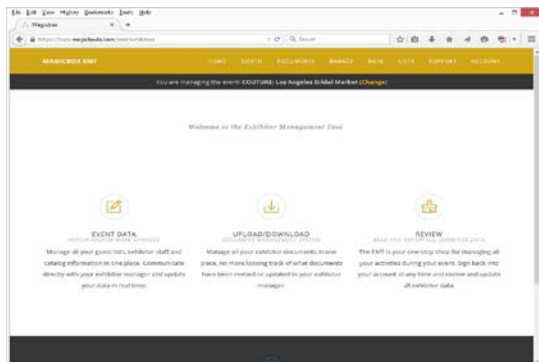


Welcome to Foodie Con!

Our team here at Magic Box @ The REEF is ready to assist you with your show needs. Please feel free to call upon us as your go-to resource while planning for your show. The REEF is a privately owned, managed and non-union property; as such, exhibitors are permitted to bring in exhibit materials/products and set up your own exhibit space!

This is your Exhibitor Manual, designed to provide you with all the information necessary for a successful show. All the important details contained within this document can be instantly accessed at any time through your Exhibitor Management Tool (EMT) online account, which is also where you will communicate directly with us.

<http://tools.magicboxla.com/go/foodiecon2016>



Your online account has already been set up and login information has been auto-sent to your email address. If you have not received your login information, please contact us at emt@magicboxla.com, or contact your representative at Foodie Con directly.

We wish everyone an amazing event and look forward to seeing you here at Magic Box @ The REEF!

Sincerely,

Magic Box Team

TABLE OF CONTENTS:

Foodie Con

Event Information:

Location	4
Schedule	4
Exhibitor Badges	4

Exhibitor Booth Information:

Booth Hard Walls	5
Booth Interior Walls	5
Booth Design Modifications	5
Booth Exterior Hard Walls	6
Overhead Booth ID Signs	6
Booth Extras (Rentals)	6
Booth Customization	6
Booth Custom Painting Hard Walls	7
Booth Rental Furniture	7
Booth Rental Furniture Placement	7
Promotional Activity	7

Exhibitor Electrical:

Electrical Order Checklist	8
Los Angeles Electrical Code	8
Overhead Booth Lighting Plan	8

Exhibitor Material Handling:

Freight Elevator	9
Advanced Shipping	9
Important Dock Receiving Info	10
Shipping Charges	10
Material Handling	11
Crates	11
Exhibitor Load-In Process	11
Exhibitor Load-Out Process	12
Empty Containers Storage	12

Rules & Regulations:

Failure to Comply	13
Limits of Liability	13
Exhibitor Liability Insurance	13
Display Regulations	14
Fire Regulations	14
Floors	15
Cleaning	15
Smoking Policy	15
Code of Practice	15

Vendor Information:

Exhibitor Parking	16
Directions	16
Security	18
Helpful Suggestions	18
Contact Information	19
Booth Extras (Rentals)	21

Foodie Con

Event Information:

Location

Foodie Con is held in THE REEF
(the former LA Mart Building) in
Downtown Los Angeles.

THE REEF
1933 S. Broadway
Los Angeles, CA 90007

Schedule

Friday, December 2, 2016

8:00 am –5:00 pm – Exhibitor Check-in
and booth installation

Freight will not be accepted prior to this date and time. Our dock will not be prepared to properly accept or secure your shipments before this date. Check-in will take place at the Dock. Exhibitors are not permitted on the show floor until they have completed the registration process and all outstanding amounts for booth or associated fees have been paid in full.

PLEASE NOTE: THERE IS A LIMITED AMOUNT OF TIME TO SET UP YOUR BOOTH ON EVENT OPENING DAY. IT IS HIGHLY RECOMMENDED THAT YOU SET UP YOUR BOOTH PRIOR TO THE EVENT OPENING DAY ON Saturday, December 3, 2016.

Saturday, December 3, 2016

8:00 am –10:00 am – Exhibitor Check-in
and booth installation

9:00 am – 10:00 am – VIP Reception Hours

10:00 am –6:00 pm – Public Hours

Sunday, December 4, 2016

9:00 am – 10:00 am – VIP Reception Hours

10:00 am –5:00 pm – Public Hours

5:00 pm –9:00 pm – Load out

Exhibitor Badges

All Exhibitors will be issued badges, which must be worn at all times inside the event for security purposes. Exhibitor Badges may be picked up at the check in desk upon arrival.

Exhibitor Booth Information:

Each booth options contain a specified group of items; please refer to your Foodie Con contract to confirm details regarding your custom booth space.

Booth Hard Walls

Booth hard walls are 9' high (3 inches thick), are constructed of hollow timber-framed panels with 1/4" plywood, and are painted white. Picture hooks, mirror plates, nails and screws can be used to secure items to the walls. Magic Box recommends the use of cordless drills for this purpose. Please note that each 4ft panel can support a maximum of 50lbs. Exhibitors should contact Magic Box with any installation concerns.

All screws, nails, and labels must be removed prior to Exhibitor departure at the end of Event. Exhibitors creating any large holes in the panels (larger than 1/4") will be billed \$350 for the replacement of that damaged panel. Exhibitors should

refrain from hammering or otherwise installing during exhibition hours.

Booth Interior Walls

Detailed plan for interior wall set-up for booths must be provided no later than Friday, November 4, 2016 Requests submitted for interior walls after Friday, November 4, 2016 will be billed at "on-site" rates.

Exhibitor Booth Design Modifications

Each exhibitor is welcomed to personalize the interior of their booths. All modifications and/or non booth package materials used must be provided to show management via a visual diagram or rendering for approval no later than Friday, November 4, 2016. Labor required on-site that has not been requested Friday, November 4, 2016 will be billed at "on-site" rates.

Booth Exterior Hard Walls

Exhibitors with walls adjacent to an aisle may use the outside of these walls. **Please note that lighting of outside walls is the responsibility of the exhibitor and that booth package lights may not be used to light exterior walls. Exhibitors that would like to order lights for their outside walls should specify exterior "Aisle" lights when ordering extras.**

Overhead Booth ID Signs

Signage will be supplied for each Exhibitor's booth and will be positioned on the entrance of the booth. Please feel free to add any appropriate signage to your space. Please note that Foodie Con kindly requests that all booths be thoughtfully displayed, and reserves the right to remove signage that could be perceived as offensive.

