



**MARCH 18–20, 2024**  
**EXPO: TUESDAY, MARCH 19, 2024**  
**GAYLORD OPRYLAND | NASHVILLE, TN**

## EXHIBITOR QUICK REFERENCE GUIDE

Find all the information you need to plan for the show in this document, or navigate through by topic on the [Exhibitor Resources page](#). Use the [Checklist](#) to stay on track with all exhibit deadlines!

### EXHIBIT HALL

- The exposition is located in Ryman Hall C1
- View the [Floor Plan](#) to find your booth and see who is exhibiting

### EXHIBITOR SCHEDULE

Exhibitor Move-in:	
Saturday, March 16th	1:00 PM – 6:00 PM
Sunday, March 17th	8:00 AM – 5:00 PM
Monday, March 18th	8:00 AM – 5:00 PM
Tuesday, March 19th	8:00 AM – 11:00 AM
Show Hours:	
<b>Tuesday, March 19th</b>	<b>12:30 PM – 5:00 PM</b>
Exhibitor Move-out:	
Tuesday, March 19th	5:00 PM – 10:00 PM
Wednesday, March 20th	8:00 AM – 10:00 AM

### WHAT'S INCLUDED WITH YOUR BOOTH?

- All booths include:
  - An allotment of registrations based on your booth size
  - Complimentary Basic WIFI
  - Complimentary Lead Retrieval provided through the Mobile App
  - Listing in the Online Exhibitor Directory and Mobile App
  - Access to a list of Media attending
  - Complimentary booth carpet: Black (aisle carpet color: Pepper)
- Standard Inline Booth (10' deep by any width) Package includes:
  - 8' High Backwall Drapes Color: Black
  - 3' High Sidewalls Drapes Color: Black
  - One (1) 6' Black Skirted Table
  - Two (2) Black Plastic Contour Chairs
  - One (1) Wastebasket
  - One (1) 17" x 11" Booth ID Sign
  - Booth Carpet Color: Black

\* Material handling, labor, furniture rental for islands, and all other vendor services are not included.

### REGISTER YOUR BADGES

Each exhibiting company receives (2) Full Conference and (1) Exhibit Hall Only badge per 10'x12' square feet of space, and (2) Full Conference registrations per exhibiting company to use for retail customers.

Badges are required to access conference sessions and the exhibit hall on show days. Wristbands will be available for access on set-up days. To register using the complimentary badges that come with your booth, please reference the instructions provided in the email from FMI [register@fmi.org](mailto:register@fmi.org).

If you wish to purchase additional badges, [register online](#) to receive the Early Bird rates. If you have any registration questions or need assistance, please contact [register@fmi.org](mailto:register@fmi.org).

### RULES, REGULATIONS AND LABOR JURISDICTIONS

Be sure to review the [booth display guidelines](#) and [AMC Terms & Conditions](#) to ensure a smooth setup experience. Also review the [labor jurisdictions](#) in Nashville so that you are aware of what your staff are permitted to set-up. Exhibitors using contractors other than GES [must register](#) all "Exhibitor Appointed Contractors" requiring access to the show floor during set-up or tear down by Friday, February 16.

### LIABILITY INSURANCE

All exhibitors are required to carry liability insurance with [required coverage limits](#) and may not exhibit without providing proof of insurance. Submit the Certificate of Insurance (COI) to the Meat Institute in the [Exhibitor Dashboard](#) by February 26, and [to the Gaylord Hotel](#) by February 19. Exhibitors using an Exhibitor Appointed Contractor (EAC) to set-up/dismantle their booth (other than GES) must have their EAC [submit a COI](#) to GES by February 19. If you need event insurance, it can be purchased through Rain Protection Insurance. Don't forget to also submit the required [food sampling forms](#)!

### FOOD SAMPLING

All exhibitors from meat or poultry processing companies are required to serve product samples during exhibit hours. The Gaylord Opryland is the official and exclusive caterer for the event. [Review food sampling, shipping, storage and delivery procedures](#) right away which includes what you are permitted to do in your booth, ordering information, required forms and more. The [required food sampling forms](#) must be submitted to the Gaylord Opryland Hotel by February 19, 2024.

