

2025 ANNUAL FOOD SHOW - EXHIBITOR GENERAL INFORMATION PACKET

★ Please be sure to read all information carefully before submitting your show paperwork.

V1: 1-15-25

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Before completing any forms, please read this information packet and the following:

- RSHCC Event Planning Guide/Fire Safety Guidelines @ lists all procedures and restrictions set by the Village of Schaumburg. The guide is located on the Exhibitors page of the show website: <https://foodcentric2025chicago.vfairs.com/>
- Exhibitor Service Manual (ESM): Rules & Regulations Section starts at pg. 91 and outlines all procedures set by SourceOne, the event decorator who handles booth set-up.

PAPERWORK – FORMS & DEADLINES

The submission of show paperwork indicates your agreement to follow the show policies outlined in all Exhibitor materials, including any fees as determined by PFS–Chicago, Renaissance Schaumburg Convention Center Hotel (RSCCH), or SourceOne.

There are two difference deadline dates: **February 17** / **February 24** **Submission Deadline** For more details, see:

- **Mandatory #1 – ★ Vfairs ALLOWANCE NEGOTIATION** **Monday, February 17, 2025** **pg. 5**

You will receive a separate email from Vfairs with log-in instructions.

Only exhibitors with in-stock items at PFS-Chicago are required to fill out this form.

Business Center Partners and Supply & Equipment companies are exempt.

Item or allowance questions: Please contact the appropriate Category Manager or Senior Buyer.

- Mark Misch: 331-684-1747 / Mark.Misch@pfgc.com / All products except categories listed below
- Rob Morelli: 331-223-6970 / Rob.Morelli@pfgc.com / Select vendors tagged for Italian & Ethnic Hubs (Asian, Hispanic, & Mediterranean)
- Greg Piekos: 331-684-1770 / Greg.Piekos@pfgc.com / Center of the Plate (Beef, Pork, Poultry, and Seafood)
- Greg Davis: 331-684-1753 / Greg.Davis@pfgc.com / Produce
- Gonzalo Fabara: 331-684-1753 / Gonzalo.Fabara@pfgc.com / Beverages
- Coleen Forsythe: 331-684-1749 / Coleen.Forsythe@pfgc.com / Non-Foods

- **Mandatory #2 – ★ SCH/CHICAGO EXHIBITOR FORM** **Monday, February 17, 2025** **pg. 6**

Form Link on Show Website - Exhibitors Page

All exhibitors must complete this form, because the first section is required by the city of Schaumburg.

- If requesting space in our BYO Cooking Area, a separate form must be completed.

- **Mandatory #3 – ★ Vfairs VIRTUAL BOOTH SET-UP** **Monday, February 24, 2025** **pg. 8**

You will receive a separate email from Vfairs with log-in instructions.

All exhibitors must complete this form

Create virtual booth display, load recipes, POS, coupons, videos, etc. and submit staff names for badges/mobile app access.

• **Optional – EXHIBITOR SERVICE MANUAL** **Early Discount ^** **Monday, February 17, 2025** **pg. 9**

Standard Price

Friday, March 7, 2025

Upcharge for all on-site orders & no guarantee of availability.

[Exhibitor Service Manual](#) - Password: PFSChi25 – Credit card is required for all Exhibitor Kit order.

^Discounted Pricing on Electric, AV/Internet, Inbound/Outbound Shipping. There is a separate form for each category.

• **Optional – SAMPLE REQUEST FORM** **Monday, February 24, 2025** **pg. 10**

Form Link on Show Website - Exhibitors Page

- **Direct Shipping to Convention Center (Specific Hours)** **March 18 – 19, 2025** **Exh Service Manual**
Shipments may only be sent to the Convention Center, not the hotel.
- **Customer Show Ship Period** **March 24 – May 31, 2025**
- **General Show Questions:** PFSChicagoMarketing@pfgc.com

SHOW LOCATION, HOTEL RESERVATIONS & SCHEDULE

RENAISSANCE SCHAUMBURG CONVENTION CENTER HOTEL (RSCCH)

Anticipated attendance of 1,200 – 1,400 pp

1551 N. Thoreau Drive - Schaumburg, IL 60173 - (847) 303-4100

HOTEL ROOMS

There is no exhibitor group rate or room block, and the hotel is completely sold out for show set-up night (Tues, March 18).

Please utilize one of the many hotels located nearby to book a room.

- The closest airport is Chicago O’Hare (15 miles, 20 min drive) versus Chicago Midway (35 miles, 60 min drive).