Booth Extras (Rentals)

Any additional hard wall panels, lighting, or electrical, furniture, etc. that

are required should be ordered using the exhibitor "Booth Extras" order form. After reviewing the available rental items, please choose your item, complete the form and pay using a credit card, or check.

Exhibit Booth Customization

Please use the "BOOTH FLOOR PLAN" and draw in any additions/changes to your booth. Please be sure to indicate each wall length on the drawing and note that all walls must be in increments of 2ft or 4ft. Additional panels must be located within the borders of the exhibition space. All build-outs and electrical orders, such as closets or electrical drops, should be included and clearly indicated on the booth plan. You will be contacted if there are any questions or concerns regarding the submitted proposed layout. We encourage you to use the hard walls and get creative with your decorating!

If "BOOTH EXTRAS" orders are not accompanied by an updated "BOOTH

FLOOR PLAN," the order will not be processed.

Exhibit Booth Custom Painting Hard Walls

For customized paint orders, please visit the "BOOTH EXTRAS" page. Once you complete the order process, please indicate which walls you would like painted, using any particular color references. Booths will be painted for an additional fee prior to Exhibitor arrival. Exhibitors who wish to have their booth painted should provide the necessary information to show management by **Friday, November 4, 2016** so that their booth will be ready upon arrival. The indicated fee will cover the cost of paint and the cost of painting, including the repainting of those walls following the event.

Booth Rental Furniture

Exhibitors may either bring their own tables and chairs or rent from the "BOOTH EXTRAS" page. Exhibitors may store

supplies under tables only if tables are covered with tablecloths.

Booth Rental Furniture Placement

Unless previously arranged, all booth furniture will be delivered and placed in the middle of each space (not positioned)

Promotional Activity

Foodie Con does not allow the promotion of any individual exhibitors or any other business at the event (except by event sponsors) anywhere outside the confines of Exhibitor booths, including the venue, parking lot, and entrance areas into the event. This includes distributing or displaying brochures or posters. Any such promotions will be removed.

Exhibitor Electrical:

Electrical Order Checklist

- ✓ Check rating plates on your equipment to ensure that you will have the necessary power for operating your display.
- ✓ Do you require additional lighting? We can handle a variety of lighting options to enhance your display.
- ✓ If distribution is required, include a detailed electrical floor plan. Indicate both your main power location(s) a minimum of 5 amp per location. You may use your **BOOTH FLOOR PLAN** (downloadable from your EMT account) for this purpose or provide your own floor plan. Once completed, please login to your Magic Box EMT account and upload your floor plan to the **BOOTH FLOOR PLAN**.
- ✓ For safety and liability reasons inspections may be conducted at show site for any violations where electrical work was performed by

non-Magic Box personnel. A fee may be assessed and assigned.

- ✓ Avoid code violations. Check the electrical code requirements on this information sheet.
- ✓ How much power do you need?

Calculate your lighting needs by adding wattage in each location. For other equipment, read the rating from the metal plates attached to each unit.

One drop will be provided within the booth when power source is in the ceiling, or it will be placed in one location on the perimeter when power source is in the floor.

Los Angeles Electrical Code

Electrical requirements for exhibitors are for the safety of all exhibitors and are based on national electrical codes and

local ordinances. Much too frequently fires are traceable to faulty wiring, and are often due to carelessness and/or lack of understanding of the risks involved.

In the interest of public safety, exhibits may be inspected to determine if any violations exist. If so, qualified electricians are available to correct any problems. If an exhibitor does not wish to have the fault corrected, electrical service to their booth will not be connected.

- All wiring must have a 3-wire grounded cord with a minimum of #14 gauge.
- Spot or flood lighting is a hazard when lamps are too close to fabrics or other materials that can be affected by heat.
- The use of clip-on signs, sockets, latex, or lamp cord wire in displays, and the use of 2-wire clamp on fixtures is prohibited by order of the fire Marshall at all events at Magic Box. Please leave all 2-wire cords at home!

- Exhibitor is responsible for providing surge protectors for their goods. Magic Box is not responsible for loss or damage resulting from power surges. Furthermore, Magic Box's liability for any and all loss or damage is limited to the value of the cost of electrical services provided or depreciated value of goods (whichever is less).

Overhead Booth Lighting Plan

Based on your booth, you will receive the associated allotment of lighting. Above each booth is its respective lighting track, where lighting can be moved into position and focused. Please note that only our in-house electrical team can make adjustments to your lighting.

Exhibitor Material Handling:

Freight Elevator

6.6' High x 10' Wide x 17' Deep

2nd floor & Lower Level Elevator Door

Advanced Shipping

Foodie Con exhibitors are free to choose their own means of shipping. All agents must be instructed to deliver crates directly to the appropriate booth and should be addressed as follows:

Foodie Con

(Exhibitor Name)

(Booth #)

1933 S. Broadway

Los Angeles, CA 90007

c/o Shipper's Name, address and phone number

PLEASE NOTE: INDIVIDUAL BOXES WILL BE PRICED AS A COMBINED WEIGHT (FOR EXAMPLE, 100LBS WILL BE CHARGED AT 75LBS).

Rates are as follows:

- Individual Packages: \$25 each.

- Pallet: Must not exceed 2,000lbs or 5'10" high and 5' wide. \$50.00 each.
- Crate: Must not exceed 2,000lbs or 5'10" high and 5' wide. \$100.00 each.
- Early Arrival: We will NOT accept items delivered prior to first move-in date.

Important Dock Receiving Information

Please note that all items must be delivered between 8:00 am –5:00 pm on Friday, December 2, 2016.

Foodie Con makes no warranty as to the quality of any shipper and disclaims any liability for any loss or damage to any items whilst in the care of any shipper.

Shipping Charges

Please prepay all shipping charges. Foodie Con and Magic Box will not accept or be responsible for C.O.D. shipments.

Exhibitor name and booth number to ensure delivery to the proper booth.

Material Handling

Access to the loading dock is on Hill Street. Exhibitors are allowed to hand carry materials. Please note that exhibitors are allowed to unload at any of the exterior drives surrounding the facility.

