



EXHIBITOR GUIDE 2025

TUESDAY, SEPTEMBER 30, 2025 | 9:00AM – 4:00PM
NEW MEXICO 2025 EXPO
ALBUQUERQUE CONVENTION CENTER
401 Second St. NW | Albuquerque, NM 87102

Shamrock Foods New Mexico Contact: Kristin Overman (505) 702-2076
Kristin_Overman@shamrockfoods.com

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GENERAL INFO

Welcome to the Shamrock Foods EXPO Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at EXPO. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The set of green linked tabs at the top of each page is your Main Menu. These are designed to transport you to that section of the manual when you click on the tab. Each page includes these linked tabs at the top to help you navigate back to the Main Menu or another section of the manual.

We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions for any areas you need further clarification on.

ESTIMATED ATTENDANCE

We are expecting 1,300 accounts or 2,200 people. Our primary customer segments are Bar & Grill, Pizza, Mexican and Family Style restaurants.

DATES & TIMES

MOVE-IN DAY

Monday, September 29, 2025 12:00pm – 6:00pm

SHOW DAY

Tuesday, September 30, 2025 9:00am - 4:00pm

ALLOWANCE PERIOD

Product allowances start with invoices shipped on October 12, 2025 and continues for 8 weeks ending December 6, 2025.

LOCATION

ALBUQUERQUE CONVENTION CENTER – HALL 1 & 2

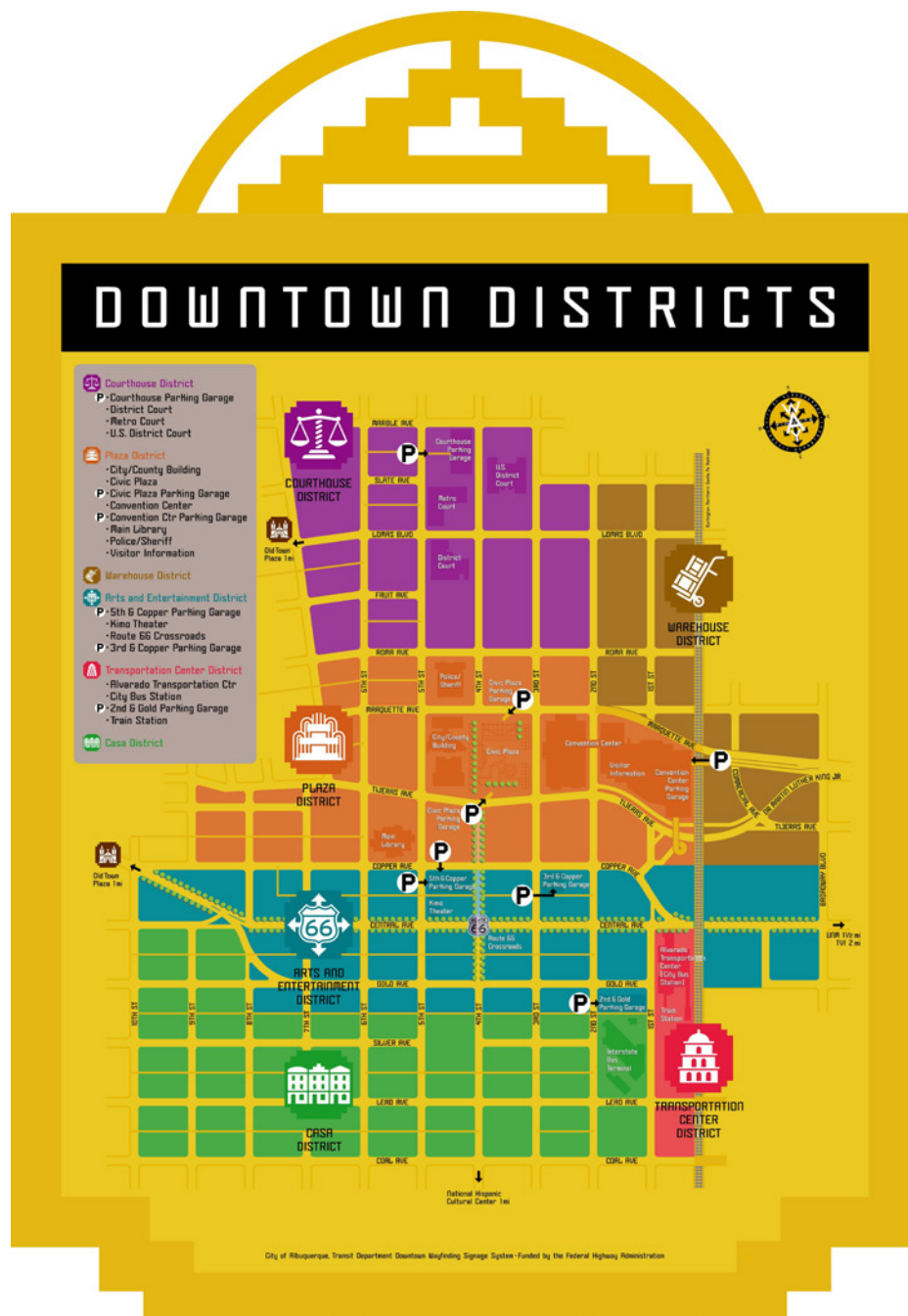
401 Second Street NM | Albuquerque, NM 87102 | (505) 768-4575 | <https://www.albuquerquecc.com>

