

**EXHIBITOR PACKET - 2010 CELEBRITY
FOOD & GIFT SHOW PRESENTED BY ABF EVENTS**

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Shipping of pallets – Dates, Time frames and Shipping Locations **FOR PALLETS**

You can handle, load and unload your own products at the Celebrity Food Show when you arrive for set up on November 5th, 2010

Exhibitor Ordering Information

Electric order form from the Anaheim Convention Center
Additional Tables and Chairs Contact ABF Events at bcarter3@cox.net

This form will be faxed to you on – October 10, 2010 and must be faxed back to us by October 21, 2010 payment for your electric will be collected at the show during move in.

Important Deadline Dates for Exhibitors:
2010 Celebrity Food and Gift Show

To receive substantial discounts on the services and items listed below please order by the date listed:

Health Department form and payment

October 20, 2010

Electric order form

October 21st 2010

Exhibitor badge forms

Exhibitor Badges:

October 21st 2010

IMPORTANT TELEPHONE NUMBERS:

Celebrity Food Show Office

Phone Number: (949) 366-9938

Fax Number: (949) 498-1198

Show Producer

Mary Carter -

mary@abfevents.com

bcarter3@cox.net

Visit: www.celebrityfoodshow.com for additional information and updates

For assistance during the show come to the check in counter located in the front of the show in Hall D at the Anaheim Convention Center Hotel once you arrive to the show site.

Comply with all Health Rules:

Exhibitors must only distribute “bite size” or “sample size” portions of food or non-alcoholic beverages free of charge. All samples need to be provided in a single service container w/ cover.

The Food and Drug Administration food codes are public health guidance document for all food shows. All food items offered for sale and conditions under which they are prepared, stored, and displayed must comply with the sanitary conditions related to food items and sampling of food items at all food events. Exhibitors and producers on behalf of Exhibitors are responsible for the following;

- A. A copy of the current Health Department Inspection certificate from the processing/co-packing establishment from which the product(s) being displayed have been manufactured.
- B. Exhibitors must have the proper holding temperatures for hot and cold foods being stored and sampled during the ABF/Celebrity food show event. Meats must be kept in separate coolers, if serving samples of products with meat, keep raw meats separated from the cooked meat.
- C. Exhibitors must have **accurate thermometers** to ensure the correct product temperature at all times. All cold food must be held at **41 degrees or lower**, all hot food must be held at **140 degrees or higher**.
- D. Water services for chafing dishes and pitchers may be obtained through the water source in the back of the Convention room; a map of this will be highlighted and supplied to all vendors during check in.
- E. The form will be faxed to you for Health department fee please fill it out mail it back with your \$78. - \$128.00 fee made out to “OCHD” no later than October 20th, 2010 and we will deliver them form and your fee directly to the OCHD. After October 20th, 2010 an additional fee may apply.
- F. Exhibitors must follow the best practices for food handling and preparation, including and without limitation to the following:
 - Pre cooked meat should be used if possible
 - Product labels must be correct (nutritional information, weights and measures, and ingredient statement must be on every label)
 - No bare hand contact with ready to eat foods will be allowed (every Exhibitor must have food safety gloves)
 - Food contact surfaces must be smooth and easily cleanable (a container of Clorox disinfecting wipes can be used to clean and wipe your station down each day)
 - **A wash station in your booth is required and MANDATORY and you must supply this**
 - Do not have open sample cups or sample containers on your booth table top for people to sample from, sneeze guards, domes, sample cup tops can all be used and protect the product(s) being sampled.
 - **Charging for samples is absolutely prohibited**
 - Product being stored in the Exhibitors booth must be kept at least 5 inches off the ground.

ALCOHOL SALES & SAMPLING:

1. The Sale of alcohol in the exhibit hall by glass or bottle is strictly prohibited
2. Exhibitors are responsible for adhering to the state regulations and must inform all staff of these regulations
3. **Under no circumstances can alcohol be given to anyone under the age of 21**

4. Proof of age will be validated and check by an ABF/Celebrity food staff member and ID bands will be placed on the wrist of legal age participants.

The Show staff reserves the right to close down exhibits that do not comply.