Exhibitors may only use handcarts, flatbeds, or dollies at the loading dock area. Once pulled into the loading dock area you will be directed where to park to unload your vehicle. Once your material has been unloaded you will need to park your vehicle in the main parking lots.

Crates

Exhibitors should bring their own tools (power drills, etc.). **Foodie Con does not provide tools of any kind.** Exhibitors are required to open their own crates. All crates must be clearly labeled with the

Exhibitor Load-In Process

Exhibitor will park vehicle up to the parking meters located on Hill Street for off load staging. Trucks will be directed into the dock bays.

Exhibitors must check in at the dock and only then will be given dock assistance and equipment to unload their vehicle.

Dock assistants will assist exhibitors to their booth and help unload their carts if required. Once carts are unloaded, exhibitors are to return to their vehicle and remove it from the loading dock.

Vehicles left in the loading dock or at the permitted meters will be ticketed and towed after 30 minutes.

Exhibitor Load-Out Process

At the close of the show, it is the Exhibitors' responsibility to remove all nails, screws, and labels from the show walls.

- Load-Out is based on a first packed, first moved policy.
- Exhibitors will be given instructions and two both ID forms prior to Load-Out.
- Exhibitors must pack up their booth in its entirety prior to requesting pickup.
- Once completely packed, exhibitors will turn in form 1 to the dock representative located at the freight elevators.
- Dock assistance will arrive based on received form from exhibitors. Once your items have been picked up you will be permitted to move your vehicle to the dock where the second BOOTH ID will be placed in the windshield of your vehicle.
- When the carts arrive on the dock, the booth ID number will be called

and the vehicle matching will be directed to pull into the dock and load up.

- Please note this process ensures that the dock inventory matches the vehicle picking up your items, and supports the smooth flow of the dock area.

Empty Container Storage

Storage will be provided on the premises for empty crates. All crates must be empty of items, or anything valuable, and must be labeled with "Empty" stickers and dropped off at the designated storage area.

**Due to Fire Ordinances, packing materials may not remain on the show floor while the show is open. Flammable containers must be removed from the floor. When your containers are empty, obtain "EMPTY" labels from the Exhibitor Service Desk. Use the labels to mark your crates, boxes and containers with your company name and booth number. Leave the containers in the aisle. For your convenience, these empty labeled

containers will be picked up by Magic Box staff and returned to you at the end of the show. Please remember that you will not have access to these containers during the show.

Rules & Regulations:

Failure to Comply with Terms & Conditions

All payments due to Magic Box must be paid in full prior to Exhibitor installation. Foodie Con shall be entitled to close the booth of any exhibitor whose officers, agents, employees or other representatives fail to perform, observe, and/or comply with any terms or conditions set forth or as stipulated in the Foodie Con Terms and Conditions. In any such event, Foodie Con may immediately remove the Exhibitor's display at the Exhibitor's expense, and Foodie Con may rent the space to others.

Limits of Liability

Maker City LLC, Magic Box, & THE REEF is not responsible for damages to crated or

uncrated materials, materials improperly packed, concealed damages, loss, theft, or disappearance of any materials before, during, or after the event. Maker City LLC, Magic Box, & THE REEF is not responsible for loss, damage, or delay due to fire, Acts of God, strikes, lockout, or work stoppages of any kind or to causes beyond our control. Maker City LLC, Magic Box, & THE REEF is not liable to any extent whatsoever for any actual, potential, or assumed loss of profits or revenues, or for collateral costs, which may result from any loss or damage to an Exhibitor's materials, and which may make it impossible or impractical to exhibit it such material.

Exhibitor Liability Insurance Requirements

As an exhibitor you are required to carry commercial general liability insurance, including products and completed operations, contractor's personal injury, and blanket contractual liability insurance at limits of a least \$1,000,000 per occurrence and \$2,000,000 aggregate. This coverage must be evidenced by a Certificate of

Insurance with a 30-day notice of cancellation provision to the holder. Coverage should begin from your first move-in day and last through your last move-out day and name Magic Box LA, Maker City LA LLC, and Foodie Con as additional insureds. The Certificate of Insurance must be provided at least 30 days before the move-in date by logging into your account in the Magic Box EMT and uploading it to the "Data" page.

Display Regulations

To maintain the integrity of Foodie Con, any display considered unprofessional by show management will not be permitted. Exhibitors must adhere to the following guidelines:

- Management kindly requests that all booths be thoughtfully displayed. Please avoid over congestion of your booth.
- Products may not be stacked against walls or on the floor.

- **Should any Exhibitor or their contractor cause damage to the exhibition hall or to the booth walls (beyond reasonable nail and screw holes), it will be the sole responsibility of the Exhibitor to pay the cost of the repair.**
- Exhibitors may have their booths painted custom colors, provided that they order and pay for this service prior to **Friday, November 4, 2016** so that their booth will be ready upon arrival.

Fire Regulations

- No obstruction may be placed in any aisles, passageways, or exits leading to fire extinguisher appliances. All tables and chairs must be placed within the booth, not in the aisle.
- Open flames are not permitted anywhere within the premises.
- Cut flowers, living trees, plants etc. are permitted, provided they are maintained in a healthy condition.

Decorative greens containing pitch or straw are prohibited. Artificial flowers or floral decorations which are not flameproof are prohibited.

Exhibitor displays are subject to inspection and testing at any time during installation and throughout the exhibition by the Fire Inspector. Should any part of a display not meet Fire Department standards, the item(s) in question must be immediately flame proofed or removed from the building at the Exhibitor's expense.

Floors

The indoor exhibition area has sealed concrete flooring.

Cleaning

Any small or delicate items should be placed in a secure location before and after show hours to avoid damage or accidents during cleaning. Valuables, such as cash boxes, laptops and mobile phones, should be removed when the booth is not attended. Our cleaning service will sweep aisles and remove trash from all booths

each day. Exhibitors who do not wish anyone to enter their booths at the close of the day must leave trash bins in the aisle just outside of their booth and must tape off their booth. Please note that booths will not be swept daily.

At the end of Foodie Con, exhibitors are required to leave their booth area in the same condition in which it was found, reasonable wear and tear excepted.

