



June 26 – 28, 2011  
Dallas Convention Center  
Dallas, Texas

## Attendee Registration Information

### ATTENDEE REGISTRATION

Only persons directly involved in the foodservice industry may register to attend the Southwest Foodservice Expo. Advance registration for attendees is \$20.00, and the deadline to register to receive a badge in the mail is May 20, 2010. On-site registration is \$40.00 per person.

Attendees can register online through the Southwest Foodservice Expo Web site at [www.swfoodexpo.com](http://www.swfoodexpo.com). Online registration will remain open until June 25, 2010.

### BADGE HOLDERS

A color code and category name on the bottom of the plastic badge holder will identify the registration category. The following categories will be used:

Foodservice .....	Fuschia
Institutional Foodservice .....	Fuschia
Lodging Foodservice .....	Fuschia
Bar/Tavern/Nightclub .....	Yellow
Dietician .....	Orange
Catering.....	Blue
Chef.....	Blue
Dealer/Distributor.....	Brown
Supplier/Affiliate.....	Brown
Retail.....	Red
Trade Visitor.....	Green
Press/Media .....	Green
Exhibitor.....	Black

### FREE REGISTRATION

Exhibitors have the opportunity to invite their customers through our FREE Pass registration program. Passes will contain a FREE CODE and can be redeemed for free online registration. You can distribute these passes in person or by mail. FREE passes can be ordered using the order form on Page 125 of this exhibitor service manual. You may order as many as you need.

### LEAD RETRIEVAL

The Southwest Foodservice Expo offers a variety of lead recording products through its official lead retrieval provider. Please refer to Page 33 for the Lead Retrieval Form. Make sure you take advantage of the discount deadline date to save time and money!

### AGE RESTRICTIONS

**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

A “no wheels” policy in the exhibit hall has been implemented for the Southwest Foodservice Expo during show hours. Wheeled bags and luggage carts will not be allowed in the exhibit hall.

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Foodservice	1, 2, 7
Institutional Foodservice	9, 10, 11, 12
Lodging Foodservice	8
Bar / Tavern / Nightclub	3
Dietician	24
Catering	5
Chef	4
Dealer / Distributor	15, 17
Supplier / Affiliate	16, 18, 19, 20
Retail	6
Trade Visitor	13, 14, 21, 23
Press / Media	22
Exhibitor	E

## EXHIBITOR REGISTRATION

Exhibiting personnel must wear Exhibitor Badges to enter the exhibit hall during all move-in days beginning at 8 a.m., Friday, June 24, 2011. **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 p.m. on Saturday, June 25, 2011. **BEGINNING ON SUNDAY, JUNE 26, 2011, YOU WILL BE CHARGED A FEE OF \$40 PER BADGE REQUESTED.** Replacement badges ordered during show days will also be \$40 each.

## PRE-REGISTRATION

Exhibitors can visit our Website at [www.swfoodexpo.com](http://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 13, 2011.

Your badges will be mailed to the person indicated on the order form, if your order form is received by May 13, 2011. PLEASE PRE-REGISTER TO SAVE TIME AT EXPO! Any orders received after May 13, 2011, will be taken to Dallas 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 Dallas Convention Center:

- Friday, June 24, 2011 from 8 a.m. – 5 p.m.
- Saturday, June 25, 2011 from 8 a.m. – 5 p.m.

All badges ordered after June 25 will be \$40 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
- 10 badges per 10x10 booth
- PRINT LEGIBLY
- This form is only for employees working your booth
- The key contact person will receive the badges in the mail
- The company address is the location where the 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.

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# Exhibitor Badge Order Form

**ADVANCE ORDER DEADLINE: MAY 13, 2011**

## EXHIBITOR BADGE FEES

Badges ordered by 5:00 p.m. on Saturday, June 25, 2011, are complimentary to exhibitors. Badges ordered during Show days, June 26-28, 2011 cost \$40 each. Replacement badges issued during the Expo also cost \$40 each. Register now to avoid delays and charges at the Expo.

## MAIL ALL BADGES TO: PLEASE PRINT LEGIBLY.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

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

Firm Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

### **BOOTH PERSONNEL (One badge will be processed for each name)**

FIRST NAME	LAST NAME	CITY	ST
_____	_____	_____	_____
_____	_____	If different from above	_____
_____	_____	If different from above	_____
_____	_____	If different from above	_____
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_____	_____	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 • Fax: (512) 477-6486**

This form must be returned by May 13, 2011, 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.*