If you should have any question or need any information in reference to the Rules and Regulation or the Health Rules contact the Show Producer – Mary Carter @ 949-366-9938

Listed below are the items you will need in your booth for a health dept compliant wash station: **Every food booth must supply there own wash station**

Wash station must include the following:

Water (a 5 gallon container of water with spout)

Catch pan

Paper towels

Clorox wipes

Antibacterial liquid soap

Thermometer

Safety Gloves

If you are traveling to the Celebrity Food Show from **out of State** only, please contact the show office at 949-366-9938 or fax the form below to 949-498-1198 to arrange for a wash station to be placed in your booth upon arrival a \$40.00 fee will apply at time of delivery: We will not have wash station on hand unless you order one by October 21, 2010 with this form and fax it in to the show office.

Company Name: _____

Contact Person: _____

Phone: _____ Fax: _____

Company Address: _____

Email: _____ Website: _____

Fax this submission form to 949-498-1198: _____

Signature: _____ Date: _____

AIR TRANSPORTATION:

Orange County/John Wayne – SNA

Driving Directions: Take 55 N to 5 N, exit Katella and turn left, go to Harbor Blvd, turn left. Turn Right on to Convention Way; The Anaheim Convention Center is at the end of the block, for set up of your booth on November 5th, 2010 please go around to the back of the ACC building Inform the attendant you are here to set up for the Snowball Express Charity event hosted by ABF in Hall D a pas will be given to you for parking

Bus service fee \$15.00 – \$25.00 USD (one way)

Estimated Taxi fair: \$35.00 – \$50.00 USD (one way)

Los Angeles – LAX

Hotel Directions: 35 miles NW

Driving Directions: Take to 405 S to Garden Grove FWY, exit on Harbor. Turn Left on to Convention Way, The Hilton Anaheim is located on the right side of Convention Way.

Bus service fee from LAX \$19.00 – \$35.00 USD (one way)

Estimated Taxi fair: \$85.00 USD (one way)

CAR RENTAL COMPANIES:

Alamo – 800-327-9633

Budget – 800-527-0700

Dollar – 800-800-4000

National – 800- 227-7368

Hotel in the area of the Convention Center:

The Anaheim Hilton Hotel – 714

The Anaheim Marriott Hotel – 714

The Courtyard Anaheim at Disneyland Resort – 714-740-2645

For additional hotel locations and rates near the ACC please go to the link below for assistance and details;

<http://anaheim.conventioncenterhotelsguide.com>

AUDIO/SOUND/MUSIC:

Use of audio equipment, microphones and musical instruments is permitted; however, **sound levels must be kept at a reasonable volume.**

SHOW COLORS:

The official colors of the Americas best Food Show/ Celebrity Food show are white and blue.

The Exhibit hall is has carpet in the attendee rows only –

Please take the proper precautions to keep your exhibit space clean during the event .

CLEANING OF EXHIBITS:

Exhibitors are responsible for the organization and cleanliness of their exhibit space. Trash will be collected daily from the wastebaskets placed in the aisle out side of your booth each night – free of charge. During show hours Volunteers will be providing trash detail down each aisle. Exhibitors will be financially responsible for any destruction or damages they cause to the show property, review rules and regulations on our website for details www.celebrityfoodshow.com

CREDENTIALS:

Please refer to the Exhibitor Badge form in this general information section to obtain appropriate credentials for you and your staff. Each exhibiting company will be provided with 3 badges per 12 x 12 contracted booth space. Additional badges my be requested – acceptance is subjected to show management approval. Credentials must be worn during the duration of the show.

DEMO AND HANDOUTS:

Exhibitors who provide demonstrations using products and are handing out advertising materials, samples or souvenirs are not permitted to block or stand in the rows outside of there booth space. Please be courteous of your neighbors –

ROW SUPERVISOR: Your row supervisor will be available to assist you in any way they can with questions you may have about, locations of stores for supplies or scheduled events during the weekend at the Celebrity Food & Gift Show. Each Row Supervisor will be by to meet you and assist with any special needs you might have.

FIRE RULATIONS:

OPEN FLAMES ARE NOT ALLOWED – DEEP FRYING IS NOT PERMITTED A city Fire Marshall will inspect booths before the event opens. Please Note the Fire Marshall has the right to remove any items or materials not in accordance with the fire regulations and ultimately retains the right to close down a booth for such violations. For further information contact the show office at 949-366-9938 or go to the web site for additional information www.celebrityfoodshow.com .

If you are cooking in your booth with an electrical operating item you must have a current K-rated fire extinguisher.

