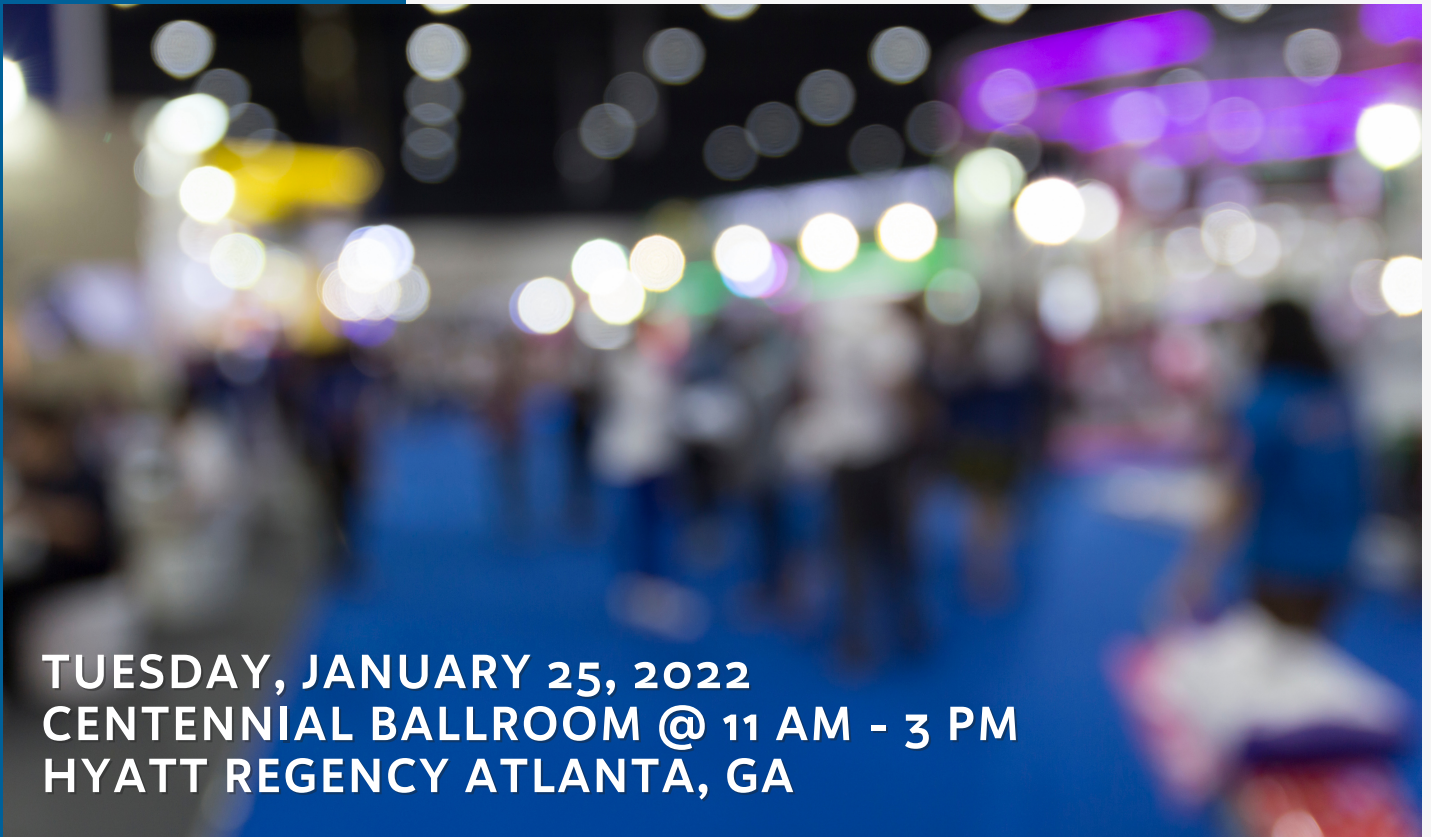




**NPFDA**  
NATIONAL PROTEIN AND FOOD  
DISTRIBUTORS ASSOCIATION

# NPFDA 2022 PROTEIN SUPPLIERS SHOWCASE

**YOU'RE INVITED TO EXHIBIT!**



**TUESDAY, JANUARY 25, 2022  
CENTENNIAL BALLROOM @ 11 AM - 3 PM  
HYATT REGENCY ATLANTA, GA**

**CONNECT. GROW. THRIVE.**

NATIONAL PROTEIN & FOOD DISTRIBUTORS ASSN.  
2014 OSBORNE RD, SAINT MARYS, GA 31558  
912-439-3603  
CAROL@NPFDA.ORG  
WWW.NPFDA.ORG

All Buyers of Protein – Distributors, Further Processors, Exporters, Broker/Traders, Retailers and NPFDA Members are invited to attend at no cost. Make the best of your time in Atlanta. Create an experience by having clients, prospects, or colleagues meet with you at the company booth.

Every vendor will have access to tables, food, beverages, entertainment and privacy. Make new contacts and meet new buyers in 4 hours.

## GET READY!

### Your Exhibit Booth includes:

- 10' x 10' carpeted booth
- Draped booth with side curtains
- 1 draped table
- 2 chairs
- 1 sign
- 1 wastebasket

### All for Just:

- \$620 per booth (NPFDA Member)
- \$500 second booth (NPFDA Member)
- \$800 per booth (Non-Member)
- \$700 second booth (Non-Member)

**If your company is not a NPFDA member, please consider joining prior to the convention to take full advantage of the special member pricing.**

## EXHIBITOR SERVICE MANUAL

Shepard Exhibition Services will provide the official NPFDA Annual Convention Exhibitor Service Manual containing all of the necessary order forms for advance warehouse shipping, furnishings, electrical, telephone, audio visual and floral suppliers. The service manual will **be available shortly.**







## BENEFITS OF EXHIBITING

### Reinforce Business Relationships

Imagine what happens if you're not there! Your current customers expect to see you at their industry's event of the year. You can make the most of the showcase by working with your customers and their customers on a one-on-one basis at your exhibit or in special spaces that will be provided for private conversations.