Smoking Policy

Smoking is not permitted anywhere within the premises including the exhibition halls and restrooms. Exhibitors wishing to smoke may step outside to the designated smoking area.

Code of Practice

Booths must be staffed at all times during the exhibition. No Exhibitors are to dismantle booths before event hours have ceased and all visitors have left the premises.

Vendor Information:

Exhibitor Parking

Exhibitors may park in the parking lot adjacent to the venue. Parking costs \$20.00 per day per vehicle.

Driving Directions

From LAX

Take the 105 East (Century Freeway) to the 110 North (Harbor Freeway). Exit on Adams. Turn right on Adams. Take Adams to Broadway, turn left. Magic Box @ THE REEF is at the corner of Broadway and Washington (1933 S. Broadway).

From Long Beach/Orange County

Take the 5 (Santa Ana/Golden State Freeway) to the 10 West (Santa Monica Freeway). Take the Los Angeles Street exit. Take 17th Street to Broadway. Turn left on Broadway. Magic Box @ THE REEF is at the corner of Broadway and Washington (1933 S. Broadway).

From the San Fernando Valley

Take the 101 South (Ventura Freeway) to the 110 South (Harbor Freeway) to the 10 East (Santa Monica Freeway). Take the Grand Avenue exit, proceed to Broadway. Turn right on Broadway. Pass Washington Blvd. Magic Box @ THE REEF is on the right (1933 S. Broadway).

From the San Gabriel Valley/Inland Empire

Take the 10 West (Santa Monica Freeway) or the 60 West (Pomona Freeway) to the 10 West. Take the Los Angeles Street exit. Take 17th Street to Broadway. Turn left on Broadway. Magic Box @ THE REEF will be on your right (1933 S. Broadway).

From Santa Monica

Take the 10 East (Santa Monica Freeway). Take the Convention Center/Grand Ave/San Pedro exit onto W 18th St. toward Convention Center/ Grand Ave. / Olive St. Turn right on Broadway and Magic Box @

THE REEF will be on the right (1933 S. Broadway).

By Train/Metrolink /Bus

The venue is within 0.25 miles of the Blue Line Grand Ave station and within 0.5 miles the 23/Flower Expo line station. The area is serviced by many major bus lines from throughout the city. To plan your trip, visit www.metro.net. For information on train transportation that originates from all over Southern California, log onto Metrolink at www.metrolinktrains.com.

Security

Uniformed security guards will provide 24-hour-a-day security service from 8am Friday December 2, 2016 through to 12:00am Monday, December 5, 2016, when all items have been removed from the premises. While Foodie Con will exercise reasonable care in safeguarding property, neither Foodie Con nor any of its officers, agents, or employees assume any responsibility for such property or carry any insurance for Exhibitors' merchandise or fixtures. Please note, Exhibitors are responsible for the security of their exhibition space, personal belongings, and merchandise.

Please be advised that the venue may be occupied overnight for cleaning purposes. For this reason, it is strongly advised that Exhibitors lock up or remove any small or valuable items such as laptops, mobile phones, and other small portable objects.

Helpful Security Suggestions

- Do not leave valuable items in your booth; remove them on a nightly basis.
- Hire a security guard for your own personal use.
- Do not list contents on the outside of your boxes (e.g. "Box #1: Personal Computer").
- Carry a detailed list of what you ship, in which box it was packed, and repack it in the same box. Keep a copy of this list in our office and check your shipment when it returns.
- At the end of the show, there is little or no security. The following is recommended:
- Hire a security guard specifically to watch over your items.
- Have a staff member remain in your booth until your freight carrier picks up all of your merchandise.

Contact Information

Magic Box @ THE REEF

Website: www.magicboxla.com

Email: emt@magicboxla.com

Phone: (213) 222-1440

Address: 1933 S. Broadway, Los Angeles,
CA 90007

Offsite Parking

Saturday, December 3, 2016 & Sunday, December 4, 2016

LOCATION

LATTC (Los Angeles Trade Tech College) Olive Parking Structure, 1975 S. Olive Street, Los Angeles, CA 90015 (between Washington & 21st St). Entry and exit located on Olive Street.

IMPORTANT—DON'T GET TICKETED!

To avoid ticketing by Sheriff's Deputies, please abide by the following:

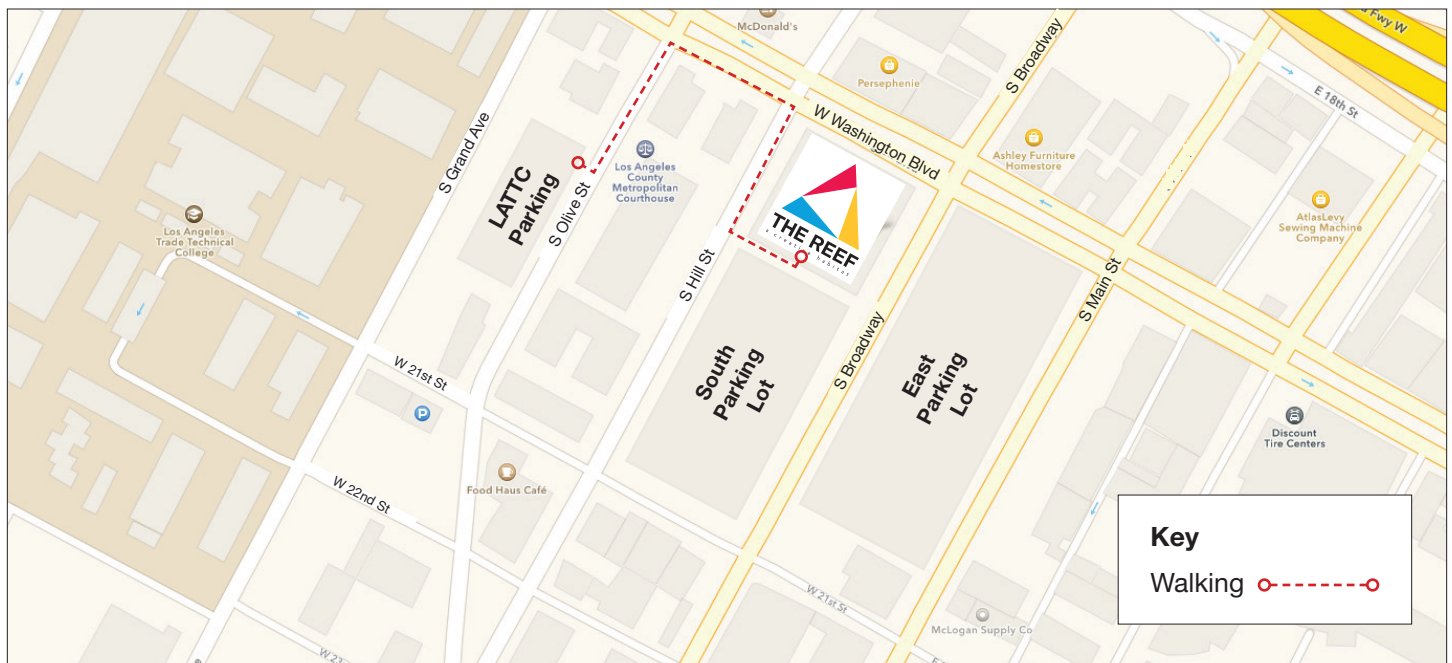
- Park on 3rd floor and above only
- Do not park in any spaces marked "Staff" or "Reserved"
- No Overnight Parking—**Cars must be removed from the structure by 11:30pm nightly**
- Admittance into the structure will not be permitted without a hang tag
- This garage has 7 feet of clearance - make sure your truck will fit