HEALTH DEPT:

An Official representative from the state health Department will be inspecting booths on Saturday morning. They will walk through the show stop at all the food booths to make sure you are with in the regulation of the Health Department. See rules and regulation listed in this section. A health Department fee of between \$78 - \$128 will apply to each booth if you're sampling your products.

Health permit forms will be emailed or faxed to you please fill the form out and mail it back to us with your check made out to the OC health dept no later then 10/20/10 so we may deliver your check and form to the health dept directly. After October 20th, 2010 an additional fee may apply.

CITY PERMIT:

Your city selling permit is covered under the Celebrity Food Show's / ABF Events permit, no fees will be required for selling your products.

SECURITY DURING THE SHOW:

Scheduled Security begins at Noon on Friday November 5th, 2010 and will conclude on Sunday evening November 6th, 2010 @ 7:00 p.m. Show management will **provide general security throughout** the event but will not take responsibility for exhibitors' possessions and valuable items that can be easily removed and left in the booth un supervised. **You are reminded that your exhibit space and you're your belongings should not be left alone or unattended at any time, it is your responsibility to protect and secure your valuables.**

HOTEL ACCOMODATIONS:

Please contact all hotels in the area for the best rates available, there is a city wide show taking place along with our event in Anaheim and the rate are ranging from \$79 – \$200 per night; Some suggestion are

The Courtyard Anaheim at Disneyland Resort – 714-740-2645

For additional hotel locations and rates near the ACC please go to the link below for assistance and details;

<http://anaheim.conventioncenterhotelsguide.com>

PARKING During The Event :

For set up of your booth on November 5th, 2010 please go around to the back of the ACC building. Inform the attendant you are here to set up for the Snowball Express Charity event hosted by ABF in Hall D a parking pass will be issued and cost you \$12.00 for the day of set up and each day you choose to park in the back area of the Convention Center during the duration of the show

ELECTRIC:

Please refer to the electric order form provided in this exhibitor packet:. If you require electric please fill the form out and fax it back to our office by October 21, 2010. A standard fee of \$87.00 will apply for a **standard electric outlet** for your booth and additional cost will apply after October 21, 2010.

Please fax your form to us at 949-489-1198 a fee will be collected when you check in to your booth on set up day November 5th 2010.

INSURANCE:

Every reasonable precaution will be taken to provide a safe environment. However, to protect yourself from unexpected losses every exhibitor's property should be insured from the time it is shipped to the Celebrity Food Show/ABF Events and enters the facility until the time it departs the event/ show floor on your own insurance policy. It is suggested that exhibitors arrange all risk coverage /additional insured coverage for their staff and there products. The Celebrity Food Show/ABF Events Staffs, The Anaheim Convention Center location, and their staff will not be held responsible for any damages or harm to booths, products, staff, personal belongings, work related belongs, company material , supplies, or electronics. Please refer to the terms and conditions on the exhibitor space limitation of Liability and responsibility for the event – Celebrity Food Show - Americas Best Food Show and Staff. Rules and Regulation on line at: www.celebrityfoodshow.com

SHOW HOURS OF OPERATION:

Exhibitor Move-In: All exhibitors must adhere to the following schedule:

Check in **BEGINS** at 11:00 am November 5th, 2010 Hall D of the Anaheim Convention Center "ACC" **PLEASE USE THE BACK ENTRANCE OF THE CONVENTION CENTER TO UNLOAD**

800 W Katella Ave
Anaheim, CA 92802-3496
(714) 765-8950

Unloading your vehicles, trucks and trailers for move in begins at 11:00 am – 5:00 p.m.
ONLY ON Friday November 5th, 2010

Please come to the check in booth located in the back entrance area of Hall D and sign in for your packet and booth badges before unloading your car or truck.

PARKING PASSES FOR SET UP AND UNLOADING PRODUCT:

For set up of your booth on November 5th, 2010 please go around to the back of the ACC building Inform the attendant you are here to set up for the Snowball Express Charity event hosted by ABF in Hall D a pas will be given to you for parking and you will be asked to pay a \$12.00 parking fee. No Forklifts or dollies of any kind are permitted on the show floor **during show hours** with out the assistance and approval of the show management. If additional items are needed for your booth and require a dolly or cart for transport please ask your row supervisors for assistance during show hours and we will provide you with the proper help you need to assist you at your booth.

EVENT SCHEDULE:

Exhibits must be staffed throughout all show hours - DAILY Doors Open at 11:00 A.M. – and doors will close at 5:30 P.M. November 6th and November 7th 2010

SHOW SET UP – : Friday Morning November 5th, 2010 – 11:00 a.m. – 5:00 p.m.