GENERAL INFO

PARKING

Limited exhibitor parking is available in the Marshalling yard off First Street. Vehicles will be towed from the Marshalling yard if blocking the loading docks or parked outside of lined parking spaces. Additional parking is available in the convention center parking garage. All suppliers are responsible for their parking fees. There is no trailer parking available. There are no in/out privileges.

PARKING MAP



GENERAL INFO

VENDORS & CONTACTS

Heritage Exposition Services

exhibitor.services@heritagesvs.com
1-800-360-4323
heritagesvs.com/ordering

Shamrock Foods - Home Office

Kristine Brown - Sr. Marketing Manager

Kristine_Brown@shamrockfoods.com
(602) 680-9911

Electrical Services

ASM Global- Albuquerque Convention Center

eorders@albuquerquecc.com
(505) 388-8481

Shamrock Foods - Home Office

Angela Monier - VP Marketing

Angela_Monier@shamrockfoods.com
(925) 382-3025

Shamrock Foods - Albuquerque

Kristin Overman - Marketing

Kristin_Overman@shamrockfoods.com
(505) 702-2076

GENERAL INFO

HEALTH & SAFETY

FOOD SAFETY

Exhibitors are required to wear food-safe gloves when handling food and will be provided with supplies. Samples must be served by a booth representative. Customers should not be serving themselves. Exhibitors should use tongs or other serving utensils and be gloved to serve food and handle food and not hand touching food items. Refer to the hand washing station set up in the next section. A three-compartment sink will be available to keep your dishes clean and sanitary.

Exhibitors serving food are required to have a Food Handler training certificate. If there is cooking/reheating/cold holding or any temperature control of food items, a thermometer should be used to determine internal temperature of potentially hazardous food items. Sanitizing solutions will be made available. Please wash your hands throughout the day, including after using the restroom or smoking, and replace your gloves after you touch raw meat or seafood before touching anything else. Please wear kitchen appropriate footwear when cooking – no sandals.

FIRST AID

A limited first aid kit is available at the Exhibitor Check-In Booth. We recommend you also have a first aid kit at your booth.

HAND WASHING STATIONS

Hand washing stations will be placed throughout the show floor. Exhibitors are required to wear food-safe gloves when handling food. Please wash your hands throughout the day, including after using the restroom or smoking, and replace your gloves after you touch raw meat or seafood before touching anything else. Always follow food safety guidelines – hand washing, temperatures, gloves, etc. Do not allow cross contamination of any products. Health inspectors will be present at the show.

FIRE SAFETY

Per fire code requirements, canned fuel must be secured to the chafing dish and it must have a slide on lid to extinguish the flame. If you are cooking at your booth, you must have a fire extinguisher and floor protection.

The Fire Marshall will conduct a walk-through inspection on September 30, 2025 at 8:00am.