SCHEDULE

***All exhibitors must attend a Vfairs Training Session: How to book orders, capture customer contact info, take notes, etc.**

TUESDAY, MARCH 18, 2025

Attire: Casual – Dress according to the outside temperature, as dock doors will be open.

- 12:00 – 5:00 p.m. Main Show Set-Up
- 2:30 p.m. *Vfairs Training #1
- 3:30 p.m. *Vfairs Training #2
- 4:00 p.m. Check-In Deadline for Main Representative from Broker or Independent Exhibitor
- 5:00 p.m. End of Main Show Set-Up – All exhibitors must vacate the show floor.

WEDNESDAY, MARCH 19, 2025

Attire: Business Casual – Suits are not required; Vendor/broker logoed shirts are acceptable

- 6:00 - 10:00 a.m. Final Show Set-Up
- 7:00 a.m. *Vfairs Training #3
- 8:00 a.m. *Vfairs Training #4
- 8:30 a.m. Tentative General Instructional Meeting for all Exhibitors
- 9:00 a.m. VIP Show Access – Booths don’t necessarily have to be completely ready, but be prepared for premium and overnight guests to walk the show floor a little early.
- 10:00 a.m. – 3:00 p.m. Show Hours
- 3:00 – 6:00 p.m. Exhibitor Move-Out

EXHIBITOR CHECK IN

All brokers and independent vendors must check in at Vendor Assistance by 4:00 p.m. on Tues, March 18.

The majority of load-in needs to be completed on Tuesday as there is limited time/access on Wednesday.

- You must contact PFSChicagoMarketing@pfgc.com to request early or late check-in approval.
- If the main representative fails to check in by the deadline and did not request late check-in approval, PFS-Chicago reserves the right to pull the exhibitor from the show without refunding show fees.

CHECK-IN & SET-UP

Immediately upon arrival, the main representative for the company/brokerage must check in at Vendor Assistance (back wall of show floor) to pick up your Vendor Packet which will have important show day instructions and Product ID Cards.

- The main broker rep will check in for all companies his/her brokerage represents. The manufacturer rep for a brokered company doesn't need to check-in.
- For security reasons, please do not leave anything of real value (i.e., raffle prizes, laptops) out in the open overnight, as facility staff will have access to the exhibit hall for cleaning, equipment set-up, etc.
- Source One (decorator) will have a Help Desk in the exhibit hall. Please report all site requests (electric issues, crate storage, etc.) directly to the Help Desk.

Please note that there will be an upcharge for all on-site orders; supplies may be limited, and a credit card is required.

EXHIBITOR PARKING & LOAD-IN: Guidelines for both Tuesday & Wednesday

Please ensure that all show staff are aware of these procedures because the loading area and dock are different from the 2024 show!

The 2024 show was held on the north side of the convention center. The 2025 show is in the south side of the building – closer to the toll road. Guests will still enter the lobby off the front lobby (north side).

The RSHCC Traffic Warden and Dock Master or the Schaumburg Fire Marshall reserve the right to issue fines or tow vehicles not following proper procedures at any time during the event (including set-up and tear-down).

- **Exhibitor Load-In:** No exhibitor load-in through the Convention Center's front lobby.

All load-in must be done through the loading dock on the southeast side of the convention center.

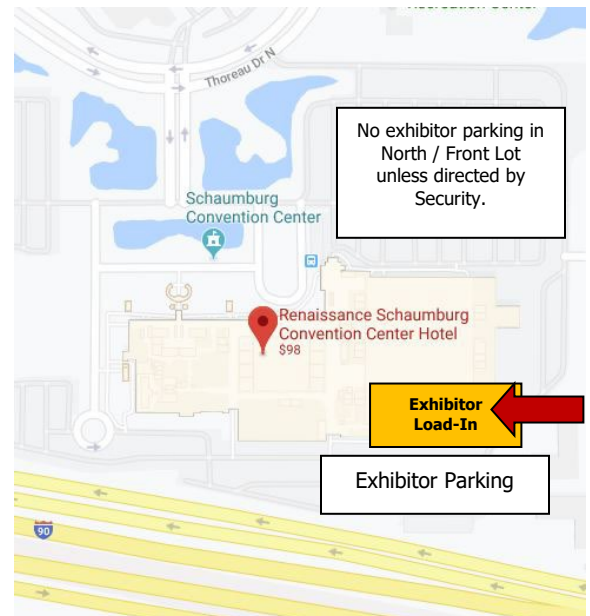
- **Exhibitor Parking:** The north lot is reserved for show guests, because it is closest to the lobby check-in area. Exhibitor parking is on the east dock side of the building or the south lot, closest to the toll road.
- **Dock Appointments:** If you are bringing a larger truck that requires a ramp attachment for unloading, you must book a dock appointment.

