

TABLETOP DISPLAY APPLICATION

*For the 43rd Annual RFA Conference & Tabletop Display
March 3 - 5, 2024 - We-Ko-Pa Resort - Fort McDowell, Arizona*

*Tabletop Display Reception will be held on
Monday, March 4, 2024 from 3:30 p.m. to 6:30 p.m.*

TABLETOP INFORMATION & GUIDELINES

The 2024 Conference Tabletop Display Reception will take place on Monday, March 4, from 3:30 p.m. to 6:30 p.m. onsite at We-Ko-Pa Resort. The room will be ready at 9:00 a.m. on Monday for Associate members to begin set-up. There will be hors d'oeuvres and an open bar for the duration of the Reception.

The Fee is **\$500** per 6 ft. table for Associate Members of the RFA who are registered for the entire Conference. Space is limited, so make your reservations early. To reserve a Tabletop, please fill out the Reservation Form and return it to the RFA office with payment. Remember, you must register for the full Conference to be eligible to receive a Tabletop.

Sizzle Tape: Associate Members can present a new or popular product in our **Product Sizzle Tape**. Cost is **\$100** per 6 second slide. This slide should be made in PowerPoint (16:9) with no moving parts. The Sizzle Tape will be displayed on the big screen in our meeting room between speaker presentations.

If you have questions on this format, please call your Associate Board Members: Jennifer Crow (800) 726-0881, Lili Lawry (914) 960-1436, and Jeff Rhodes (615) 476-9280.



Tabletop Display Guidelines:

1. A banner of your own design on the front of the table will be permitted. A tablecloth with your company's logo is encouraged as a way of distinguishing your exhibit. (NOTE: A small sign with your company will be provided to sit on your table; if you wish to include a banner, you must supply your own).
2. There will be NO height restriction on tabletop materials this year.
3. No pop-up or stand alone signs permitted.
4. Laptops, etc. will be permitted but must be battery operated (no power support) and silent.
5. Giveaways are permitted but no individual raffles.
6. Samples/products will be permitted. Food samples can be served, but you must provide your own chafing dishes or make arrangements in advance with Megan Levin.
7. All displays must be in place by 3:00 p.m. on Monday, and dismantled, with all materials removed, by 8:00 p.m. on Monday night.

Shipping Information:

Packages may be delivered to the Resort two business days prior to your event. To ensure that your materials are stored and delivered properly, please include the following information on all packages:

We-Ko-Pa Resort
10438 Wekopa Way
Fort McDowell, AZ 85264
Hold for _____ (Client Name)
Refrigerated Foods Association Conference
Begins 3/3/2024
Number of boxes (i.e. 1 of 2, 2 of 2, etc.)

CONFERENCE SCHEDULE

SUNDAY, MARCH 3

- 12:00 - 7:00 p.m. Registration
- 2:00 - 4:30 p.m. Board of Directors Meeting
- 5:00 - 5:30 p.m. New Member / First Time Orientation
- 5:30 - 6:00 p.m. New Member/Press/Speaker Reception
- 6:00 - 7:00 p.m. Opening Welcome Reception
- 7:00 p.m. Dinner On Own

MONDAY, MARCH 4

- 7:00 a.m. - 7:00 p.m. Registration
- 8:00 - 8:45 a.m. Welcome Breakfast
- 8:45 - 9:15 a.m. Business Meeting, Sizzle Tape
- 9:00 a.m. - 3:00 p.m. Exhibitor Set-Up
- 9:15 - 10:30 a.m. Keynote Address: Connie Podesta
- 10:30 - 10:45 a.m. Break
- 10:45 - 12:00 p.m. Technical Update: Doug Marshall
- 11:00 a.m.. Spouse Event
- 12:00 - 1:00 p.m. Networking Lunch
- 1:00 - 2:00 p.m. Presentation: Cybersecurity
- 2:00 - 2:15 p.m. Break
- 2:15 - 3:15 p.m. Presentation: Brand Strategy
- 3:30 - 6:30 p.m. Tabletop Display & Reception
- 6:30 p.m. Dinner on own

TUESDAY, MARCH 5

- 7:30 a.m. - 12:00 p.m. Registration
- 8:00 - 9:00 a.m. Associates' Meeting, Election, CEO Session Sign-up & Breakfast
- 8:30 - 9:15 a.m. Manufacturers' Breakfast
- 9:30 - 11:40 a.m. One-on-One CEO Sessions
- 11:40 a.m. Golfers Depart for Tournament
- 12:00 - 1:30 p.m. Martin Mitchell Food Safety Luncheon
- 12:15 p.m. Golf Shotgun Start
- 1:45 - 2:45 p.m. Presentation: Fresh Cut Produce 101
- 2:45 - 3:00 p.m. Break
- 3:00 - 4:00 p.m. Presentation: Hydrocolloids in Foods
- 6:30 - 10:00 p.m. Closing Dinner, Awards and Passing of the Gavel at La Puesta Del Sol

TUESDAY, MARCH 5

- 8:00 - 8:30 a.m.. Board of Directors Meeting

2024 RFA CONFERENCE TABLETOP DISPLAY RESERVATION FORM

The fee to take part in the RFA Tabletop Display Reception is \$500 per Tabletop for Associate Members. Please note that you must be a registered Conference attendee and an Associate Member of the Refrigerated Foods Association to have a Tabletop. The fee for the Sizzle Tape is \$100 per slide.

The Tabletop Reception will take place on Monday, March 4, 2024, from 3:30 - 6:30 pm., onsite at The We-Ko-Pa Resort and will be ready at 9:00 a.m. on Monday for Associate members to begin setting up.

To reserve a space at the RFA's Tabletop Reception, please fill out the form below and return it to the RFA Office, along with your payment. This year's Tabletop spaces are limited, so send in your reservation today!

** There will be no refunds once the reservation is made.*

Yes, my company would like to reserve a space at the Tabletop Reception to be held in conjunction with the Refrigerated Foods Association Conference in 2024. I have read and understand the guidelines. I also understand that I will have to register separately for the Conference to be entitled to a Tabletop (details sent separately). I understand that this is a "Tabletop Display" and not a "Full Fledged Exhibit Session."

Yes, my company would like to be included in the Sizzle Tape for \$100 per 6 second slide.

Name of Main Contact at Table: _____

Company: _____

Address: _____

Phone: _____ **E-mail:** _____

What do you plan to display? _____

Do you intend to offer food samples at your table? Yes No

PAYMENT INFORMATION:

The fee is \$500 per Tabletop; Product Sizzle Tape is \$100 per slide

Number of Tabletops: _____ **Number of Product Sizzle Tape Spots:** _____ **Amount Enclosed \$** _____

Payment Method:

Check (made payable to Refrigerated Foods Association)

Credit Card #: _____ **Exp. Date:** _____

Cardholder Signature: _____

Card Security Code/CVV: _____

Billing Information: (Must match Credit Card - if different from above):

Name on Card: _____

Address/City/State/Zip: _____

Phone: _____

Please Return to: Refrigerated Foods Association
3823 Roswell Road, Suite 208, Marietta, GA 30062
Phone: (678) 426-8175