GENERAL INFO

CHECKLIST AND IMPORTANT DATES

ITEM	DUE DATE
<input type="checkbox"/> Sponsorship Request	Due May 31, 2025
<input type="checkbox"/> Exhibitor Registration	Due June 10, 2025
<input type="checkbox"/> Product Allowances	Due July 18, 2025
<input type="checkbox"/> Early Discount Booth Rentals with Heritage	Due September 9, 2025
<input type="checkbox"/> Samples and Point of Sale Material	Due September 5, 2025
<input type="checkbox"/> Early Discount for Electrical	Due September 22, 2025
<input type="checkbox"/> Booth Rentals with Heritage	Due September 16, 2025
<input type="checkbox"/> Electrical Needs	Due September 25, 2025
<input type="checkbox"/> Move-In	September 29, 2025
<input type="checkbox"/> EXPO Doors Open to Exhibitors by 6:00am	September 30, 2025

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITY

Shamrock Foods EXPO will be here before you know it – and we can't wait for you to join us at this year's can't-miss culinary events. As a Shamrock Foods partner, we invite you to take advantage of this exclusive EXPO sponsorship package. This incredible package guarantee your impact on more than 15,000 attendees, so don't miss this amazing opportunity!

Sponsorship packages are limited and only available until May 31, 2025.
For more information, please email Kristine_Brown@shamrockfoods.com.

SPIN & WIN SPONSORSHIP – \$25,000

Included in the sponsor package:

- **Logo Recognition** – See your brand celebrated on printed signage, collateral and digital communications for the EXPO.
- **Spin & Win Booth Participation** – Your booth will be a required stop for 15,000 attendees across 5 shows looking to participate in Spin & Win, where they will have a chance to win prizes, gifts cards and a grand prize of \$5,000.
- **Shop Shamrock Foods Spotlight** – Select two items to be featured for two weeks in our highest-traffic, custom-curated EXPO e-commerce page on our all-new online ordering site.
- **Recipe Feature** – Submit a custom recipe and photo to be featured in our EXPO Inspiration Guide with product backlinks. Featured on shamrockfoodservice.com and sent to 25,000 customers after the show.

SPONSORSHIP OPPORTUNITIES

SUPPLIER INFORMATION

Company Name: _____

SHAMROCK FOODS EXPO25 SPONSORSHIP OPPORTUNITY

SPONSORSHIP	FEE	SELECTED	TOTAL \$
Spin & Win Sponsorship	\$ 25,000	<input type="checkbox"/>	\$ _____
GRAND TOTAL			\$ _____

**Numbers only in boxes – no commas or periods*

PAYMENT TYPE ☐ Deduct ☐ Check *All payments will be deducted/received during August 2025. This will be a one-time payment.*

I have read and understand all the information in this form, the description of sponsorship benefits, and attached Terms and Conditions. I also understand that the amounts elected by Sponsor above are in addition to any existing program Supplier may have with Shamrock. Shamrock is authorized to bill and/or deduct Annual Grand Total above by the Sponsorship Payment Deadline as elected by Supplier above. The undersigned represents and warrants that he or she has the full right, power, authority, and legal capacity to enter into this Sponsorship Agreement.

Supplier Representative Name (Print Clearly)

Supplier Representative Signature

Email Address

Phone Number

Date

TERMS AND CONDITIONS

By signing and returning this Sponsorship Agreement (the "Agreement"), the participating company named above ("Supplier") agrees to be bound by the terms and conditions set forth herein. References to Shamrock herein shall be deemed to include Shamrock Foods Company and its affiliates and any and all of their duly authorized representatives, agents, and employee.

