

**IACP CULINARY SHOWCASE  
EXHIBITOR INFORMATION**

**ERNEST N. MORIAL CONVENTION CENTER • NEW ORLEANS • APRIL 18, 2008**



**INTERNATIONAL ASSOCIATION  
OF CULINARY PROFESSIONALS**

# GET THE ULTIMATE BANG FOR YOUR BUCK:

IACP members can help you reach millions of consumers.

It's like having a direct conduit to your target market. By letting IACP professionals spread the word about your product or service, you can reach millions of consumers throughout the year – after just one day of exposure at the IACP Culinary Showcase!

How is this possible? It's because the IACP Culinary Showcase is not a trade show, but an educational event. Held as part of the annual IACP International Conference, the Showcase attracts food and beverage authorities from around the world. These attendees represent a “who's who” in the world of food, including food writers, cookbook authors, photographers and food stylists, TV personalities, teachers and publicists. When they leave the Showcase, these people share their discoveries with millions of readers and students and their vast television audiences. These consumers read, listen – and they buy!



## THE IACP CULINARY SHOWCASE WILL INTRODUCE YOUR PRODUCTS AND SERVICES TO A UNIQUE MARKET.

Some of the most recognized, respected and influential food personalities and newsmakers in the world will have the opportunity to see your product or service up close and personal. And that includes information about the latest food trends and technological advances. This is a high-profile event that can deliver high-profile results for your company or cooking school.

Last year's IACP Conference and Culinary Showcase attracted more than 1,500 attendees, representing 17 countries and all 50 of the United States.

Included were:

- Food stylists and photographers who shoot over 80,000 images of food and wine annually.

- Journalists, editors, cookbook authors and TV cooking personalities whose combined publications and TV shows reach over 300 million readers and viewers on any given day.
- Cooking schools and teachers who offer over 200,000 classes to more than 3 million students in 50 states and 35 countries.
- Chefs and restaurateurs who operate 3,200 foodservice locations with annual revenues per operator of \$3.5 million and serve over 30 million patrons.
- Test kitchen professionals who create over 150,000 new recipes annually.
- Consultants and publicists whose clients include leading restaurants, hotels, and food and wine distributors.



# IACP CULINARY SHOWCASE EXHIBITOR GUIDELINES

## 1. EXHIBITOR ELIGIBILITY

Eligibility to exhibit in the Culinary Showcase is restricted to those who hold current IACP membership. Standard 10' x 10' booths are restricted to IACP corporate members. Tabletops are restricted to IACP small business and cooking school members. To upgrade your membership, please contact IACP Member Services at [iacp@hqtrs.com](mailto:iacp@hqtrs.com), (800)928-4227 or (502)581-9786.

## 2. RENTAL FEES

The **corporate booth** rental fee is \$825 (U.S.). Included in the fee are: one 10' x 10' booth with an 8-foot-high draped back wall and 3-foot-high draped side rails, one booth sign with your company name and booth number, one 6-foot skirted table, two folding chairs, one wastebasket with liner, and a listing in the exhibit guide. Exhibit hall aisles will be carpeted, however individual booth carpeting is not included in the rental fee but may be purchased directly from Freeman Decorating. Furnishings beyond, or in place of, those listed above are the responsibility of the exhibitor.

The **tabletop exhibit** rental fee is \$260 (U.S.). Included in the fee are: one 8' x 6' space with an 8-foot-high draped back wall and 3-foot-high draped side rails, one tabletop exhibit sign with your business/school name and tabletop number, one 6-foot skirted table, two folding chairs, one wastebasket with liner, and a listing in the exhibit guide. Exhibit hall aisles will be carpeted, however individual booth carpeting is not included in the rental fee but may be purchased directly from Freeman Decorating. Furnishings beyond, or in place of, those listed above are the responsibility of the exhibitor.

## 3. REGISTRATION AND REFUNDS

The completed Culinary Showcase Application and Agreement form must be accompanied by payment in full and must be received in IACP Headquarters no later than March 7, 2008. Applications received without payment will not be processed, nor will space be assigned.

