in the kit for further details.

XX. HOTEL ACCOMMODATIONS

Discount hotel rates are available exclusively to EPPA exhibitors through direct contact with hotels listed in this manual. Space is limited. In order to assure a hotel reservation, please call the hotels directly as soon as possible.

XXI. VAN SERVICE

Arrangements have been made with the hotel listed in this directory to provide van service between the hotels and the New Jersey Convention and Exposition Center for the convenience of our exhibitors.

XXII. GENERAL RULES AND REGULATIONS

- (A) The first rule of exhibit display is consideration of your neighbor. Accordingly, the distribution of shopping bags is prohibited as are noisy or undignified displays (including sound devices), flashing lights, megaphones, loud speakers or side-show tactics. Demonstrators must be properly clothed and dressed in good taste at all times and must confine their activities within the space of the exhibitor by whom they are employed.

- (B) **If any vehicle is to be brought onto the exhibit floor for use in the booth, it must have: 1) quarter of a tank of gas, 2) battery cables disconnected and 3) a locking or taped gas cap and keys to the vehicle must be at the booth or with show management at all times.**
- (C) Exhibitor agrees to protect, save and keep the Association, its Board of Directors, its contractors and the Exhibit Hall forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Exhibit Hall and the Association regarding the exhibition premises; and further Exhibitor shall at all times protect, indemnify, save and keep harmless the Association, its contractors and the Exhibit Hall against and from any and all loss, cost, damage, liability or expense arising from or against and from or out of or by reason of any accident or other occurrences to anyone, including the Exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of Exhibitor's occupancy and use of the exhibition premises or part thereof. The Association, its contractors and the Exhibit Hall will not be liable for the fulfillment of this contract as to the delivery of space if non-delivery is due to any of the following causes: by reason of the building being destroyed by fires, act of God, public enemy, strikes, the authority of law, or any cause beyond their control.
- (D) The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitors, displays, equipment and other property brought upon the premises of the Exhibit Hall and shall indemnify and hold harmless the Exhibit Hall, the Association, their agents, servants and employees from any and all such losses, damages and claims.
- (E) In case of any violation of a term or condition of these Rules and Regulations on the part of the Exhibitors, right is hereby given the Association to terminate the contract, to occupy space at its option, and the Association may re-enter and take possession of space occupied by the Exhibitor and remove all persons and goods at the Exhibitor's own risk and the Exhibitor shall pay all of such expense arising out of said termination and re-entry, and forfeit all moneys paid or due to the Association on account thereof.
- (F) The interpretation and application of these rules and Regulations is the final responsibility of the Association. These Rules are subject to revision by the Association and any points not covered are subject to its decision.

2008 Show 'N Sell[®] Seminar & Exhibition

Committee

Committee Chairmen:

Sal Baio – A&P

Ken Downey – Kings Super Markets

Ken Liebl – Pathmark

Steve Migliara – Foodtown

Terry Murphy - Wakefern

Committee Members:

Glenn Vitrone – Sally Sherman

Paul Marchese – Kellers Creamery

Robert Policano – Krasdale

Stan Futoran – All County Provisions

Larry Thennes – RDD Associates

Jim Scudieri – ESM Ferolie

Perry Chiocchi- Specialty Bakers

Bill Weimer – Dora's Naturals

Bill Weiss – Acosta Fresh Foods

Edgar Soto – Cibao Meat Products

Frank Kelczewski – American Dairy Association