### Generate Sales Leads & Establish New Relationships

The NPFDA Protein Suppliers Showcase can be your most lucrative opportunity ever, to interact with some of the protein industry's most eminent companies. This is the perfect venue for introducing, demonstrating and showcasing your products and services to key buyers. Your exhibit and presence at the Showcase can take the place of tens of thousands of dollars worth of sales calls and other marketing expenditures. Make the most of your marketing budget in one setting, then seal the deals and celebrate your success with colleagues and clients at the closing reception.



### Introduce New Products & Services

Use the NPFDA Protein Suppliers Showcase as your new product/service roll-out campaign. There's never been a better place with as many qualified prospects available to experience what you have to offer. Showcase attendees are eager to learn about and discover new products and services; it's their main reason for attending. The Showcase gives you a golden opportunity to tell your story to pre-qualified business people. Your participation can elevate you head and shoulders above your competition!

## JOIN TODAY AND SAVE!

### NOT A NPFDA MEMBER, YET? ASK US HOW

You are still welcome to attend and find out first hand why our members enjoy being part of NPFDA and love our meetings.

Join Today and save \$180 on your booth, save \$50 on each person's convention registration, plus staff can attend the Fall Meeting at 1/2 price. Best of all, membership is only \$550 per company - all employees will be members as well.

# BOOTH REGULATIONS



By signing the application, Exhibitor agrees to occupy assigned space during the entire period of the show. Exhibitor agrees to arrange displays in such a manner that they will not infringe upon the rights of neighboring exhibitors and that exhibits will be within assignment space only.

Exhibitor agrees not to use walls or ceilings for decorations requiring fastening that may harm floors, or any part of the building. Exhibitor agrees to pay Hyatt for repairs. Exhibitor agrees not to cook items at booth and that no electrical or gas appliances will be used. Refrigeration is acceptable.