- License.** Supplier hereby grants to Shamrock Foods Company a non-exclusive, non-transferable, no sub-licensable right and license to use Supplier's logo and related intellectual property ("Supplier's Logo") as necessary to provide the sponsorship benefits in Shamrock's advertising, marketing, and promotional materials in all formats and media, including on its website, mobile apps, and social marketing pages on third-party websites and mobile apps, to identify and promote Supplier's association with and its status as a Shamrock Foods EXPO Sponsor. Supplier further represents and warrants that Supplier's Logo, as well as Shamrock's use of Supplier's Logo in connection with the Shamrock Foods EXPO, will not infringe, misappropriate, or otherwise violate any rights of any third party.
- Photographs & Videos.** Shamrock plans to take photographs and videos at all Shamrock Foods EXPO events and reproduce them in Shamrock's news or promotional materials, whether in print, electronic or other media, including Shamrock's website. By agreeing to be a Shamrock Foods EXPO Supplier, Supplier irrevocably grants Shamrock the right to display, reproduce, edit, or otherwise use their names, images, likeness, professional and personal biographical information, and all materials created by or on behalf of Shamrock that incorporate any of the foregoing for such purposes ("Materials"). Shamrock shall be the exclusive owner of all rights, including copyrights, in the Materials. Shamrock has no liability to Supplier for any editing or alteration of the Materials or for any distortion or other effects resulting from Shamrock's editing, alteration, or use of the Materials.
- Promotional Activities.** Supplier agrees that any and all promotional activities of any kind or nature, except for those outlined as part of the Sponsorship Options, are prohibited without Shamrock's written consent.
- Compliance with Law.** Supplier represents, warrants, and covenants that it shall comply with all applicable laws, rules, orders, and regulations, including those policies and procedures that have been established by Shamrock or the venue for use of the designated areas at the venue.
- Severability.** If any provision of this Agreement is held illegal, invalid or unenforceable, such provision will be deemed stricken from this Agreement and its illegality, invalidity or unenforceability will not affect the remainder of the provisions of this Agreement, which will remain in full force and effect. The parties will endeavor in good faith negotiations to replace any illegal, invalid or unenforceable provision with a valid, legal and enforceable provision, the economic effect of which comes as close as possible to the economic effect of the illegal, invalid or unenforceable provision.
- Amendments.** This Sponsorship Form may only be modified or amended in writing, signed by the authorized representative of the Supplier.



ONLINE REGISTRATION

BOOTH REGISTRATION

Booth Registration is by invitation only.

Each EXPO event will have its own registration site. On April 29, 2025 each invited exhibitor will receive an invite to the specific EXPO they have been invited to attend. Booth registrations must be completed by June 10, 2025. We offer 2 different booth sizes.

Full Booth – Includes a 10 x 10 area, carpeted, booth identification sign, (1) 8ft table and (1) 6ft topped/draped table. Fee is \$7,500.

Half Booth – Includes a 5 x 5 area, carpeted, booth identification sign, (1) 8ft table or (1) 6ft topped/draped table. May be shared with another vendor. Fee is \$4,250.

Specific booth sizes may vary if an exhibitor has been assigned to a specific show segments area. Notification will be sent if a supplier is part of one of these areas. Booths will be billed to suppliers unless otherwise noted in your Vendor Merchandise Agreement (VMA). Booth billings will take place in September 2025.

ALLOWANCES

Each EXPO features a post EXPO ship period where customers who attend the EXPO can receive item allowances on new and existing business purchases. Allowances may be given on any open-coded and stocked items. All items shown at the EXPO must have a new and existing business allowance assigned to it.

Registered exhibitors will receive an email on June 17, 2025 with a link to our allowance entry site. We will have one allowance entry site for all EXPOs. The allowance entered by the exhibitor will be the same across all branches where the product is open-coded and stocked. On the allowance site, you will be able to see the branches where the product is stocked in order to enter allowances. The deadline to enter allowances will be July 18, 2025. You will also be able to load POS content on this site.

Exhibitors will be assessed a 25% admin fee on all EXPO allowed items purchased at the end of the ship period. Allowances will be billed to suppliers unless otherwise noted in your Vendor Merchandise Agreement (VMA). Allowances billings will take place in January 2026.

8 Week Ship Period
October 12 – December 6, 2025

ONLINE REGISTRATION

POINT OF SALE CONTENT

For our EXPOs we offer registered exhibitors the opportunity to load point of sale content to be viewed by our customers and on our Exhibitor tablets at the EXPO. On the EXPO tablets, Exhibitors are also able to email POS content to our customers. On June 17, 2025 registered exhibitors will receive an email to login into our allowances entry site that allows for POS content to be loaded. Exhibitors featuring Shamrock Exclusive Brands will have POS loaded for them by Shamrock.