Contact Seufina Yoeu at 708.344.4111 or email seufina@sourceoneevents.com.

- Smaller trucks or vans that will be unloaded by hand do not require a dock appointment.

Pallet Jacks & Forklifts

- Exhibitors are NOT permitted to use pallet jacks, heavy-duty flat carts, dollies, or forklifts during move-in/move-out. See pg. 89 of the Exhibitor Service Manual for approved load-in equipment.
- To order pallet jack or forklift assistance, complete the applicable section of the Exhibitor Service Manual – Forklift Labor (straight time).



SHOW BOOTHS - SIZE, THEME, DÉCOR & SIGNAGE RESTRICTIONS

Booth numbers are not required on any show paperwork, including the Exhibitor Service Manual. PFS-Chicago will communicate booth numbers directly to the decorator.

Booth Package Includes:

- 10x10-ft with a 6-ft & 8-ft table (black skirting/white table cover) plus a small cardboard garbage can.
 - Select booths in the Center of Plate, Italian, and Ethnic (Asian/Hispanic/Mediterranean) HUBS might be smaller (8x8-ft) with a unique color for their back and side drape. Vendors with booths in those areas will be notified.
- Back drape (silver) is only 3-ft high and set at the top of the pipe to create a café curtain backdrop for the Booth ID sign. Open floor plan concept so attendees can see through to the next aisle.
- 3-ft high Sidewall Drape (silver) between booths.
- Chairs/stools are not allowed in the show booth unless pre-approved for medical purposes. Request through PFSCChicagoMarketing@pfgc.com

When determining booth layout, please note that only basic cooking or food prep is allowed in the booth.

Prefer to bring your own larger oven or deep fryer? You will need to request space in the BYO Cooking Area, next to the main show floor.

All display items, including décor, must fit within the exhibitor's designated booth space. Nothing may be placed in the aisles.

- Only the aisles are carpeted – not the booths. Carpeting can be ordered through the Exhibitor Service Manual.
- The use of tents, canopies, or similar items within the convention center shall be prohibited unless they are noncombustible or flame retardant and less than 300 sq feet.
- **Exhibitors may set up booth in either layout:**
 - Option 1** – Table in front for sampling and display plus table in the back for basic prep or display. The exhibitor stands behind the front table.
 - Option 2** – Tables set at the front and side of the booth area to create an L-shape or open floor plan that allows customers to step inside the display space. This setup allows the exhibitor to work the front of their booth/display table without standing in the aisle.

FLOOR PLAN LAYOUT & SIGNAGE – IMPORTANT GUIDELINES & RESTRICTIONS

- Booths will be laid out according to menu parts: Appetizers; Soups, Salads & Sides; Center of the Plate broken out by Beef, Pork, Poultry, and Seafood; Pizza/Italian; Ethnic (Hispanic/Asian); Bakery/Desserts; Beverages; Back of the House (Non-Foods/Chemicals); General Grocery items. Brokers will not have all their manufacturers in the same area.
- The show will feature an OPEN FLOOR PLAN CONCEPT so customers can view the next aisle. **Instead of a solid back wall of drape, booths will have a 3-ft “café curtain” at the top of the pipe w/ the booth sign.**
 - Maximum of two (2) POP-UP (3-ft wide max) or one (1) HANGING (8-ft wide max) banner allowed per booth, so they don't obstruct the open floor plan concept.
 - Anything wider than the sizes listed above or taller than 8-ft must be preapproval before set-up date. Contact PFSCChicagoMarketing@pfgc.com
 - PFG-Brand Partners: If you are providing your own brand signage, please send an email to PFSCChicagoMarketing@pfgc.com. PFS-Chicago can only supply brand signage for a limited number of booths.
- Logoed table covers are acceptable, but only if they display the manufacturer's name. Signage, table covers, etc., indicating a brokerage name are not prohibited.
 - Broker logos are not acceptable anywhere other than on attire or premium giveaways.
 - Tip: If bringing logoed table covers or runners, bring an iron or steamer so they look neat, not wrinkled.

SHOW DECOR

Rustic chic - a mix of wood and metal. Flowers or booth accents should be in spring colors or match the theme if you are in a specific area – like Pizza/Italian or Hispanic/Asian.