## REFRIGERATED/FROZEN PRODUCT STORAGE AND DELIVERY

All refrigerated/frozen product **MUST** be shipped directly to show site, packaged separately from booth materials, and labeled with the [appropriate shipping labels](#). If some/all product you are sending will be used for food sampling, [review requirements and shipping, storage and delivery guidelines](#) right away. Find [storage and labor rates here](#).

## SHIPPING AND MATERIAL HANDLING INFORMATION

[Booth materials](#) can be shipped in advance to the warehouse, or direct to show site. All refrigerated/frozen product **MUST** be sent directly to show site. Be sure to use the [appropriate shipping labels](#) to ensure safe storage and/or delivery of your booth materials and product.

Shipment Type/Method	Date/Time Accepted
Booth Material Shipments to Advance Warehouse	February 13 – March 13
Booth Material Shipments Direct to Show	March 16 – March 19
Refrigerated Product Shipments for Booth	March 13 – 16 8:00 a.m. – 5:00 p.m.
Refrigerated Product Shipments for Hotel	March 13 – 15 8:00 a.m. – 5:00 p.m.
Frozen Product Shipments for Booth	March 13 – 16 8:00 a.m. – 5:00 p.m.
Frozen Product Shipments for Hotel	March 13 – 15 8:00 a.m. – 5:00 p.m.

Material Handling or Drayage includes the unloading of your shipment, transporting it to your booth, storing and returning your empty crates/cartons and reloading your shipment at the close of the show. This is a separate fee so [review all rates and information](#). If you wish to self-unload booth materials from your own vehicle (trailers not permitted) using the Exhibit Hall docks, [review POV instructions](#).

## CONNECT WITH ATTENDEES

### Online Floor Plan and Directory Listing

The Online Floor Plan and Directory is THE place attendees go before the show to see who is exhibiting and learn more about their products and services. Your directory listing automatically includes company contact information and your booth number and you may add a company description, social media links and upload a press release. [Login to the Exhibitor Dashboard](#) to update your information using the information emailed to the primary booth contact. Note that additional team members can be given access from the Exhibitor Dashboard.

### Mobile App and Lead Retrieval

The Mobile App is where attendees go to find information about exhibitors when they are onsite in Nashville at the show. There they can review a company profile you create, search by product, and access the Online Floor Plan. This is also where your company can find and use the complimentary

lead retrieval that comes with your booth. You will receive an email from SwapCard inviting you in to the platform. This [Exhibitor User Guide](#) includes details on how to navigate the Exhibitor Center and build your profile. Create your company profile by **Thursday, February 29**, to maximize visibility to other conference attendees. If you have any questions or issues during the process, you can contact their Support Team by clicking on your profile, then selecting “contact app support” followed by “message.” This is the quickest way to get assistance with any platform setup questions or technical issues.

Lead retrieval is built into the conference app and will be a feature available to your entire team. This will allow badge scanning throughout the conference and not just on the show floor. Badge scanning information is available in the [Exhibitor Guide](#) and we will have designated onsite support from the SwapCard team if you need anything onsite.

### Marketing Tool Kit

We have compiled a variety of tools and resources to help you realize your goals at the Annual Meat Conference! Find event logos, personalized email signatures, social media templates, industry media contacts and more in the [Marketing Tool Kit](#).

### Social Media

Follow us on social and don't forget to use [#meatconference](#) when posting about the show!

## IMPORTANT DATES

Below is a snapshot of key dates. Stay on track by reviewing the [Exhibitor Checklist](#) for the full list of deadlines.