The corporate booth registration fee includes a maximum of three exhibitor passes for persons who will be involved in the set-up/tear-down of the exhibit, and/or will be working the exhibit during the show. Additional passes may be purchased for a fee of \$50 (U.S.). Corporate exhibitors will also receive ten guest passes to distribute to valued clients. These passes are good for admission after 2:00 p.m. Friday, April 18, 2008.

The tabletop registration fee includes two exhibitor passes. There is a maximum of two persons permitted per tabletop exhibit. Tabletop exhibitors will also receive five guest passes to distribute to valued clients. These passes are good for admission after 2:00 p.m. Friday, April 18, 2008.

In the event of cancellation, registration fees will be refunded less a processing fee of \$100 for booths and \$50 for tabletops. To receive a refund, written notification must be submitted to Terry Thompson at IACP Headquarters no later than Friday, March 7, 2008. After this date, no refund will be issued, nor will monies paid be applied to offset another company's rental fee. Exhibit space is not transferable and cannot be sold, rented or given to another company.

## 4. SPACE ALLOCATION/ASSIGNMENTS

A number of corporate booths are assigned to sponsors of conference events, as outlined in each sponsor's contract. All remaining spaces are allocated on a first-come, first-served basis. When the Culinary Showcase Application and Agreement form is received, an exhibit space is assigned from among the most desirable spaces remaining at that time. While every precaution will be taken to prevent close proximity to a competing company, IACP cannot guarantee that such placement might not inadvertently occur. In all space assignments, final determination will be made by IACP.

## 5. INSTALLATION AND REMOVAL

Installation of all exhibits must be fully completed by 10:00 a.m. Central Time, Friday, April 18, 2008. Space not claimed or occupied by 9:00 a.m. that morning may be resold or reassigned without refund. Dismantling and/or repacking of exhibits will not be allowed until the closing of the Showcase at 4:00 p.m. and must be completed by 11:00 p.m.

## 6. DISPLAY REGULATIONS

Exhibitors are encouraged to bring colorful backdrops and/or props to complement their exhibits. All backdrops must be self-supporting and no more than 10-feet in length for standard booths and 6-feet in length for tabletops.

Food and beverage service is permissible only if it represents the products being exhibited. Any exceptions must be approved by IACP, in writing, 90 days prior to the Culinary Showcase. Limited cooking with sterno, chafing dishes or electric skillets is permitted as long as the heat source is smokeless. Compressed gas and propane canisters are not permitted. Other cooking methods

must be approved by IACP, in writing, at least 90 days prior to the show. (Exhibitors who wish to distribute samples of food products from their booths are required to arrange for advance preparation and serving supplies through ARAMARK at the Ernest N. Morial Convention Center. Information on available services and applicable charges will be included in the Exhibitor Services kit.)

## 7. LABOR REQUIREMENTS

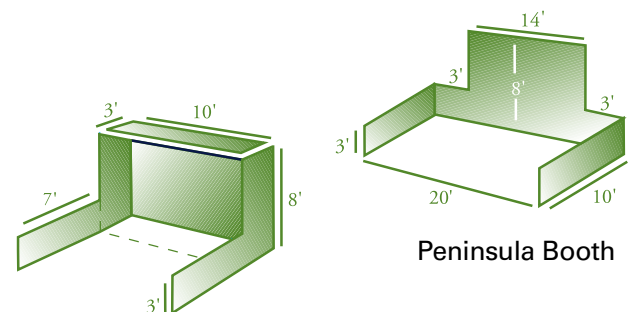
In order to conform with union contract rules and regulations, it will be necessary for all exhibitors to utilize qualified union personnel for display work and material handling for the show. The handling, placing, or setting out of display merchandise does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantling of an exhibit, which does not require the use of tools, or more than one person, and can be accomplished within thirty minutes, may be performed by the exhibitor.