- Balloons are not allowed, because they could get caught in the convention center ceiling ducts.

Show Theme: **INSPIRATION & INNOVATION**

The experience should look and feel different from what most guests will expect from a typical food show. Please make your display as attractive and visually appealing as possible. Upscale your booth display, table décor, plate presentations, and how you serve samples.

- Skip the standard wire chafing rack and foil steamtable pan. Use premium chafers or innovative support like bricks or a metal grate plus unique serving dishes, like cast iron skillets, Dutch ovens, etc.
- Upgrade your disposables from plain white plates to uniquely shaped serving dishes.
- Vertical height makes a display more interesting, so utilize risers, unique display containers or floor stands rather than just lining up products on the table.
- Use a colorful table cover or runner, flowers, or props to add excitement to your display.
- Add a game or activity to make your booth more interactive. Hand out small logoed premiums to attendees who participate. For example, if your product offers a labor-saving component, ask two people to prepare it side-by-side (from scratch vs. your item) to show the time savings.
- Display any menu or merchandising materials your company offers.
- Add plate presentations that showcase unique components or recipe ideas.
- Make sampling more of an experience. Serve the customers on the spot and add garnish rather than having them help themselves.

EXHIBITOR MANDATORY FORMS: Show Staff, Promotions

PFS Chicago will host a virtual Training Meeting to review Mandatory Show Forms and general show information. Watch for the invite!

MANDATORY #1 – ★ Vfairs ALLOWANCE NEGOTIATION

Monday, February 17, 2025

You will receive a separate email from Vfairs with log-in instructions and User Guide.

Only exhibitors with in-stock items at PFS-Chicago are required to fill out this form.

Business Center Partners and Supply & Equipment companies are exempt.

Ship Period: 3-24-25 to 5-31-25, 10 weeks that includes Easter, Mother's Day, and Memorial Day weekend.

The main goal of a food show is to encourage customers to sample and order new products. To support our efforts to grow our independent street business, please list generous allowances for all products you will be featuring at the show.

What makes our show unique? We promote post-food show growth by rewarding New Case purchases.

DOUBLE DEALS: Customers automatically earn DOUBLE show allowances on all New Cases! Item not purchased since 12-1-24.

ONLINE VENDOR FAIRS ALLOWANCE WORKSHEET

All Worksheet edits including item selections, allowances and funding type are pending final approval by the CM/SB.

Item or allowance questions: Please contact the appropriate Category Manager or Senior Buyer – see pg 1.

- Worksheet will not list all products that we purchase from your company. The following have been removed”
 - Restricted items such as special order, proprietary, or drop ship.
 - Child items or eaches (excluding spices that are sold more frequently by the each).
 - You can use the “Add Item” function to enter any new or missing products, but all submissions are pending CM/SB approval.
- **Previous Show Allowance:** If applicable, your 2024 Show Allowance will be listed in Vfairs system for reference. To enter a show allowance for the 2025 Show, type in the amount under the 2025 Show Allowance column.
- **U/M Allowance Rate:** When entering show allowances, they must match the item's listed U/M, i.e. whether we sell by the case or by the pound to the customer.

PRODUCT ID CARDS: To create a cohesive look for the show, PFS-Chicago will provide Product ID Cards for all items with allowances. ID Cards will include SKU #, description, allowance, and estimated portion cost.

- **Funding Type:** The listed Funding Type is based on the allowance funding responses you listed on your Booth Application Form. It is the vendor's responsibility to change the funding type if it is not accurate.
 - Billback: Submitting an allowance coded as billable confirms your approval of the following:
I am authorized by my company to approve the allowances listed on this worksheet and have verified that the item allowance per U/M rate and funding type are correct.
My company agrees to be billed back for the show deals listed, including DOUBLE DEAL payout for new cases, i.e., the customer has not purchased qualifying item since 12-1-24. My billing approval overrides any other local or corporate program allowance terms currently in place.
 - Dist Fund: Allowances are funded by the distributor using corporate or local earned income.

● **MANDATORY #2 – ★ SCH/CHICAGO EXHIBITOR FORM**

Monday, February 17, 2025

[Form Link on Show Website - Exhibitors Page](#)

All exhibitors must complete this form, because the first section is required by the city of Schaumburg.

CITY OF SCHAUMBURG SECTION

The city requires an Exhibitor Application Form in preparation for Fire Marshall & Health Dept inspections. You must list all heat sources (such as chafing fuel) and cooking appliances that you are bringing for your booth or BYO Cooking Area.