**AMERICAN  
TRADESHOW  
SERVICES**

**For More Information Call - 985.809.0600, ext 205**

**Optimize  
your ROI  
with  
Lead  
Retrieval**

Collect  
**Quality  
Leads**  
in a format  
You Can Use  
**Instantly**

	A	B	C	D	E	F	G
1	Date	Time	ID#	First Name	Last Name	Title	Company
2	6/3/2010	8:01:30 AM	123769	Ima	Lead	President	ABC Corporation
3	6/3/2010	8:02:34 AM	124869	Peter	Smith	Purchasing Agent	Fleur De Lis Inc
4	6/3/2010	8:07:12 AM	112233	Marcus	Williams	Sales Representative	Carter & Kennedy LLP
5	6/3/2010	8:09:58 AM	597412	Betty	Adrian	Owner	Sweet and Sour, Inc
6	6/3/2010	8:12:36 AM	951753	John	Jacob	Director of Marketing	American Market Supplies Company
7	6/3/2010	8:20:20 AM	332258	Bob	Barker	Pricing Manager	Studio Corporation
8	6/3/2010	8:21:45 AM	332587	Wendy	Roberts	Project Assistant	
9	6/3/2010	9:01:07 AM	878243	Paul	Hultz	Sales Representative	Contest Building Inc
10	6/3/2010	9:10:34 AM	141251	Michael		President	Floors
11	6/3/2010	9:12:43 AM	154214	Steven	De	Director of Sales	Building Concepts
12	6/3/2010	9:17:01 AM	957431	Sarah	Browne	Administrative Assistant	Baker's Dozen Company
13	6/3/2010	9:25:09 AM	235895	Milton	Bradley	Purchasing Agent	Many Trademarks

**MORE  
SALES**



### EXPOPRO MC50™

*Be Mobile.  
Be Green.*

- Wireless Handheld Unit
- Large Color Touch Screen display
- Allows personalized note taking
- Extended Life Battery
- Paperless, Green option
- Leads on USB

- Easy-to-Use Point & Shoot
- Color Touch Screen Display

- Highspeed Printer
- Leads on USB and Paper
- Reprint Individual Lead or All
- Unlimited Paper Supply

### EXPOPRO PLUS™

*Easy-to-Use  
Desktop Unit.*



### LEADS IN A FLASH™

*Custom to Your Needs.*

- Custom Survey Software
- Program Runs Directly from USB
- Program Up To 10 Questions
- Instant Editing Capabilities
- Detailed Lead Reports
- Use Your Personal Laptop

## Additional Products and Services

### GreenPlus ELR™ (Electronic Literature Rack)

The Green option to reduce your cost and increase your exposure, ATS's Electronic Literature Rack offers you a paperless approach to distributing marketing materials. This will help you reduce costs by eliminating the need to print and ship your resources to the event while increasing exposure to not only attendees who visited your booth, but to all attendees registered. Attendees will be able to access your materials directly online.

### Delivery & Training

ATS technicians deliver and pickup pre-ordered equipment prior to and after the event. In addition, our technician will train booth personnel on how to best use the unit.

### Custom Qualifiers

ATS creates a list of exhibitor's products and/or services and loads it into the unit; can be easily attached to a prospect's record.

## The ATS Standard...

- Leads on 64 mb USB drive, yours to keep
- Easily imported into Excel, Outlook, ACT! and other major sales tracking programs
- Each lead contains Name, Company, Title, Address, Phone, Fax, Email, Qualifiers Added, Personal Notes
- Random Drawing Raffle Feature on all units
- 20 Standard Qualifiers for Easy Followup
- Free Technical Support Before, During & After the Show

**LEAD RETRIEVAL ORDER FORM**

**DISCOUNT DEADLINE: FRIDAY, MAY 27, 2011**

**1 Choose Your Unit(s)**

**EXPOPRO PLUS™**

*Easy-To-Use Desktop Unit*



- Easy-To-Use Card Swipe
- Color Touch screen display
- High-speed Printer
- Reprint Individual Lead or All
- Leads on USB and Paper
- Electrical Requirements <1 amp, 110V

\$ 240.00 \$ 290.00 x \_\_\_\_\_ = \_\_\_\_\_

**EXPOPRO MC50™**

*Be Mobile. Be Green.*



- Paperless, Green Option
- Wireless Handheld Unit
- Large Color Touch Screen Display
- Allows Personalized Note Taking
- Leads on USB
- Extended Life Battery

\$ 290.00 \$ 320.00 x \_\_\_\_\_ = \_\_\_\_\_

**LEADS IN A FLASH™**

*Custom to Your Needs*



- Custom Survey Software
- Programs Runs Directly From USB
- Program Up To 10 Questions
- Instant Editing Capabilities
- Detailed Lead Reports
- Use Your Personal Laptop

\$ 345.00 \$ 445.00 x \_\_\_\_\_ = \_\_\_\_\_

**2 Add Optional Services**

**GreenPlus ELR™**

\$ 150.00 150.00 ☐ = \_\_\_\_\_

**Delivery & Setup**

\$ 65.00 \$ 85.00 ☐ = \_\_\_\_\_

**Personalized Action Codes**

\$ 60.00 \$ 80.00 x \_\_\_\_\_ = \_\_\_\_\_

**3 Add It Up**

**Total Due (in US Funds)** = \$ \_\_\_\_\_

All fields are required. Please include a Payment Authorization Form with your order.