Below is the deadline to upload POS.
September 5, 2025

ORDERING SAMPLES

Product Samples for the EXPOs can be ordered through our Shamrock Customer Care team. In this guide you can find the EXPO Sample Order Form. Complete the form and email to the appropriate branch email address listed on the form to place the order. Please make sure to include “EXPO” in the subject line of the email. All samples ordered using the form will be delivered on the set-up day at the EXPO location. You will need your vendor billing number in order to place sample orders so they can be billed correctly. A sample order can be submitted starting June 17, and will end at the date listed below. Sample orders will need to have an assigned allowance amount for the branch EXPO and will need to be open coded/stocked at the particular branch. All samples ordered must be full cases only.

Once the sample order is emailed to our Customer Care team you will receive a case number. Please reference the case number if you have an inquiry regarding the order. If you have questions on the sample order once it has been submitted, you can reach out to our Customer Care team at (480) 462-3741. Do not ship samples to our warehouse. Shamrock will deliver the samples to the EXPOs and provide frozen/refrigerated storage during the EXPO. All samples ordered will be billed to the supplier. The billing will include the cost of the case and the standard handling fee. No samples will be returned to the warehouse.

Below is the deadline for ordering samples.
September 5, 2025



Shamrock Foods

EXPO SAMPLE ORDER FORM

EXPO

Today's Date _____

Branch EXPO Location _____

Account Number Being Billed _____

Broker/Vendor Account Name _____

Vendor Number _____

SAMPLES WILL BE DELIVERED TO THE EXPO ON SET-UP DAY

PRODUCT ITEM #	PACK SIZE	DESCRIPTION	CASE QTY

Email the completed sample form to the appropriate branch and include "EXPO" in the subject line.

Arizona

onestopaz@shamrockfoods.com

Colorado/Montana

onestopco@shamrockfoods.com

California

onestop_eastvalecustcare@shamrockfoods.com

Idaho

onestopidaho@shamrockfoods.com

New Mexico

onestop_nmcustcare@shamrockfoods.com

For questions once the sample form has been submitted, please contact our Customer Care team at (480) 462-3741.

ONSITE CHECK-IN AND MOVE-IN

CHECK-IN ON SHOW FLOOR

MOVE-IN DAY – MONDAY, SEPTEMBER 29, 2025

12:00pm – 6:00pm	Supplier/Broker Check-In & Set-Up. Pick up badges, show floor map, and tablet pick up – see move-in details
	Perenso will be available to answer allowance questions. Heritage will be available to answer booth questions.
2:00pm – 2:30pm or 4:00pm – 4:30pm	Mandatory Perenso Tablet Review for Suppliers/Brokers in Brazos Room 115

SHOW DAY – TUESDAY, SEPTEMBER 30, 2025

6:00am – 8:15am	Set-Up Ice is available in the Shamrock truck on the dock
8:15am – 9:00am 9:00am – 4:00pm	Sales Reps will start to walk the show floor Show floor is open to customers
4:00pm – 6:00pm 4:00pm – 7:00pm	Donation pick up Move Out

ONSITE CHECK-IN AND MOVE-IN

MOVE-IN DETAILS

DOCK MOVE-IN SCHEDULE

Monday, September 29, 2025

BROKER	DATE	TIME
GOLD CANYON MEAT CO	MONDAY 9/29	12:00 - 1:00PM
PIER 22 SEAFOOD CO	MONDAY 9/29	12:00 - 1:00PM
JENSEN FOODS	MONDAY 9/29	12:00 - 1:00PM
MARKON	MONDAY 9/29	12:00 - 1:00PM
SHAMROCK FARMS	MONDAY 9/29	12:00 - 1:00PM
FOUR LEAF ROASTERS	MONDAY 9/29	12:00 - 1:00PM
PRIME	MONDAY 9/29	1:00 - 2:00PM
AFFINITY GROUP	MONDAY 9/29	1:00 - 2:00PM
ACXION FOODSERVICE	MONDAY 9/29	1:00 - 2:00PM
CORE FOODSERVICE	MONDAY 9/29	2:00 - 3:00PM
FOOD SERVICE SPECIALIST	MONDAY 9/29	2:00 - 3:00PM
LAKELAND	MONDAY 9/29	3:00 - 4:00PM
TOTAL SOURCE	MONDAY 9/29	3:00 - 4:00PM
DIRECT VENDORS, ETC.	MONDAY 9/29	4:00 - 5:00PM
*Anyone that arrives early will be turned away. Please arrive only when scheduled.		