HOURS

6am–11:30pm. The facility will be locked at 11:30pm.

WALKING TO LA MART / THE REEF from LATTC'S Olive St Structure (0.14 miles - approx 3 minutes)

- Exit northeast on Olive Street toward Washington Blvd.
- Make a right on Washington Blvd., crossing over Olive St. at the cross walk.
- Continue down Washington, crossing over Hill St. at the cross walk.
- Once through the crosswalk, make a right on Hill St.
- Make a left into the outdoor seating area.
- The entrance to the building will be on your left. (See map below for more information.)
- Please use the crosswalks to avoid a ticket!



FOOD & BEVERAGE VENDING AND SAMPLING

Food Vendors

If you are a food vendor (selling food or beverages at the venue) you **must have a copy of your Food Handlers License with you on site at all times. You must also review and comply with the Requirements for Temporary Event Food Stands.**

Food Samplers

Samplers give away free samples of products. These items are limited to products manufactured, processed or distributed by the exhibiting firm.

Conditions to Sample or Vend

Organizations of expositions and trade shows, and/or their exhibitors, may distribute SAMPLE food and/or beverage products ONLY upon written authorization and adherence to ALL of the conditions outlined below.

1. Items dispensed are limited to products **Manufactured, Processed or Distributed** by exhibiting companies and are **related to the purpose of the show.**
2. All items are limited to SAMPLE SIZE and must be dispensed/distributed in accordance to Local and State Health Codes.
3. Raw meat may NOT be cooked inside the facility.
4. Generators are not allowed inside the facility. Power must be ordered through the venue.
5. Alcohol Vendors and Samplers cannot serve alcohol to anyone who is visibly intoxicated, or to any minors (must be 21 years of age, or older).
6. NO open flames. All cooking inside the venue must be done on electric cooktops.

REQUIRED FORMS FOR FOOD SAMPLERS & VENDORS (*must have a copy of your Health Permit in Booth*)

Commercial General Liability Insurance (example below)

AND

LA Dept. of Public Health – Application for Community Event Food Booth (Example of how to fill-out this form below) - <http://publichealth.lacounty.gov/eh/docs/Events/FoodFacilityApp.pdf>

****THIS IS REQUIRED BY THE CITY OF LOS ANGELES. Failure to submit the form and fee can result in your booth being shut down by the Health Inspector.**

Types of Temporary Food Facility Permits

If selling prepackaged food, NOT sampling only selling – Prepackaged TFF \$71

If sampling and/or selling prepackaged food that was made off site - Prepackaged with Sampling TFF \$101

If preparing food onsite, and then sampling or selling - Food Preparation TFF \$160