Date	Task/Description
January 18	Last day to cancel or downsize booth space without penalty
February 13-March 13	<b>Booth materials</b> shipments accepted at <b>advance</b> warehouse (NO frozen or refrigerated product)
February 19	All <a href="#">required food sampling forms</a> due to Gaylord Opryland
February 19	Last day to reserve discounted rate rooms at Inn at Opryland Hotel
February 26	Last day to reserve discounted rate rooms at Gaylord Hotel
February 26	Last day to receive discounted rates for GES orders
March 13-March 16	Refrigerated/Frozen product shipments accepted direct at show site
March 16-19	<b>Booth materials</b> shipments accepted <b>direct</b> at show site

## VENDOR SERVICES GUIDE

Official AMC vendors include:

### General Service Contractor: GES

Labor, material handling, shipping, furniture, product storage, carpet and cleaning

February 26 - Advance Order Discount Deadline

Phone: (800) 801-7648

[Chat Online](#)

[Order Online](#)

### Internet: Boomer

March 1 Discount Deadline

Phone: +1 (615) 458-0000

[Email](#)

[Order Online](#)

### Technology/Audio-visual Equipment: EventNow

Phone: +1 (615) 458-2646

[Order Online](#)

### Electric, Compressed Air, Water: Boomer

March 1 - Discount Deadline

Phone: +1 (615) 458-6390

[Email](#)

[Order Online](#)

### Rigging/Banner Hanging: Encore

Phone: +1 (615) 458-2646

[Order Online](#)

### Refrigerated/Frozen Cases: Lowe Refrigeration

March 4 - Order Deadline

Phone: +1 (770) 461-9001

[Email](#)

[Order Online](#)

### Catering/Food Prep: Gaylord Opryland

February 19 - Order Deadline

Phone: +1 (615) 458-1755

[Email](#)

[Order Form](#)

### Badge Registration: FMI

Instructions were emailed

[Email](#)

### Hotel Reservations

Discounted nightly rates have been secured for AMC exhibitors.

Nashville Gaylord Hotel

\$247 USD, plus \$25 resort fee per night

*Reserve by February 26, 2024*

Inn at Opryland Hotel

\$214 USD per night

*Reserve by February 19, 2024*

Log in to the [Exhibitor Dashboard](#) to access reservation links.

Email [events@meatinstitute.org](mailto:events@meatinstitute.org) with questions.

### Floral and Plant Rental: Teasley's Convention Florist

Phone: +1 (615)876-9378

[Email](#)

[Order Online](#)

### Liability Insurance: Rain Protection

Phone: +1 (800) 528-7975 x 101

[Email](#)

[Order Online](#)

### Gaylord FedEx Office

Small package shipments to hotel

Phone: +1 (615) 391-0381

[Email](#)

[Shipping Information](#)

## MEETING ROOM INFORMATION

Meeting rooms are available to rent during AMC. As you consider your meeting room needs, please note that they may not be booked during the Welcome Reception on Monday, March 18, 5:30 pm – 7:30 pm, or during exhibit hall hours on Tuesday, March 19, 12:30 pm – 5:00 pm. Contact TJ Carlino at [TCarlino@gaylordhotels.com](mailto:TCarlino@gaylordhotels.com) to reserve meeting space.

## EXHIBITOR WARNINGS

Please be aware of solicitations from vendors not affiliated with the Meat Institute, FMI or the Annual Meat Conference. If a company is not an official event vendor, the Meat Institute cannot guarantee the legitimacy of their claims. FMI/Meat Institute have already received several reports of third-party hotel scammers, so be on the lookout! If you are solicited by any group other than the official vendors listed above, please contact [events@meatinstitute.org](mailto:events@meatinstitute.org).

## ON-SITE

Networking:

Review the [full conference program](#) and take advantage of networking opportunities.

Parking:

Exhibitors who are staying at the hotel can park in any of the standard lots and charges will be added to your room bill. Contractors and other vendors can park at the mall next to the Gaylord for free, or they may pay to park in the Gaylord property parking lots. If you wish to self-unload booth materials using the Exhibit Hall docks before you park, [review POV instructions](#).

Move-out:

Be sure to review all [GES Move-out information](#).