RSCCH Event Planning Guide/Fire Safety Guidelines – pg. 3 Cooking Exhibits

Cooking Appliances/Fire Extinguishers

- Cooking devices shall be separated from the public by not less than four feet or by a barrier.
- **A 10 lbs., 4A:60BC, portable fire extinguisher shall be provided for all cooking appliances other than deep fryers.**
- Chafing dishes are to be designed with a shelf or holder for the fuel or the dish is to be placed on a sheet pan or similar type of noncombustible surface.
- Propane-fueled appliances are not allowed. See EVP pg. 3 for restrictions regarding butane-fueled portable c

Kitchens & Cooking Areas

- **CONCESSION KITCHENS:** The facility has two Concession Kitchens off the show floor that exhibitors can use for no charge. They are limited in size and appliances and must be shared by all exhibitors.

Appliances in each Concession Kitchen:

- 1 Flat Top Grill
- 1 Deep Fryer (2-Well)
- 1 Roll Top Pizza Prep Refrigerator
- 1 ea – Handwash Sink & Kitchen Sink for Dishwashing: Available for all exhibitors to use.
- 1 Cooler & Freezer: All exhibitors can use, but capacity is limited. Recommend using Sample Truck to store product instead.
- 1 Ice Machine (in total): Very limited capacity. Exhibitors needing a large amount of ice are encouraged to bring their own and store it on the freezer sample truck. PFS-Chicago will not supply bagged ice.

DEEP FRYERS

There are deep fryers available in the shared Concession Kitchens.

If you prefer to bring your own, you must request table space in the BYO Cooking Area.

Please carefully read the following regulations. The Schaumburg Fire Department will conduct inspections on both Tuesday and Wednesday.

Deep Frying Guidelines:

- Single-well cooking equipment using combustible oils or solids shall meet the following criteria;
 - **They shall have lids available for immediate use;**
 - Deep fryers shall be thermostatically controlled;
 - They shall be limited to 288 in.2 (12 in. x 24 in.) of cooking surface;
 - They shall be placed on noncombustible surface materials; **(Exhibitor needs to bring Foil to cover table surface)**
 - They shall be separated from each other by a horizontal distance of not less than 2 ft.
 - They shall be kept at a horizontal distance of not less than 2 ft. from any combustible material;
- Multiple well cooking equipment using combustible oils or solids shall comply with NFPA Pamphlet 96.
- **A K-class portable fire extinguisher shall be provided within the booth.**

OIL FOR DEEP FRYERS: PFS-Chicago will provide complimentary oil for all deep fryers, including those brought by an exhibitor. Go to the Cooking Area to pick up oil for your fryer.

Appliances that do not meet these regulations will NOT be permitted to be used anywhere on-site, and fines may occur if a vendor is caught not following safety codes.

- **BYO COOKING AREA:**

Only basic cooking or food prep is allowed in the booth, i.e., heat lamps, soup warmers, crockpots, or a small grill or griddle. Air fryers, toaster ovens or small cookie/single-layer pizza ovens are the maximum-size appliance that can be used at the booth.

If you don't want to fight for shared kitchen space, need additional prep space, or want to bring larger appliances or a deep fryer, you can request table space in the BYO Cooking Area through Mandatory Form #2 - SCH/CHI Exhibitor Form.

Complimentary table space is limited. Exhibitor is responsible for ordering all electric to service their BYO equipment.

You must also submit a 2nd form to list all appliances under the additional Booth Name: Cooking Area – (Broker or Vendor Name).

- **RENAISSANCE KITCHEN USE:** Exhibitors may order Kitchen/Dishwashing assistance from the facility; however, we do not recommend it. The facility kitchen is quite a distance from the exhibit hall, and the service is costly and very rigid.

Food Handling

Event Planning Guide/Fire Safety Guidelines – pg. 6 Consumable Goods / pg. 7 Temporary FS

Certificate of Insurance provided by PFS-Chicago covers convention center and food vendors.

Standard food-handling procedures apply. Products must be kept at the proper temperature, the table must be kept clean of debris, hands must be washed frequently, and anyone handling food directly must wear gloves.

Your submission of the Site Exhibitor Form indicates you will adhere to the Consumable Goods section on pg. 6 of the RSCCH Event Planning Guide/Fire Safety Guidelines.

- **Food handlers shall have taken an approved food safety course and be certified.**

This requirement is listed, but we've never been asked to provide proof of certification. However, we suggest you have a few of your people certified just to be safe. We recommend corporate One Source Partner, Always Food Safe, an ANSI Accredited, Video-Based Food Safety Training Company.