If demonstrating food products on stage - Food Demonstrator TFF \$51

SALES TAX COMPLIANCE

Los Angeles and CA State Sales Tax Information

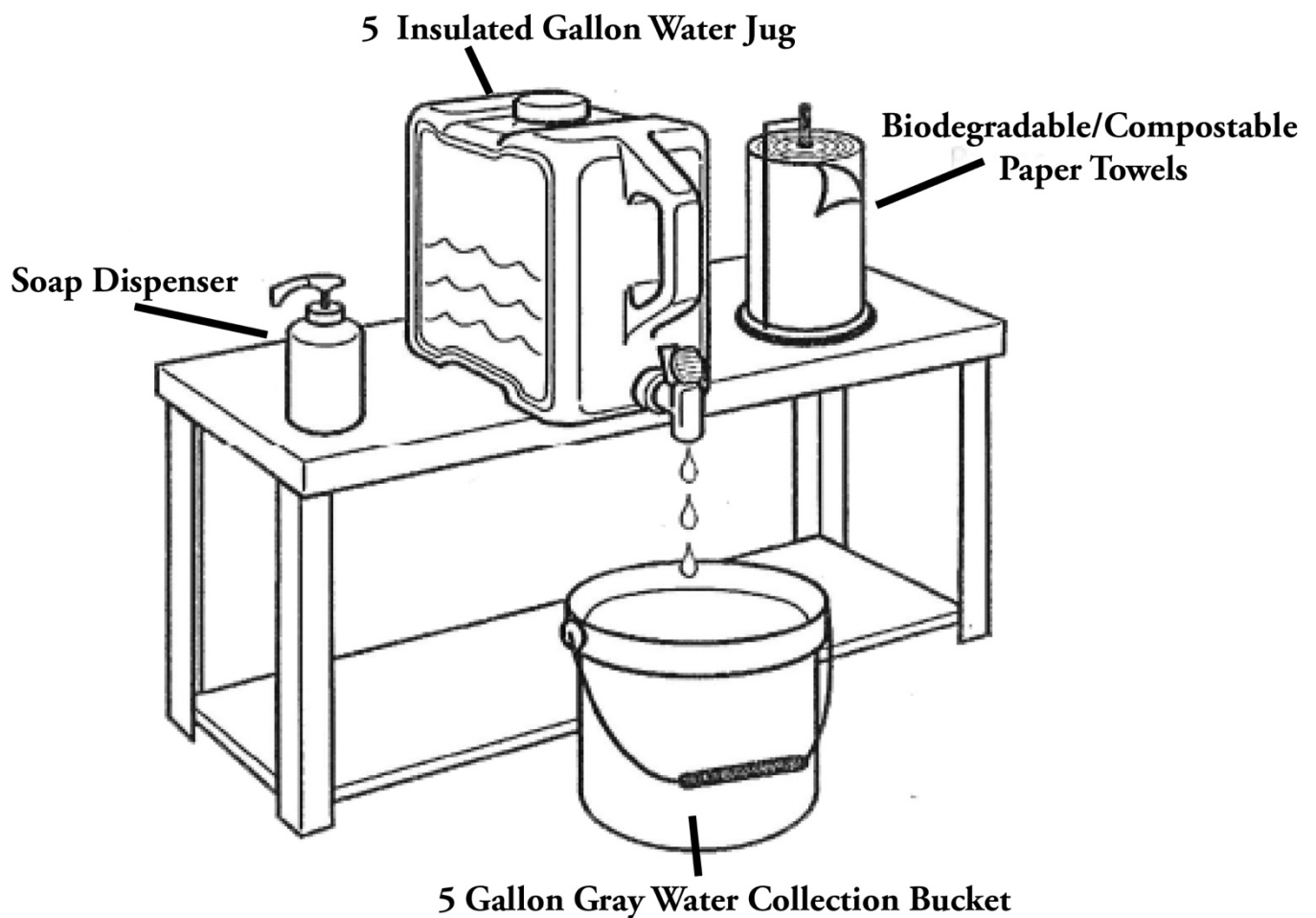
All exhibitors selling products (including food and beverage) at Foodie Con must submit a sales tax form to the State of California Board of Equalization. Please see form in this kit, or you may download it at <http://www.boe.ca.gov/sutax/staxformsn.htm> and select FORM 401 EZ.

RULES AND REGULATIONS

1. Exhibitors are required to abide by city and state ordinances including all necessary health and fire permit.
2. You may nail, screw, staple, pin, glue, tack, or tape any material directly to the hard walls only. No toggle bolts or anchors in the dry wall.
3. Aisles and exits must be kept clear and free of all obstacles. Exhibitors shall not place chairs, furniture or any display items in the aisles.
4. Literature must be kept within booths. Absolutely no handing out or displaying of literature outside of your designated booth is allowed. No solicitation is allowed outside of booth.
5. Keep music, microphones or other noise-producing items to a level that does not disturb neighboring exhibitors.
6. Make sure that every product you are selling is listed on your booth agreement AND that you have verbally informed your sales rep of any product that you intend to represent.
7. Use only professional signage. Foodie Con reserves the right to remove signage that it deems unprofessional.
8. Be on time! Make sure your booth is fully set up prior to show opening each day.
9. DO NOT break down your exhibit space until 5pm on Sunday evening; it is against Foodie Con's policy and may result in not being invited back.
10. All food give-away and sampling will require necessary compliance forms and Certificate of Liability Insurance. These forms must be submitted by deadlines listed above.
11. Literature display shall be limited to reasonable quantities in the booth (two day supply).
12. Helium balloons and confetti are strictly prohibited.
13. No smoking policy is strictly enforced in the facility.
14. The house paging system is available only for emergencies and show announcements.
15. Cleaning of booth, and emptying of wastebaskets (a.k.a Porter Services) IS NOT INCLUDED IN YOUR BOOTH RENTAL FOR FOODIE CON.
16. Leave your booth EMPTY & CLEAN upon move out on Sunday night.
17. Foodie Con has the right to close an exhibit that fails to comply with the policies set forth above.

Required at Each Food Booth/Table

Vendors need to keep water as warm as possible using a 5 gallon container.





**COMMUNITY EVENT
TEMPORARY FOOD FACILITY APPLICATION**

(*Submit 30 days in advance of the event)



*Application submitted less than 14 calendar days prior to the start of the event will be subjected to an expedited processing fee.

Name of Event: Foodie Con Date(s) of the Event: Dec 3, 2016 to: Dec 4, 2016
 Name of Facility: YOUR COMPANY'S NAME Event Organizer: 7ate9 Group, LLC
 Facility Operator: Company Name (if additional company name) Booth #: _____ # of Food Employees: _____
 Mailing Address: 123 MAIN STREET USA City: LOS ANGELES, CA Zip: 90000
 Telephone: 310-555-5555 Fax: _____ E-mail: NAME@YOURCOMPANY.COM
 Event Address: The REEF - 1933 S Broadway City: Los Angeles Zip: 90007
 On-site Phone: 800-586-8124

For-Profit Non-Profit (Attach copy of approved Exemption Certification for Community Event Form)

TEMPORARY FOOD FACILITY TYPE:

Food Booth Food Truck Food Cart Annual Food Booth

FOOD OPERATION TYPE:

Pre-packaged Pre-packaged with Sampling Food Demonstration Food Preparation

FOOD TO BE SOLD/SERVED

All food preparation shall be completed either in the temporary food facility or at a permitted food facility

List food items to be sold/served: (teriyaki chicken, burrito, popcorn, etc.)	Check if commercially pre-packaged: (unopened, original containers)	Identify types of preparation at other location: (cutting, washing, cooking, etc.)	Identify types of preparation at booth: (assembly, portioning, cooking, etc.)	Identify means of temperature control at booth: (steam table, refrigerator, ice chests, etc.)
DIPS AND SAUCES	<input checked="" type="checkbox"/>	N/A	Pour from jar in to 2 oz. cups for sampling	Refrigerator
CHICKEN BREAST	<input checked="" type="checkbox"/>	N/A	Cooking on griddle surface and cut in to bite sized portions to sample.	Kept warm under warming lamp until handed out.
	<input type="checkbox"/>			
	<input type="checkbox"/>			
	<input type="checkbox"/>			
	<input type="checkbox"/>			
	<input type="checkbox"/>			