## 8. USE OF SPACE

- (A) Each exhibit may be occupied by only one company. Affiliated companies that wish to display next to each other must submit a separate Application and Agreement form for each firm and mail the Agreements together with a written request that they be placed adjacent to each other.
- (B) An exhibit must be occupied by the same company for the duration of the show.
- (C) All displays, demonstrations, etc., must be contained within the reserved space and may not impede foot traffic through the aisles. **Exhibitors may take orders for equipment, merchandise or products displayed in their exhibit booth; however, retail or discounted sales activities from an exhibit booth are not permitted.**
- (D) Exhibits that include the operation of audio-visual equipment must be arranged so that the demonstrations do not disturb adjacent exhibitors. Exhibitors with audio equipment in their display must secure approval of operating methods before the exhibit opens.
- (E) Distribution of circulars or promotional material may be made only within the space assigned to the exhibitor presenting such material. An organization not assigned exhibit space will not be permitted to distribute material or solicit business at the Culinary Showcase.

## Corporate Booths

- (F) Corporate display dimensions may not exceed the 8-foot height of the backdrop or the 3-foot height of the side rails. A display may stand 8 feet in height only if it is flush with the booth's backdrop and extends no more than 3 feet from the back line of the booth at this height. The height of the display must then drop down to the 3-foot height of the side rails. No display may be set at an angle. Displays which do not conform to these specifications must be approved by IACP, in writing, 30 days prior to the show. Displays violating this rule may be dismantled at the discretion of the IACP due to infringement on the visibility of, or interference with, adjacent displays.
- (G) When occupying two spaces at the end of an aisle (called a peninsula booth or end-cap) a booth's fixtures are limited to a maximum width of 14 feet and must be centered in the booth area, resulting in a 3-foot clearance on either side. **Peninsula booths will be assigned on a first-come, first-served basis determined by the confirmation of booth display dimensions and the date completed Agreements are received.**



Peninsula Booth

## Cooking School and Small Business Tabletops

- (H) Tabletop exhibits may not exceed 8 feet in height or 6 feet in width, and must be flush with the backdrop. Displays which do not conform to these specifications must be approved by IACP, in writing, at least 90 days prior to the show. Displays violating this rule may be dismantled at the discretion of the IACP due to infringement on the visibility of, or interference with, the adjacent displays.

## 9. OVERSIZED DISPLAY INFORMATION

Any display that exceeds the guidelines set forth herein must be approved by IACP, in writing, 90 days prior to the Culinary Showcase. Permission must also be granted and arrangements made for any oversized display requiring early set-up. Exhibitors who need approval or special arrangements should contact Terry Thompson at IACP Headquarters, (800)928-4227, (502)581-9786 or [tthompson@hqtrs.com](mailto:tthompson@hqtrs.com), at least 90 days in advance of the show. Displays that have not been approved by IACP prior to the Culinary Showcase will not be permitted.

## 10. RESTRICTIONS IN EXHIBIT OPERATIONS

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

## 11. SECURITY

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

## 12. LIABILITY AND INSURANCE

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

## 13. CARE OF BUILDING AND EQUIPMENT

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

## 14. FIRE PREVENTION

All materials used in displays must be flameproof and meet local fire regulations. All electrical wiring must conform to local codes. These regulations will be strictly enforced.

## 15. OFFICIAL SHOW CONTRACTOR

Freeman Decorating/The Freeman Companies is the official show contractor and drayage company. Exhibitors must use the official contractor for rigging, furniture rentals and labor.

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

If there are any questions regarding services after the Exhibitor Services Kit is reviewed, please contact the Freeman Exhibitor Customer Services Representative at (504) 733-7469.

## 16. SHIPPING

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

## 17. LEGAL AGREEMENT

All guidelines, restrictions and regulations set forth in this brochure are part of the legally binding Culinary Showcase Exhibitor Agreement. By signing, the exhibitor agrees to abide by the terms as stated herein.





## IACP CULINARY SHOWCASE EXHIBITOR INFORMATION

**Location:** Ernest N. Morial Convention Center - Hall A

900 Convention Center Boulevard, New Orleans, Louisiana

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**Show Hours:** Friday, April 18, 2008

**Member Exclusive**

Noon - 2:00 p.m.

**Members and Exhibitor Guests**

2:00 - 4:00 p.m.

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### **Important Dates to Remember**

**Registration Deadline**

Friday, March 7, 2008

**Cancellation Deadline**

Friday, March 7, 2008

**Exhibitor Set-Up**

Thursday, April 17, 2008

Noon - 8:00 p.m.