Their Food Handler Training & Exam only costs \$10, takes 2 hours to complete (100% online). and is good for 3 years. Price breaks are available for multiple registrations.

- Performance Foodservice 10% discount on all classes using promo code ONESOURCE10
<https://alwaysfoodsafec.com/en/food-handler-certification/illinois/all-counties-illinois>

PFS-CHICAGO SECTIONS

Raffle Prizes

SCAVENGER PRIZE: Each company is asked to please donate one prize - \$30-\$50 value

Prize donation is not mandatory, but it is appreciated.

PFS-Chicago staff will distribute prizes as part of a Scavenger Game utilizing our new Mobile Show App. Your company's name will be promoted as a Scavenger Prize Sponsor.

Prizes must be RECEIVED by Monday, March 3, at the following address:

Performance Foodservice-Chicago

Email Tracking # to PFSCChicagoMarketing@pfgc.com

Attn: Marketing Dept - 5030 Baseline Rd – Montgomery, IL 60538

Please note some prizes might be combined to create larger prize packages or gift cards might be used to purchase electronics or appliance prizes, but your company name will stay connected as that prize's sponsor and we will maintain a distribution record.

- Gift Cards: List dollar value and store/business name.
- Gift Basket or Logoed Premiums/Apparel: Please provide a detailed prize description.
Have fun and be creative, so the customer gets excited about winning your prize! Here are some ideas:
 - Create a gift basket by combining sample-size food items or premiums with coordinating accessories – ex. sample bottles of sauces with a BBQ utensil set. Combine logoed apparel (shirt, jacket, and hat) into a prize package.
 - Individual larger logoed items (apparel, hats, tumblers, coolers, etc.) are also acceptable. We can combine them with other donations to create gift baskets or prize packages.
 - Non-manufacturer logoed prizes like knife sets, small appliances, electronics, etc. are also welcome!
- Food Donations: Please provide a description and include how you will get us the product.
 - We welcome individually portioned sample sizes that we can combine to create gift baskets.
 - Full cases of product are also acceptable, but the product must be something that the customer can easily consume at home – like a case of burgers!

At-Booth Promotions / Announcements

Exhibitors may also conduct raffles or give-away promotions at the booth. Please provide the details on the SCH/Chi Exhibitor Form, so we can promote them.

To avoid an illegal lottery, you cannot require a purchase to enter your raffle drawing. However, you can reward a purchasing customer with extra raffle entries.

- Promotion cannot require that the customer be present at the time of drawing to win. If the winner is announced and the customer has already left the show, the exhibitor is responsible for delivering or shipping the prize directly to the customer within one week.
 - Please don't wait until the very end of the show to make your big raffle announcement! Customers come and go all day long. Conduct your drawing mid-afternoon or make announcements throughout the day to increase your chance that the winning customer is still at the show to collect the prize.
- Raffle tickets/entry forms must be filled out & collected at the booth. The ticket/form must include the customer's name, account name, telephone number, and PFS-Chicago Area Manager (AM/Sales Rep). No "numbered" raffle tickets! Customers can't hear the numbers over the PA system.

PA announcements will be made during the show. To request an announcement on behalf of your company, please go to Vendor Assistance. PFS-Chicago reserves the right to limit or edit any vendor announcements.

A la Carte Sponsorship

Some of these options were included with Standard or First-Class Booth Packages, but are now available to all exhibitors.

Fees will be billed back to the exhibitor. It cannot be funded by local earned income.

- **Pre-Show Reception Sponsorship: \$500**
 - Includes (2) tickets to our Tuesday night reception for local key accounts and overnight hotel guests (out of state customers and sales associates plus PFS-Chicago leadership) - approx. 150+ pp
 - Exhibitor may bring a pop-up sign to the reception venue to identify their sponsorship.
- **Advertising Package #1: \$500**
 - Pre-Show: Opco Choice of Viva Engage Ad (sales facing social media) or CustomerFirst Digital Ad (customer-facing)
 - At Show:
 - Opco Choice: Logo on the back cover of Registration Handout or Show Signage outside of booth space
 - Banner Ad on Mobile App (rotating ads on home screen)
- **Advertising Package #2: \$750**
 - Pre-Show: Opco Choice of Viva Engage Ad (sales facing social media) or CustomerFirst Digital Ad (customer-facing)
 - At Show:
 - Quarter Page Ad in Registration Handout
 - Splash Ad on Mobile App log-in page

MANDATORY #3 – ★ Vfairs VIRTUAL BOOTH SET-UP Monday, February 24, 2025

You will receive a separate email from Vfairs with log-in instructions.