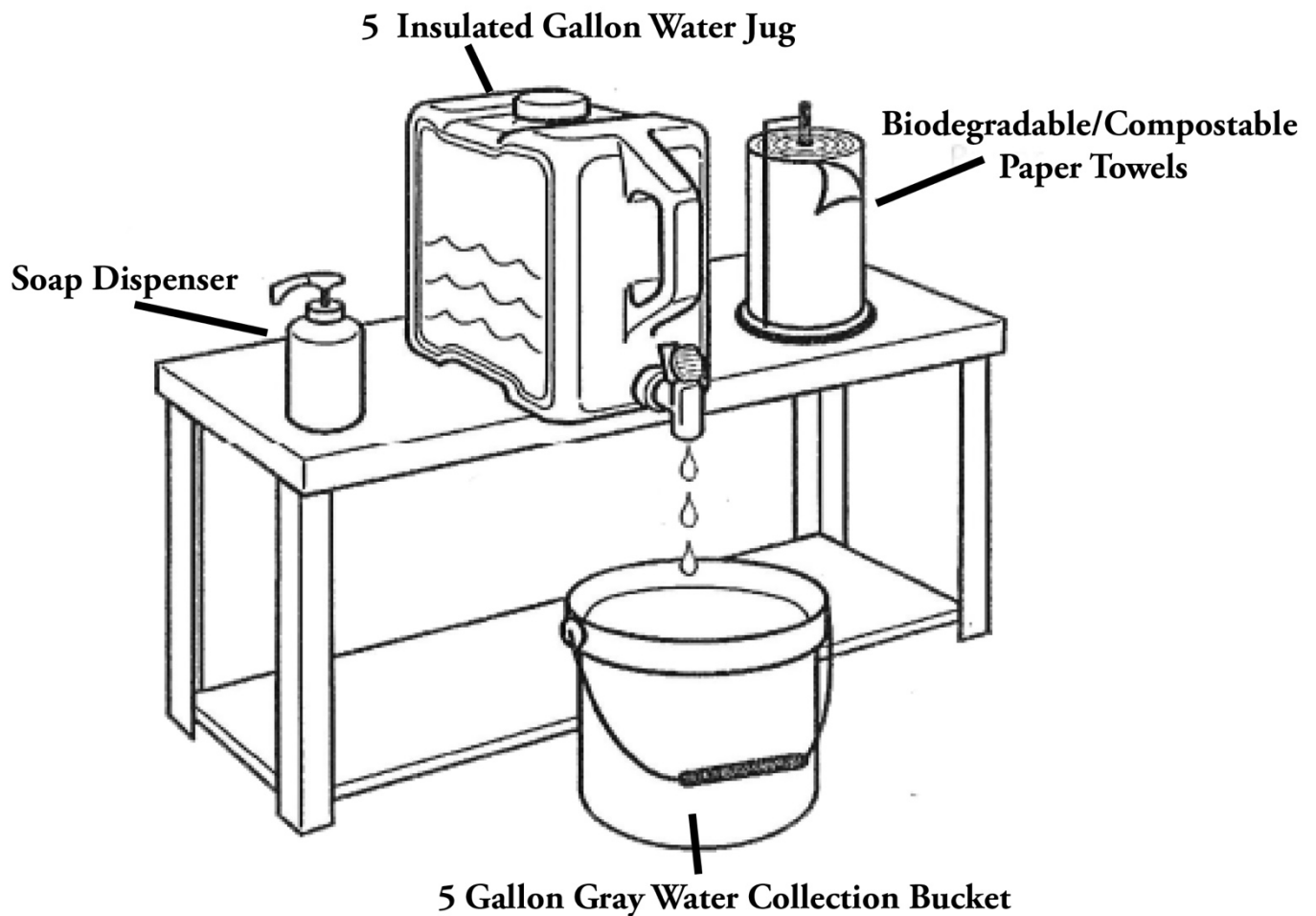
EXAMPLE

OFFICE USE ONLY:

Date Received: _____ Amount Paid: _____ Receipt #: _____ Approved By: _____

Required at Each Food Booth/Table

Vendors need to keep water as warm as possible using a 5 gallon container.



FOOD PREPARATION AT OTHER LOCATION

All food preparation must be completed either in the approved temporary facility or at a permitted food facility. Identify any facility where advanced preparation will take place. **An agreement form must be submitted for food preparation at a permitted food facility.**

Name of Facility: N/A Permit #: _____

Address of Facility: _____

If your food is being prepped at the REEF, you can put N/A here.

Method of food temperature control used during transportation: _____

HOT/COLD HOLDING EQUIPMENT

Identify methods of maintaining food hot or cold during hours of operation.

Cold Holding: Mechanical Refrigerator Ice Chest Cold Table
 Other (Specify): _____

Hot Holding: Steam Table Chafing Dishes Electric Soup Warmer
 Hot Holding Cabinet Hot Dog Roller Grill Electric Rice Cooker/warmer
 Other (Specify): Warming lamp/tray

At the end of the operating day, all potentially hazardous foods that are held at 45°F shall be destroyed.
At the end of the operating day, all potentially hazardous foods held at or above 135°F shall be destroyed.

Generalizing is ok. Focus on your primary samples and methods in these sections.

EQUIPMENT/UTENSILS USED

Will multi-use kitchen utensils (knives, scoops, spatulas, bowls, etc.) be used inside the booth for food preparation? Yes No

Identify all **equipment** that will be used in food preparation at the food booth:

Barbecue Grill Range Burner Deep Fryer Griddle Charbroiler Mixer Blender
 Other (Specify): _____

Identify all **utensils** that will be used in food preparation at the food booth:

Tongs, Spatulas, serving spoons.
EXAMPLE

Multi-use eating and drinking utensils are prohibited (plates, glassware, etc.)

FOOD PROTECTION

Identify methods of protecting foods from customer contamination.