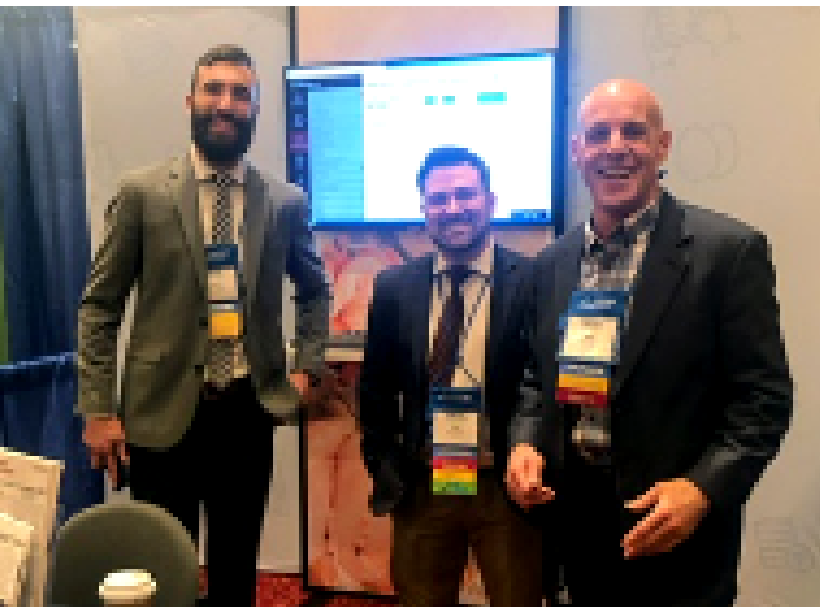
NPFDA reserves the right to relocate Exhibitor if necessary upon prior discussion with Exhibitor. NPFDA and the Hyatt will take precautions to protect booths and equipment, but will not be held responsible for theft or loss, damage, expense, or liability.

Exhibitor must have proof of liability insurance. In the event the show is canceled, NPFDA shall not be liable except for the return of registration fees. By signing the application, Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency Atlanta, its owners or manager which result from any act or omission of Exhibitor.



Exhibitor agrees to defend, indemnify and hold harmless Hyatt Regency Atlanta, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property.

Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hyatt Regency Atlanta, or any part thereof NPFDA. All Photography by NPFDA is permitted.





# PRODUCT SHIPPING INFORMATION



**IMPORTANT: PROPER LABELING REQUIRED.  
PLEASE READ THIS PAGE CAREFULLY.**

## FOR ALL EXHIBITS

### MOVE IN/MOVE OUT

Booths may be set up on **Monday evening from 5pm-8pm, and Tuesday AM**. Booths may be taken down **Tuesday after 3 pm**. Booths and display materials may be brought in by the exhibitor or shipped in advance to Shepard.

### DISPLAY BOOTHS

Actual booths/displays need to be sent to Shepard, if shipping ahead of time. Shepard information to come under separate cover. For those companies exhibiting product, your product should be sent to the Hyatt Regency no earlier than **Friday, January 21, 2022**.

**Please make sure to clearly indicate the following on the boxes**

Only perishable or frozen food products will be accepted by the Hyatt Regency Atlanta. There will be an additional charge per box received by the hotel. All other exhibit booth material is to be sent directly to Shepard Exhibition Services.