All exhibitors must complete this form, because it includes staff information for name badges and mobile app access.

Create Virtual Booth for Mobile App

- Add graphics to create a virtual booth.
- Load POS, coupons, recipes, videos and website links for show guests to easily access and download through the app.

POS Guidelines

- Exhibitors are encouraged to have a small amount of printed POS on hand for show guests not using the mobile app.
- If you need assistance in securing PFG brand handouts from corporate, contact Whitney.Kolarits@pfgc.com
- Do not include a suggested sell price on show handouts.
- Do not include restricted items such as Special Order or Proprietary as these items are not available to our general customer base, and they are not included in the Allowance Negotiation site.

Show Staff Badges

Attendee name and email also required so show staff can access the mobile app to log contacts, take notes, and place product bookings at the show.

A common complaint from our 2024 show was that vendors were hand-writing notes and did not follow up with customers or AMs as promised. All show notes must be entered into the show app, so PFS-Chicago can share them with the applicable sales rep after the show for vendor and customer follow-up.

- Because the booth may not be left unattended for any reason during show hours, we require that all exhibitors who need to cook products in the Concession Kitchen or Cooking Area have a minimum of two (2) people working the show.
- Minimum attendee age is 18 years old. This policy applies to exhibitors as well as customers.
- Animals are not allowed anywhere on the premises, except authorized service animals.
- Exhibitors are not allowed in the front lobby, as it interferes with our registration area. Vendor Assistance, Vfairs, Exhibitor Services, and restrooms are all located inside the exhibit hall.
- On show day, please do not use the show floor Rest Tables unless you are with a customer or Performance associate. Instead, use the rest tables and chairs in the Cooking Area next to the exhibit hall.
- Show Staff Beverages (show day only): PFS-Chicago will provide complimentary coffee, pop, and water for attendees and exhibitors. There will be show bars, but exhibitors cannot consume alcoholic beverages at any point during the show.

You will need to use your phone to navigate the show app. However, during show hours, exhibitors may not use a cell phone in the booth for non-show-related purposes.

If you are talking on your phone in the booth, you cannot give our show attendees your full attention, which they deserve.

If you need to make a call, please go to Cooking Area next to the exhibitor hall – not the front lobby. Remember that the booth may not be left unattended for any reason during show hours!



EXHIBITOR FORMS – OPTIONAL, based on Exhibitors Show Needs

EXHIBITOR SERVICE MANUAL (ESM) ORDERS

Early Discount

Monday, February 17, 2025

Link: [Exhibitor Service Manual](#) - Password: PFSChi25

Standard Rate

Friday, March 7, 2025

SourceOne will also send an email link and log-in information to all contacts listed on your booth commitment form.

Exhibitor is responsible for placing and paying for all service orders – including A/V, electric, carpeting, shipping, etc. There is a separate order form for each category. All orders must include the Payment & Credit Card Authorization Form – pg 12 of ESM.

Anything ordered after the Discount Deadline will be charged at the Standard or Late Rate.

- Use the Table of Contents on page 2 to easily navigate – just click on the title or page # to go directly to that section.
- Please contact SourceOne directly with any questions regarding the Exhibitor Service Manual: Seufina Yoeu at 708.344.4111 or email seufina@sourceoneevents.com
- **A/V:** Complimentary Wi-Fi will not be provided, but you can order it through the ESM - \$30 per device/discount deadline rate.
- **ELECTRIC:** All electric orders must be placed by submitting the Exhibitor Service Manual (ESM) form.
 - You order power by the required voltage and amps/watts - not a set # of outlets or plugs. Ensure you know how many amps/watts your appliances require before ordering!
 - Heat Lamps are 5 Amps. See the Electric Usage Guide in the Service Manual (pg. 104) for estimated watts/amps or look at the appliance to determine amperage.
 - The Electrical Labor Order Form is only for larger electric orders or if the outlet needs to be set in a certain location in the booth. Labor for a standard 110-volt electric set-up is included with the electric order form.
 - Exhibitors must bring extension cords and power strips as electric order is for a single outlet that could be placed anywhere within the booth if an Electric Booth Layout Form is not submitted. The facility electrician must approve all appliances before they are plugged into a cord/strip provided by the exhibitor.

Note: You will lose approx. 2 Amps of power if using an extension cord or power strip.