Sneeze Guards Only pre-packaged food or bottled drink
 Hinged chafing dishes Prepared and stored away from the customers
 Other (Specify): _____

FOOD BOOTH CONSTRUCTION

Food preparation booths must be constructed with 4 sides, a washable floor and overhead protection. Pre-packaged food booths require a washable floor and overhead protection. **Answer N/A in all of these fields.**

Floor Material: N/A Wall Material: N/A

Ceiling Material: N/A Size of Pass Through Window: N/A

SINK REQUIREMENTS

Warewashing sink with hot and cold running water under pressure provided by:

- Event Organizer Pre-packaged only (not required)
 Temporary Food Facility Operator (complete Liquid Waste Disposal section)

Handwashing sink with warm and cold running water provided by:

- Event Organizer Pre-packaged only (not required)
 Temporary Food Facility Operator (complete Liquid Waste Disposal section)

Type of handwashing sink:

- Permanently plumbed sink Self contained portable sink
 Gravity fed unit

Water Source: Facility _____ **Volume of Water:** _____ Gallons

Check these fields.
Show mgmt is
providing these
stations.

LIQUID WASTE DISPOSAL

Liquid Waste Removal Provided By:

- Event Organizer TFF Operator

Method of Liquid Waste Removal:

- Connected to public sewer Waste tank _____ Gallons

Waste tank maintenance schedule: _____ per day _____ per hour

Provide the name, address and telephone number of the person responsible for the liquid waste disposal:

Enter your on-site person's contact information in the fields below.

Name: First & Last Name
Address: 123 Main St, Los Angeles, CA 90000
Telephone: 310-555-5555

I agree to voluntarily destroy any and all potentially hazardous food(s) held at 45 F and/or held at or above 135 F at the end of the operating day in a manner approved by the enforcement agency.

Print Name: First & Last Name Signature: _____

I have completed the application to the best of my ability. I understand that I may be asked to provide additional information in order for the application to be approved and that the information provided is considered part of the application.

I understand that failure to meet the conditions identified in this application or failure to comply with requirements set forth in the California Health and Safety Code may result in the disposal of food, suspension of my approval to operate and/or may result in the filing of misdemeanor criminal charges.

I understand that once the application is reviewed the application fee is non-refundable including any expedited processing fee.

Application completed by:

Print Name: First & Last Name Telephone: 319-555-5555

Signature: _____ Cell Phone: Same

EXAMPLE

FOOD PREPARATION AT OTHER LOCATION

All food preparation must be completed either in the approved temporary facility or at a permitted food facility. Identify any facility where advanced preparation will take place. **An agreement form must be submitted for food preparation at a permitted food facility.**

Name of Facility: N/A Permit #: _____

Address of Facility: _____

If your food is being prepped at the REEF, you can put N/A here.

Method of food temperature control used during transportation: _____

HOT/COLD HOLDING EQUIPMENT

Identify methods of maintaining food hot or cold during hours of operation.

Cold Holding: Mechanical Refrigerator Ice Chest Cold Table
 Other (Specify): _____

Hot Holding: Steam Table Chafing Dishes Electric Soup Warmer
 Hot Holding Cabinet Hot Dog Roller Grill Electric Rice Cooker/warmer
 Other (Specify): Warming lamp/tray

At the end of the operating day, all potentially hazardous foods that are held at 45°F shall be destroyed.
At the end of the operating day, all potentially hazardous foods held at or above 135°F shall be destroyed.

Generalizing is ok. Focus on your primary samples and methods in these sections.

EQUIPMENT/UTENSILS USED

Will multi-use kitchen utensils (knives, scoops, spatulas, bowls, etc.) be used inside the booth for food preparation? Yes No

Identify all **equipment** that will be used in food preparation at the food booth:

Barbecue Grill Range Burner Deep Fryer Griddle Charbroiler Mixer Blender
 Other (Specify): _____

Identify all **utensils** that will be used in food preparation at the food booth:

Tongs, Spatulas, serving spoons.

EXAMPLE

Multi-use eating and drinking utensils are prohibited (plates, glassware, etc.)

FOOD PROTECTION

Identify methods of protecting foods from customer contamination.

Sneeze Guards Only pre-packaged food or bottled drink
 Hinged chafing dishes Prepared and stored away from the customers
 Other (Specify): _____

Check this box.

FOOD BOOTH CONSTRUCTION

Food preparation booths must be constructed with 4 sides, a washable floor and overhead protection. Pre-packaged food booths require a washable floor and overhead protection. Answer N/A in all of these fields.

Floor Material: N/A Wall Material: N/A

Ceiling Material: N/A Size of Pass Through Window: N/A

SINK REQUIREMENTS

Warewashing sink with hot and cold running water under pressure provided by:

- Event Organizer Pre-packaged only (not required)
 Temporary Food Facility Operator (complete Liquid Waste Disposal section)

Handwashing sink with warm and cold running water provided by:

- Event Organizer Pre-packaged only (not required)
 Temporary Food Facility Operator (complete Liquid Waste Disposal section)

Type of handwashing sink:

- Permanently plumbed sink Self contained portable sink
 Gravity fed unit

Water Source: Facility _____ **Volume of Water:** _____ Gallons

Check these fields.
Show mgmt is
providing these
stations.

LIQUID WASTE DISPOSAL

Liquid Waste Removal Provided By:

- Event Organizer TFF Operator

Method of Liquid Waste Removal:

- Connected to public sewer Waste tank _____ Gallons

Waste tank maintenance schedule: _____ per day _____ per hour

Provide the name, address and telephone number of the person responsible for the liquid waste removal:

Enter your on-site person's contact information in the fields below.

Name: First & Last Name
Address: 123 Main St, Los Angeles, CA 90000
Telephone: 310-555-5555

I agree to voluntarily destroy any and all potentially hazardous food(s) held at 45 F and/or held at or above 135 F at the end of the operating day in a manner approved by the enforcement agency.

Print Name: First & Last Name Signature: _____

I have completed the application to the best of my ability. I understand that I may be asked to provide additional information in order for the application to be approved and that the information provided is considered part of the application.

I understand that failure to meet the conditions identified in this application or failure to comply with requirements set forth in the California Health and Safety Code may result in the disposal of food, suspension of my approval to operate and/or may result in the filing of misdemeanor criminal charges.

I understand that once the application is reviewed the application fee is non-refundable including any expedited processing fee.

Application completed by:

Print Name: First & Last Name Telephone: 319-555-5555
Signature: _____ Cell Phone: Same

EXAMPLE