Friday, April 18, 2008

7:00 - 10:00 a.m.

**Exhibitor Tear Down**

Friday, April 18, 2008

4:00 - 11:00 p.m.

# 2007 Exhibitors

Your competition knows that the best way to make direct contact with this unique audience is by exhibiting at the annual IACP Culinary Showcase.

ACE Bakery  
All-Clad Metalcrafters Inc  
American Spoon  
AmeriFlax  
Anolon  
Arte E Cccina  
Australian Macadamias & Australian Harvest  
Barton Brands  
Bays English Muffin Corporation  
*Better Homes & Gardens*  
BonJour  
Boyajian Inc  
Brooks Tropicals LLC  
Cabot Creamery Cooperative  
California Olive Oil Council  
California Table Grape Commission  
California Vegetable Specialties  
Calphalon  
Campan Tomatoes  
CanolaInfo  
Cargill Coco and Chocolate  
"CCP" Certified Culinary Professional  
Chantal Corp  
Clif Bar & Co  
Cuisinart  
Culinary Adventures Inc  
Culinary Adventures of Mexico  
Culinary Classics  
Culinary Getaways LLC  
Daregal Gourmet  
Driscoll's  
EdgeCraft Corporation Home of Chef's Choice  
European Natural Pastry Inc  
Fisher & Paykel Appliances  
Florida Department of Citrus  
Fresh Produce Assoc of the Americas  
Frieda's Inc  
Froehlich's Inc  
FRP (Favorite Recipes Press)  
Georgia Pecan Commission  
Geyser Peak Winery  
Globetrotting Gourmet  
Grace Natoli-Sheldon Kitchen Art Photography  
GranGala Triple Orange Liqueur  
Guittard Chocolate Company  
Holland Bar Stool Co  
Idaho Potato Commission  
Irish Dairy Board/Kerrygold  
J.A. Henckels  
Jamison Farm  
Jenn-Air  
John Boos & Co  
King Arthur Flour Company  
Kitchen Basics Real Cooking Stocks  
KitchenAid Home Appliances  
Kraft Foods  
La Varenne Culinary School  
Lalich Photography  
Land O'Lakes, Inc  
Le Cordon Bleu  
Le Cordon Bleu Schools North America  
Leifheit  
Lindsay Olives  
M&P Food Communications  
MAC Knife, Inc  
Mann Packing Co Inc  
McCormick & Co., Inc.  
Melissa's/World Variety Produce  
Messermeister, Inc  
Mexico Tourism Board  
Mister Tenderizer  
Mizkan Americas, Inc  
Mozzarella Company  
Myson Corporation  
National Association for the Specialty Food Trade  
National Cattlemen's Beef Association  
on behalf of the Beef Check Off  
National Mango Board  
*Nation's Restaurant News*  
Nielsen-Massey Vanillas  
North Carolina Wine & Grape Council  
Nueske's Applewood Smoked Meats  
Ocean Mist Farms  
Olivado Natural Nutrition  
Padilla Speer Beardsley  
Pepperidge Farm Puff Pastry  
Perfect Puree of Napa Valley  
PolyScience  
Pompeian  
Progresso Foods (a division of General Mills)  
Publications International Ltd  
Randy's Fish Market  
Safeway Inc  
"Sailing Gourmet" - Silversea Cruises  
& Montrose Travel  
Scharffen Berger Chocolate Maker  
Scherzi Photography Inc  
Snake River Farms  
Souders Studios Photography  
Swiss Diamond Cookware  
Tad Ware & Company Inc  
Thai Kitchen/Simply Asia Foods, Inc  
The Coca-Cola Company  
The Culinary Network  
The Culinary Trust  
The Harvard Common Press  
The Institute of Culinary Education  
The National Pork Board  
Torani/R. Torre & Company  
tsp spices  
USA Rice Federation  
Valley Fig Growers  
Vanns Spices Ltd  
Vermont Butter & Cheese Company  
Vidalia Onion Committee  
Vita-Mix Corp  
Weber-Stephen Products Co  
Wild American Shrimp  
William Bounds Ltd  
Wilton Enterprises  
Wisconsin Milk Marketing Board  
Wusthof Trident of America



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