**4 Fill It Out and Sign**

COMPANY				BOOTH NO.
EMAIL ADDRESS				
ADDRESS				
CITY	STATE	ZIP	COUNTRY	
PHONE NO.		FAX NO.		
WEBSITE		ORDER CONTACT		
ONSITE CONTACT		ONSITE CELL PHONE		

☐ I agree to the TERMS and CONDITIONS listed on the payment authorization form. SIGNATURE \_\_\_\_\_

**Order Online:**

www.atsleads.com  
User Name: TRA2011  
Password: 3211

**Fax Credit Card Orders to:**  
985-809-1888

**Mail Check Orders to:**  
American Tradeshow Services  
Attn: Exhibitor Services  
217 General Patton Avenue  
Mandeville, LA 70471

**To Call Order In  
or Ask Questions:**  
985-809-0600, ext 205



June 26-28, 2011 | Dallas Convention Center

## PAYMENT AUTHORIZATION FORM

<b>COMPANY</b>	<b>BOOTH NO.</b>
<b>ORDER CONTACT</b>	<b>PHONE NO.</b>
<b>BILLING ADDRESS</b>	<b>CITY, STATE, ZIP</b>

### 1 To Pay By Credit Card, or Provide Security Deposit Details

We accept American Express, MasterCard and Visa. All fields are required to complete your order. Your credit card will be charged upon receipt of your order.

\* Credit Cards are required for all orders as Security Deposit. Credit Cards held for Security Deposit will not be charged unless authorized.

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>																					
<table border="1" style="width: 100%; height: 20px;"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>																									

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

Expires \_\_\_\_\_ / \_\_\_\_\_ Security Code \_\_\_\_\_

☐ Please use this credit card as Security Deposit Only.

### 2 To Pay By Company Check

Please make checks payable to American Tradeshow Services. Please enter your credit card number above for security deposit purposes. Please check the Security Deposit Box. Checks are due in the office ten (10) days prior to show start. Checks must be in US Funds and be drawn from a US Bank.

**A credit card is required on all orders as a security deposit on rental equipment.** ATS does not charge anything to credit cards held as a security deposit with out prior authorization, however, ATS reserves the right to charge fees associated with lost, stolen or damaged units as a last chance effort to recover damages. ATS will allow ample time (at least sixty days) for exhibitor to arrange payment for lost, stolen or damaged units, before this step is taken.

☐ Paying by check number \_\_\_\_\_

### 3 To Pay By Wire Transfer

For information on paying by Wire Transfer, please contact Exhibitor Services at 985-809-0600. Please enter your credit card number above for security deposit purposes. Please check the Security Deposit Box. Wire Transfers will incur an additional \$40.00 for handling and bank fees.

### 4 Read and Sign - Terms and Conditions

All equipment ordered must be picked up at the service desk prior to the start of the show unless you have selected the Delivery and Setup option. **Refunds will not be made for unclaimed equipment.** Equipment must be returned to the service desk within one hour after the close of the show to avoid additional charges. If ATS staff has to pick up your scanner, you will be charged \$100.00.

**Renter is responsible for the full replacement value of \$2,500.00 for lead retrieval equipment if lost, stolen or damaged while in possession of renter.**

All cancellations received earlier than seven (7) working days prior to show opening date will be subject to a \$75.00 service fee. All cancellations received within seven (7) working days prior to show opening date will be billed at full rental price and will not be eligible for refund.

**A credit card is required on all orders as a security deposit on rental equipment.** ATS does not charge anything to credit cards held as a security deposit with out prior authorization, however, ATS reserves the right to charge fees associated with lost, stolen or damaged units as a last chance effort to recover damages. ATS will allow ample time (at least sixty days) for exhibitor to arrange payment for lost, stolen or damaged units, before this step is taken.

SIGNATURE \_\_\_\_\_

#### Order Online:

www.atsleads.com  
User Name: TRA2011  
Password: 3211

**Fax Credit Card Orders to:**  
985-809-1888

**Mail Check Orders to:**  
American Tradeshow Services  
Attn: Exhibitor Services  
217 General Patton Avenue  
Mandeville, LA 70471

**To Call Order In  
or Ask Questions:**  
985-809-0600, ext 205

**Fax To: 985-809-1888**

**\$60 before deadline**  
**\$80 after deadline**  
(COST PER UNIT)

**To personalize these codes, or  
use your own codes, please fill in  
this template.**

**The Following Characters May Not Be Entered As Part Of An Action Code:**  
Apostrophes ('), Slashes (/), Backslashes (\),  
Dots (.), Carrots (^), and Quotes (")

Booth Number

[illegible]

**If you have any questions concerning any of the products or services being offered for lead collection, please feel free to call us at (985) 809-0600 and we will make certain your questions are answered promptly.**