Our security procedure, you must sign in first to receive your badges before being allowed access to the exhibit area and booth space. Once you sign in and have your show badge please begin to load your items into your assigned booth space.

Access to the exhibit hall will not be permitted until you sign in and receive your exhibitor badges.

SHOW HOURS:

Saturday November 6th, 2010 The Doors Open at **11:00 a.m.** and close at 5:00 p.m.
Sunday November 7th, 2010 The Doors Open at **11:00 a.m.** and close at 5:00 p.m.

Per space contracted – exhibitors are not permitted to strike exhibits before 5:00 p.m. on Sunday November 7th, 2010

EXHIBITOR - MOVE OUT: Sunday – November 7th, 2010 - 6:00 p.m. until 11:00 p.m.

LABOR & EQUIPEMNT SERVICES: Exhibitors are permitted to carry their own booth displays, equipment, product, signs and all other items related to their company into the show exhibit hall on their own.

If you are going to be unloading and handling you own items - **Please bring your own dollies for unloading and handling**; we do not provide any moving equipment or staff to assist you.

If you need to unload a trailer or truck please signing in to the event FIRST at the check in desk LOCATED AT THE ANAHIEM CONVENTION CENTER HALL "D" "at times during the move in day we might have a few other trucks unloading please keep in mind you might have to wait your turn that area is used on a first come first serve bases:

No Forklifts or dollies of any kind are permitted on the show floor during show hours with out the assistance and approval of the show management. If additional items are needed for your booth and require a dolly or cart for transport please ask your row supervisors for assistance during show hours and we will provide you with the proper help you need to assist you at your booth.

Access to the show floor for restocking your exhibit each day is available prior to the opening and after the closing of the show each day -please contact your Row Supervisor for scheduling

REFIGERATION: Is not available

INSURANCE:

Every reasonable precaution will be taken to provide a safe environment. However, to protect yourself from unexpected losses every exhibitor's property should be insured from the time it is shipped to the Celebrity Food Show/ABF Events and enters the facility until the time it departs the event/ show floor on your own insurance policy. It is suggested that exhibitors arrange all risk coverage /additional insured coverage for their staff and there products. The Celebrity Food Show/ABF Events and Staff, The Anaheim Convention Center location, their staff and the staff of our AV and Decorators, we will not be held responsible for any damages or harm to booths, products, staff, personal belongings, work related belongs, company material , products, supplies, or electronics. Please refer to the terms and conditions on the exhibitor space limitation of Liability and responsibility for the event – Celebrity Food Show - Americas Best Food Show and Staff. Rules and Regulation on line at www.celebrityfoodshow.com

FIRE RULATIONS:

OPEN FLAMES ARE NOT ALLOWED – DEEP FRYING IS NOT PERMITTED A city Fire Marshall will inspect booths before the event opens. Please Note the Fire Marshall has the right to remove any items or materials not in accordance with the fire regulations and ultimately retains the right to close down a booth for such violations. For further information contact the show office at 949-366-0038 or go to the web site for additional information www.celebrityfoodshow.com .

If you are cooking in your booth with an electrical operating item you must have a current K-rated fire extinguisher.

A Fire Regulation form is provided in this packet:

LIMITS OF LIABILITY FOR SHIPMENTS:

All shipments must be insured by the exhibitor from the time shipments leave their firm until they returned after the show. All exhibits or materials handled by any staff member or volunteer associated with the Celebrity Food Show or ABF Events must be insured by the exhibitor. Staff members and volunteers helping at the show during set up, move out and delivery are not responsible for any damaged or missing property, or product.

The amount paid to the Delivery Company, and Management Company for delivery of product/s and display materials to the exhibitor's booth are strictly for handling services and are unrelated to the value of the product being shipped or moved or handled.

Show staff, volunteers, management, delivery companies, decorating companies and show location staff shall not be responsible for any loss, delay or damage due to strikes, lockouts, work stoppage, fire, theft, windstorm, water, vandalism, acts of God, mysterious disappearances, damaged uncreated materials, materials improperly packed, concealed damage or any other causes beyond its control, or for ordinary wear and tear in handling of equipment.

Show staff, volunteers, management, delivery companies, decorating companies and show location staff shall not be responsible for the materials after they have been delivered to the exhibitor's booth, or before they are delivered to the exhibitor's booth. Insure your product/s and displays.

