

EXPO APPLICATION FORM

46TH ANNUAL RFA CONFERENCE & EXPO
RANCHO BERNARDO INN | SAN DIEGO, CA
FEBRUARY 14 - 17, 2027



The Expo & Reception will be held on
Monday, February 15, 2027 from 3:00 p.m. to 6:00 p.m.

INFORMATION & GUIDELINES

The 2027 Conference Expo & Reception will take place on Monday, February 15, from 3:00 p.m. to 6:00 p.m. onsite at Rancho Bernardo Inn's Aragon Ballroom. The room will be ready at 12:00 p.m. on Sunday 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 **\$1050** (\$1085 by credit card) per 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 spot, 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 spot in the Expo.

Sizzle Tape: Associate Members can present a new or popular product in our Product Sizzle Tape. Cost is **\$150** (\$155 by credit card) 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: Jeff Rhodes (615) 476-9280, Andrew Ward (717) 719-2485 or Brent Carry (218) 838-5273.



Exhibitor Guidelines:

1. Exhibit tables are 6' or 8'. A banner of your own design on the front of the table will be required as a way of distinguishing your exhibit.
2. There will be NO height restriction this year.
3. Pop-up or stand alone floor signs are encouraged. Sign must be no wider than your exhibit area.
4. Laptops, TVs, etc. will be permitted. You must arrange and pay for electrical services independently by completing the power order form found in your Viper Tradeshow Services exhibitor kit.
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 2:30 p.m. on Monday, and dismantled, with all materials removed, by 7:30 p.m. on Monday night.

Shipping Information:

Viper Tradeshow Services will be facilitating shipping for this event. Each exhibitor will receive an exhibitor kit, which includes official shipping labels. Please note that the warehouse will not begin receiving shipments until 30 days prior to the event.

Shipping information is below:

Viper Tradeshow Services
6150 E. Tropical Pkwy. Ste 115
Las Vegas, NV 89115

CONFERENCE SCHEDULE

SUNDAY, FEBRUARY 14

- 10:30 – 2:00 p.m. Board of Directors Meeting with Lunch
- 12:00 - 7:00 p.m. Registration
- 12:00 p.m. Expo Hall Opens for Set-Up
- 2:30 – 3:00 p.m. New Member/First Time Attendee Orientation
- 3:00 – 7:30 p.m. Opening Reception/Super Bowl Party on the Lawn
- 7:30 p.m. Dinner On Own
- 9:00 – 11:00 p.m. Informal Gathering After Hours at Hotel Bar

MONDAY, FEBRUARY 15

- 7:00 a.m. – 3:00 p.m. Registration
- 8:00 – 8:45 a.m. Welcome Breakfast
- 8:45 – 9:00a.m. RFA Business Meeting, Sizzle Tape
- 9:00 a.m. – 3:00 p.m. Expo Set-Up
- 9:00 – 10:00 a.m. Keynote Address: Joe Theismann
- 10:00 – 10:15 a.m. Break
- 10:15 – 11:30 a.m. Technical Update: Doug Marshall
- 11:00 a.m. Spouse Event
- 11:30 a.m. – 12:30 p.m. Networking Lunch
- 12:30 – 1:30 p.m. General Session: Michael Lippold
- 1:30 – 1:45 p.m. Break
- 1:45 – 2:45 p.m. General Session: Rob Wilson
- 3:00 – 6:00 p.m. Expo & Reception
- 6:00 p.m. Dinner on own
- 9:00 – 11:00 p.m. Informal Gathering After Hours at Hotel Bar

TUESDAY, FEBRUARY 16

- 7:00 a.m. – 12:00 p.m. Registration, Pick Up Silent Auction Items
- 7:30 – 8:30 a.m. Associates Meeting: Election, CEO Session Sign-Up & Breakfast
- 8:00 – 8:30 a.m. Manufacturers Breakfast
- 8:45 – 10:55 a.m. One-on-One CEO Sessions
- 11:00 a.m. – 12:30 p.m. Martin Mitchell Technical Food Safety Luncheon
- 11:00 – 11:15 a.m. Golf Tournament Departure
- 12:00 p.m. Golf Shotgun Start
- 12:45 – 1:45 p.m. General Session: Wanda Jurlina
- 1:45 – 2:00 p.m. Break
- 2:00 – 3:00 p.m. General Session: Travis Ratnam
- 3:00 – 5:00 p.m. Service Project
- 6:00 – 9:30 p.m. Closing Dinner, Awards, Live Auction, and more

WEDNESDAY, FEBRUARY 17

- 8:00 – 8:30 a.m. Board of Directors Meeting
- 8:30 – 9:30 a.m. Optional “Breakfast with the Board”

2027 RFA CONFERENCE EXHIBITOR RESERVATION FORM

Please note that you must be a registered Conference attendee and an Associate Member of the Refrigerated Foods Association to have a spot in the Expo.

The Expo & Reception will take place on Monday, February 15, 2027 from 3:00 - 6:00 pm., onsite at Rancho Bernardo Inn and will be ready at 12:00 p.m. on Sunday for Associate members to begin setting up.

To reserve space in RFA's Expo, please fill out the form below and return it to the RFA Office, along with your payment. This year there are both 6 ft and 8 ft tables - price remains the same. Space is 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 Expo to be held in conjunction with the Refrigerated Foods Association Conference in 2027. I have read and understand the guidelines. I also understand that I will have to register separately for the Conference to be entitled to exhibit space (details sent separately). I understand the new exhibit guidelines.

☐ Yes, my company would like to be included in the Sizzle Tape for \$150 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

Do you require refrigerated storage space? ☐ Yes ☐ No

PAYMENT INFORMATION:

Exhibit Fee (per a table): \$1050 by Check/ACH, \$1085 by Credit Card

Sizzle Tape Fee (per slide): \$150 by Check/ACH, \$155 by Credit Card

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

Payment Method:

☐ Check (made payable to Refrigerated Foods Association)

☐ ACH Payment: UPIC # 53374959, Routing # 021052053

☐ 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: _____

Please Return to: Refrigerated Foods Association

3823 Roswell Road, Suite 208, Marietta, GA 30062 | Phone: (678) 426-8175