



June 27-29, 2010
George R. Brown Convention Center
Houston, Texas

EXHIBITOR REGISTRATION

Exhibiting personnel must wear Exhibitor Badges to enter the exhibit hall during all move-in days beginning at 8:00 a.m., Friday, June 25. **THERE ARE NO EXCEPTIONS TO THIS RULE.** Exhibitor badges **MAY NOT be given to customers or any non-exhibiting personnel, and exhibitors may not wear attendee badges.**

Exhibitors must order one Exhibitor Badge for each person who will be working in their booth or delivering supplies to their booth during the show. There will be no charge for exhibitor badges ordered by 5:00 p.m. on Saturday, June 26, 2010. **BEGINNING ON SUNDAY, JUNE 27 YOU WILL BE CHARGED A FEE OF \$30 PER BADGE REQUESTED.** Replacement badges ordered during show days will also be \$30 each.

PRE-REGISTRATION

Exhibitors can visit our website at www.swfoodexpo.com for online registration, or by completing the Exhibitor Badge Order Form located in this section of the Exhibitor Service Manual and returning it to TRA by **May 16, 2010.**

Your badges will be mailed to the person indicated on the order form, if your order form is received by May 16. **PLEASE PRE-REGISTER TO SAVE TIME AT THE EXPO.** Any orders received after May 16 will be taken to Houston and can be picked up at Exhibitor Registration. ID will be required. Plastic holders for your badges will be available at the entrance to the Expo and at Exhibitor Registration.

ON-SITE REGISTRATION

Free on-site Exhibitor Registration will be available in the Registration Lobby of the Convention Center:

- Friday, June 25 from 8:00 a.m.—5:00 p.m.
- Saturday, June 26 from 8:00 a.m.—5:00 p.m.

All badges ordered after June 26 will be \$30.00 each.

EXHIBITOR BADGE INSTRUCTIONS

To help us be accurate and efficient, please follow these key points when completing your badge order form:

- One badge per person
- Ten badges per 10' x 10' booth
- **Print legibly**
- This form is only for employees working your booth
- The contact person will receive badges in the mail
- The company address is the location where badges will be mailed

Brokers should communicate with the companies they are representing to see who is responsible for badges—duplicate badges will not be allowed

AGE RESTRICTION

No one under the age of 16 will be admitted to the exhibit hall under any circumstances at any time, including infants in strollers and those being carried. Proof of age will be required. This restriction is strictly enforced for safety reasons and applies to both exhibitors and attendees.

ROLLING CARTS

There is a “no wheels” policy in the exhibit hall for the Southwest Foodservice Expo, during show hours. This includes wheeled bags and luggage carts. This decision was made in an effort to ensure the safety and enjoyment of all individuals in the exhibit hall. A luggage check area will be available at the convention center.

EXHIBITOR BADGE ORDER FORM



June 27-29, 2010
George R. Brown Convention Center
House, Texas

ADVANCE ORDER DEADLINE: MAY 16, 2010

EXHIBITOR BADGE FEES

Badges ordered by 5 p.m. Saturday, June 26, are complimentary to exhibitors. Badges ordered during Show days, June 27-29, cost \$30 each. Replacement badges issued during the Expo also cost \$30 each. Register now to avoid delays and charges at the Expo.

MAIL ALL BADGES TO: PLEASE PRINT LEGIBLY

First _____ Last _____

Firm _____

Address _____

City _____ ST _____ Zip Code _____

Telephone (____) _____ Fax (____) _____

Email _____

BADGE INFORMATION (The following will appear on all badges). PLEASE PRINT LEGIBLY.

Firm Name _____

City _____ ST _____

BOOTH PERSONNEL (One badge will be processed for each name). PLEASE PRINT LEGIBLY

First Name	Last Name	City	ST
_____	_____	_____	_____
_____	_____	_____	If different from above
_____	_____	_____	If different from above
_____	_____	_____	If different from above
_____	_____	_____	If different from above
_____	_____	_____	If different from above
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

RETURN THIS FORM TO SHOW MANAGEMENT, P.O. BOX 1429, AUSTIN, TX 78767-1489 * 512-477-6486 (fax)

This form must be returned to Show Management by May 16 in order to receive badges prior to the Expo. Badges will be mailed to the contact person named above. Plastic badge holders will be available at the Expo.

EXHIBITOR BADGE ORDER FORM