BOOTH PACKAGE FOR 12 X 12 SPACE OR LARGER : (a standard booth on the show floor is a 12 x 12)

Each booth 12 X 12 space will include the following:

Blue and white drapes

1 – 7" x 44" identification sign with company name

1 – 6' x 24" H draped table in gold blue or white skirting

2 side chairs

1- Waste basket

(12 x 24 booths will receive an additional skirted table and Chair)

If you require any additional items or need any assistance with the items included in your booth please contact our office by October 21, 2010 949-366-9938

Frequently Asked Questions

1. What are the move in dates and times?

Exhibitor Move-In: - SHOW SET UP –: Friday Morning November 5th, 2010 – 11:00 a.m. – 5:00 p.m.
Please sign in at the welcome desk located at the back of the ACC Hall D area

2. What are the event dates and times open to the public ?

SHOW HOURS:

Saturday November 6th, 2010 The Show Doors Open at **11:00 a.m.** and close at 5:00 p.m.
Sunday November 7th, 2010 The Show Doors Open at **11:00 a.m.** and close at 5:00 p.m.

3. What are the move-out dates and times?

EXHIBITOR - MOVE OUT: Sunday – November 7th, 2010 - 6:00 p.m. until 11:00 p.m.

Per space contracted – exhibitors are not permitted to strike exhibits before 5:30 p.m. on Sunday

4. What is included in my Booth?

The 10 x 10 standard exhibit space includes back drop and side wall drapes in blue or White. Each 12 x 12 space comes with a skirted table, 2 chairs, a trash pail and booth identification sign with company name.

5. Can I sell Product at this show?

Yes you can sell your product at this show; we will have retail consumers as well as trade buyers on the floor, have retail and wholesale pricing available for this event.

6. What is the shipping address for PALLETS?

Contact our office for additional shipping information 949-366-9938 by email at bcarter3@cox.net

7. I'm driving to the event, can I carry my own product and display into the show?

Yes you can hand carry your own products and display into the Celebrity Food Show, we do ask if you need to restock your product to please ask up to assist you during the show hours when consumers are attending the event.

If you are going to be unloading and handling your own items - **Please bring your own dollies for unloading and handling**; we do not provide any moving equipment or staff to assist you.

8. As an exhibitor how many badges do we get per booth?

Each 10 x 10 booth space is allotted 3 primary booth badges but we will extend an additional 2 badges to each company if needed. Please fill the form out and fax it back to our office (949) -498-1198

If you have additional questions please email the to our office at bcarter3@cox.net

Celebrity Food Show
Exhibitor Badge Deadline: October 21, 2010

Requirements:

Please list the names of the representatives who will be working in your booth(s). This must be submitted by October 21, 2010 You're badges will be in your exhibitor packet available to you when checking in to the Celebrity Food Show during move-in on November 5th, 2010 from 11 a.m. – 5:00 p.m.. All exhibitor personnel will be required to present picture ID to receive a badge. Badges allow access to the Exhibitor Marketplace only during scheduled hours of the event. Badges do not permit entrance to any of the featured performances by Celebrity Chefs. Exhibitors that have not registered with the form below and do not have badges will not have access to the show floor

PLEASE LIST ALL PERSONNEL WHO WILL BE WORKING YOUR BOOTH

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Booth Number(s): _____ Web Address: _____

Each exhibiting company will receive two (3) badges per 10 x 10 contracted space. Additional request will be considered on a case by case basis at the discretion of Show Management.

Please Print Names Below

Staff Use Only

1. _____

2. _____

3. _____

Please return this form to the Show Office by fax (949) 498-1198

For questions please contact Mary Carter 949-366-9938

Your Company – 2009 Celebrity Food Show - Check list:

Name: _____

Address: _____

City, State, Zip code: _____

Phone Number: _____ Cell: Number: _____

Company Name: _____ Booth # _____

Company Web address _____ Email Address: _____

Items I need to order for the 2010 Celebrity Food Show prior to the event

Orange County Health Department Forms – Must be in our office no later the October 20, 2010 with your check made payable to the OCHD. Please mail check and form to:

SBE –ABF
P.O. Box 2631
Capo Beach , Ca 92624

Electric for my booth: _____ **Deadline October 21st, 2010**

Wash Station \$40.00 _____ **Deadline October 21st, 2010** (for out of town exhibitors only)

Additional Exhibitor Badges: _____ **Deadline October 21st, 2010**

