

# MAINE RESTAURANT & LODGING EXPO 2012

Wednesday, April 4, 2012 · 10 am - 4 pm · Cumberland County Civic Center · Portland Maine

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## EXHIBITOR CHECKLIST

- **January 20, 2012** – Show Program Advertisement submission deadline.
  - All exhibitors who have registered to place an advertisement in our show program should submit, via email, ad copy by January 20<sup>th</sup>. See the “**Advertising Specs**” link for more details.
- **January 27, 2012** – Balance due on booth packages. Balance due invoices were mailed to exhibitors in early January. Exhibitors who paid their deposit via credit card, will have their card automatically charged for the balance due on January 27, 2012 unless they have requested other arrangements. If you paid your deposit by check, please remit the balance due by January 27<sup>th</sup>.
- **January 30, 2012** – Show Program Company Listing submission deadline.
  - All exhibitors are included in the “Exhibitor Listing” section of our show program. Please click onto the “**Company Listing**” link to submit the information you would like printed in our Show Program.
- **February 17, 2012** - Mail Certificate of Insurance to Maine Restaurant & Lodging Expo 2012 by February 17<sup>th</sup>. See “**Proof of Insurance**” link for specific requirements.
- **Mid February, 2012** – As part of our booth package rates and benefits, those exhibitors who opt to advertise in our show program are eligible to receive **Complimentary Passes** to distribute to customers. These passes will be mailed in mid-February.

These passes may be handed out to customers who are legitimate buyers so that they may attend Expo at no cost. Please do not distribute them to “vendors”. Only professionals who own, operate or are employed by foodservice or lodging businesses should attend the show as guests. Additionally, please do not distribute these passes for those who will be staffing your booth. We provide exhibitors with staff badges at no charge.

If you are not an advertiser but would like to purchase passes for your customers, or if you are an advertiser and want additional passes you may obtain them for \$10 each. Please contact Rebecca at [events@mainerestaurant.com](mailto:events@mainerestaurant.com) for further details.

- **March 16, 2012** – Deadline to make Host Hotel reservations (Holiday Inn By the Bay) to receive their special rates. See “**Host Hotel**” link for contact information. See also “**Directions**” link.
- **March 21, 2012** – Email us your “**Name Badge**” request to [exhibitorbadge@mainerestaurant.com](mailto:exhibitorbadge@mainerestaurant.com) by March 21<sup>st</sup> so we may prepare your badges in advance of the Expo. Earlier submission of badge registration forms will be accepted and appreciated. Exhibitor name badges will be available at your booth on setup day. We will provide you as many name badges as you need within reason.

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## EXHIBITOR CHECKLIST (cont....)

- **March 26, 2012** - Special Event Rentals (SER) rents additional display items. Should you need more than the two tables, two chairs, trash can and basic pipe & drape that come standard with each booth, please click onto the **"Special Events Rental Info & Order Form"** link, complete as appropriate, and submit directly to SER. All orders and payments for services other than those included in your booth must be received by SER by March 26.
- **March 26, 2012** – Please join us for the Annual Maine Restaurant Association Awards Banquet the evening before the Expo, Tuesday, April 3<sup>rd</sup>, at the Holiday Inn By The Bay. Reservations for the Awards Banquet should be made by March 26<sup>th</sup>. See **"Maine Restaurant Association Awards Banquet"** link to make your reservation.
- **March 28, 2012** – All exhibitors are provided with one electrical plug providing 110 volt, 5 amp, 600 watts, standard power. For additional electrical needs, complete the **"Green Tree Electrical Services Order Form"** link by March 28. Orders after that date, up to the day of set-up, can be accommodated at a higher rate.
- **March 16, 2012** - **\$3.00 Off Coupons** will be sent to all exhibitors via email in mid-March. Exhibitors may distribute them to customers beginning on March 26<sup>th</sup>. Online registration will be closed by this date and all non-registered attendees as of that date must register the day of show. The coupon will allow them to pay the discounted registration fee of \$12.00 at the door. This is a great way for exhibitors to promote the event to their customer and provide them with a perk. There is no limit to the number of coupons that may be distributed.
- **March 21, 2012** – Beer, wine and spirits vendors should place their product orders with the Cumberland County Civic Center by March 21<sup>st</sup>. See the **"Pouring Rules"** link for information about ordering product for the Expo and the rules that apply to alcohol sampling at the event.
- Review **"Set-up Schedule"** link and note assigned move-in times.
- **Please review and comply with all "Fire Regulations" as specified on the link of the same title. The Fire Department may inspect all booths throughout the Expo. Please note fire extinguisher regulations!**
- **Internet service** will be available to all exhibitors for free. Details regarding connection will be available on set-up day.
- Review **"Exhibiting Regulations"** & **"Fire Dept. Regulations"** links to be sure you are in compliance.
- For directions and information about exhibitor parking view the **"Parking & Directions"** link.
- **Note: Moist towelettes must be on hand when handling food.**
- We allow admittance to the Expo through 4:00 pm. **ALL EXHIBITORS ARE EXPECTED TO WAIT UNTIL at least 4:00 PM BEFORE BREAKING DOWN.**
- Good Shepherd Food Bank will be collecting any left-over food or beverages that exhibitors are willing to donate. Volunteers will begin collection at 4:30 pm.