**REFRIGERATION REQUIRED or KEEP FROZEN**  
**(This is extremely important!)**

**BE SURE TO CONFIRM PRODUCT ARRIVAL BEFORE THE SHOW.**

**Must label all shipped boxes containing product as follows:**

(Guest Name)(Guest Cell Phone)  
c/o Hyatt Regency Atlanta  
265 Peachtree Street, NE  
Atlanta, GA30303

**ATTN: EXECUTIVE CHEF** (\*\*\*\*NOTE IN BOLD AND CAPS, if item is perishable or frozen and send to the attention of the Executive Chef)

NPFDA CONVENTION/(YOUR COMPANY NAME)/

January 25, 2022 NPFDA Protein Showcase Booth # \_\_\_\_

Arrival Date

Box ( ) of ( )

(check one)

\_\_\_ Display Product Only

\_\_\_ Product to be prepared by kitchen



# COOKED ITEMS

While the Hyatt does not allow cooking at the booths, they will allow you to provide your own induction burners, etc., to heat cooked food or partially cooked food. No gas burners please. The Hyatt will charge for receiving and storage of food products. If preferred, the Hyatt will cook your food items for display and sampling.

Your products will be cooked and prepared to your specifications and delivered to your booth. You are welcome to bring any preprepared items.

Booth setups (ice, chafing dishes, plates, silverware, napkins, etc.) will be provided at a charge-per-use basis. You are encouraged to bring paper plates, napkins, toothpicks, etc. so that you can control your costs.

# PRICING

## Food Preparation & Equipment Fees

- Preparation of up to 2 items: \$300
- Preparation of 3-4 items: \$500
- Preparation of more than 4 items: \$500 - plus \$150.00 extra per item over
- Chafing dishes & Sterno: \$100
- Small plates/forks/napkins: \$75
- Tub of ice: \$75
- Heat lamp: \$100
- Serving tray: \$50
- Cutting board: \$75
- Carving knives: (NOT AVAILABLE FOR LOAN)

All above fees are subject to a 24% Service Charge (Taxable) and a 8.9% Sales Tax. All preparation and equipment rental charges are the responsibility of each exhibitor. Billing must be arranged directly with Hyatt Regency Atlanta.



Click here to complete the cooking instruction form and return it to the Hyatt no later than **Monday, January 24, 2022**. If you have any questions, please call:

Heidi Gohlinghorst  
Senior Event Sales and Planning Manager  
HYATT REGENCY ATLANTA  
265 Peachtree St. NE, Atlanta, GA 30303  
T +1.404.460.6477  
E [heidi.gohlinghorst@hyatt.com](mailto:heidi.gohlinghorst@hyatt.com)  
[hyattregencyatlanta.com](http://hyattregencyatlanta.com)

You may fax or email the cooking instruction form any time between now and January 24, 2022. \*Forms received after the 25th will be subject to a \$500+ Rush Order





# CAN'T WAIT TO SEE YOU THERE!

## NPFDA PROTEIN SUPPLIERS SHOWCASE EXHIBITOR REGISTRATION FORM

Tuesday, January 25, 2022  
Centennial Ballroom @ 11 AM - 3 PM  
Hyatt Regency Atlanta, GA



**REGISTER VIA THIS FORM OR REGISTER ONLINE.**

Company Name: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Credit Card Type: \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_ AMEX

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

CVV or CID #: \_\_\_\_\_

(Note: for AMEX the CID is the 4 digits on the front of the card.)

Authorized Amount to Charge: \_\_\_\_\_

Invoice Number or Service(s) Provided: \_\_\_\_\_

**Booth Location:** Last Year's exhibitors will get first option on same booth as occupied last year. New exhibitors will be assigned booth space on a first-come, first-served basis. Call 770-535-9901 for more information. Booth registration fees due at time of registration. Cooking fees will be determined on a per use basis and therefore not billable until after the show. Previous exhibitors space is protected until deadline of

For all companies who will be **showing cooked food items**—Please email the **form hyperlinked here** to the Hyatt as instructed. To the attention of: **Heidi Gohlinghorst**

PLEASE SEND THE ABOVE INFORMATION TO:  
National Protein & Food Distributors Association  
2014 Osborne Rd, Saint Marys, GA 31558  
912-439-3603 | carol@NPFDA.org | www.npfda.org

**BRINGING BUYERS AND SELLERS TOGETHER SINCE 1967**