FOOD SHOW SAMPLE REQUEST FORM (1,200-1,400 estimated attendees)

Monday, February 24, 2025

The form is located on the Exhibitors page of the show website: <https://foodcentric2025chicago.vfairs.com/>

You must use the official Food Show Sample Request Form, not our standard version, if you are requesting delivery to the show.

- Complete and use the SUBMIT button on the form to process - FRFSampleRequest@pfgc.com
If submitting the form directly as a saved attachment, the Subject line must contain "SpringShow2025-Sample Request Form."
- Select items are available by the Child or Each; however, these items will not be listed in the Allowance Negotiation System. If you need an item number for a child/each unit, please contact FRFSampleRequest@pfgc.com
- For any other sample questions, please contact Hilary Vaughan (331) 684-1758 - hilary.vaughan@pfgc.com

Please note that PFS-Chicago cannot guarantee fulfillment of all sample orders. If there are known issues with your sample request, you will be notified a minimum of one week before the show so you can make other arrangements.

Other than Produce Suppliers, exhibitors may not ship samples into our warehouse.

Sample Assistance Options

You must submit the Sample Request Form by the deadline for one of the two options below. Samples will be pulled from our regular inventory and billed back to the vendor.

- **DELIVERY: Temperature-sensitive products (frozen or refrigerated) only!**
PFS-Chicago will pull samples and deliver them directly to the show for a \$2/case delivery fee, which is in addition to the \$4/case Warehouse Handling Fee.
 - All exhibitors must check in with a PERFORMANCE driver by 4:00 p.m. on Tuesday to confirm receipt of their delivered samples. PFS-Chicago accepts no liability for missing samples if we are not notified by the deadline.
 - Exhibitor will be charged all fees and the cost for all samples ordered & delivered, regardless of actual use at the show.
 - Exhibitors cannot return unused products (including unopened cases) to our warehouse for credit. If you have samples left at the show's end, you can take them with you or donate.
- **PICK-UP:** The exhibitor will pick up requested samples from our warehouse located at 5030 Baseline Road, Montgomery, IL 60538. Pick-Up Window: Located on the front building (red & white exterior), located on the west side of the property. Do not use the east driveway entrance marked "Visitor/Carrier," as that is for receiving and the back offices only.
 - Exhibitor may schedule show samples for pick-up from 3-10-24 to 3-18-24. Pick-up window hours are 8 a.m. – 3:30 p.m., closed from 11:30 a.m. – 12 p.m. for lunch. The only time you should use our Standard Sample Order Form is if you need to pick up samples earlier than March 10
 - Please call Lety Millan (630) 896-1991, ext. 41765, the business day before your pick-up date to confirm your arrival time.

Sample Trucks: PFS-Chicago will have multiple trucks on-site to store temperature-sensitive samples.

Tuesday (show set-up): 12 to 4:30 p.m. (truck shuts down ½ hour earlier than the end of set-up)

Wednesday (show day): 6 a.m. to 4 p.m. (show ends at 3 p.m.)

- Exhibitors may bring their own temperature-sensitive samples and give them to a PFS-Chicago driver to load onto the Sample Trucks for storage. There is also a cooler and freezer in each Concession Kitchen – limited capacity.
- Exhibitors are not allowed on the Sample Trucks. A Performance associate must handle all products being put on or taken off the trucks. PFS-Chicago accepts no insurance liabilities for exhibitors who disregard this policy.

DONATIONS: Drop off left-over samples at the PFS-Chicago sample trucks after the show. Our Inventory Control team will review donations to make sure they meet HACCP specs and then arrange for a local food bank pick-up.

- **Supplies:** Exhibitors are responsible for providing all their own supplies: utensils, cooking appliances for the show floor, chafing racks and fuel, heat lamps, disposables, extension cords, Scotch tape, tape, scissors, etc.
 - **Garbage Cans:** Small desk-size garbage cans are part of your booth package. Larger garbage cans will be strategically placed throughout the show floor, but exhibitors may also bring their own. Recommend for exhibitors utilizing the BYO Cooking Area.
 - **Fire Extinguishers:** Exhibitors with cooking appliances or heat sources at the booth must bring a fire extinguisher (see pg. 6).
- **Basic Sample Etiquette**
 - Exhibitors are not to remove anything from someone else's booth without permission. That includes taking other exhibitor's samples for personal consumption or products to supplement your booth display.
 - **Exhibitors must provide their own produce for plate displays and garnishing needs!** You are not allowed to remove anything from the Produce booth area.