ALL MOVE-IN MUST BE THROUGH BACK DOCKS IN THE MARSHALLING YARD OFF FIRST STREET. WHEN UNLOADING IS COMPLETE, PLEASE MOVE YOUR VEHICLE. DO NOT LEAVE YOUR VEHICLE UNATTENDED FOR ANY EXTENDED AMOUNT OF TIME.

Exhibitors will need to ensure booth has the requested power during move-in. Booths must be set by 6:00pm on move-in day. Exhibitors are responsible for turning off all equipment before leaving on move-in day.

ONSITE CHECK-IN AND MOVE-IN

EXHIBITOR BADGES

Exhibitors can enter in names for their exhibitor attendees on the EXPO registration site. Exhibitors are able to enter in additional names after exhibitor registration has closed up to set-up day.

We strongly recommend you print your email confirmation with barcode before you arrive at the show to help expedite the badge printing process. You will receive it via email.

Exhibitor badges must be picked up on EXPO setup day at the Shamrock exhibitor booth.

Official show badges must be worn at all times by exhibitor personnel while in the exhibit hall during move-in, move-out and official show hours. No one will be allowed on the exhibit floor at any time without a badge.

ADMISSION POLICY

Exhibit hall admittance is restricted to registered exhibit staff and attendees displaying the EXPO 2025 show badge. All personnel representing the exhibitor, or its authorized agents, must be properly identified with an official EXPO 2025 show badge. Once the show has opened, all persons must enter and exit only through designated entrances.

EARLY APPOINTMENTS

No exhibitors will be allowed access to the exhibit hall prior to posted move-in and move-out days/hours. On show days without scheduled move-in prior to show opening, exhibitors will be allowed access at (3) three hours before show opening and (4) hour after posted official show hours. Additional access may be arranged solely at the discretion of Show Management.

ONSITE CHECK-IN AND MOVE-IN

FOOD TRANSPORTATION, STORAGE AND PREPARATION

SAMPLES PRE-ORDERED

Any pre-ordered dry, frozen or chilled samples ordered through the allowance site will arrive on Monday, September 29, 2025 during setup. **REVIEW ALL YOUR SAMPLES ON SET-UP DAY!** Shamrock Transportation Associates will be onsite to assist you with your samples.

Please do not ship samples to our warehouse – they will not be loaded on our trucks going to the show.

COOLER/FREEZER SPACE

Samples will be stored on the truck. The truck will remain on the dock overnight on September 29, 2025.

SUPPLIES

Shamrock will be providing limited supplies including film, foil, gloves, cutlery, beverage napkins, steam pans, frying oil, frill picks, portion cups, cold cups, power towels, and plates. They will be available on set-up day. Supplies are limited. Please don't take full cases. Open the boxes and only take what you need. Remember, no competitor distributor labels are allowed. Exhibitors are responsible for supplying any canned fuel needed.

ICE

Shamrock will be supplying ice for exhibitors. The ice will be stored on the Shamrock truck and available at 6:00am on Tuesday, September 30, 2025.

ICE & OIL DUMP

Ice can be dumped on the back dock **IN THE DRAIN PROVIDED**. Oil can be dumped in the barrels on the back dock. No ice or oil dumping in restrooms, 3-compartment sink, or trash cans.

ONSITE CHECK-IN AND MOVE-IN

COOK SHACK

There is no kitchen access at the Convention Center. Any food preparation must be done at your booth or cook shack. Exhibitors will need to supply all cooking equipment and utensils needed to prepare samples. If utilizing the cook shack to prepare samples, a cook shack area will be assigned to you or your corresponding broker. All electrical specifications from the cooking equipment needed to prepare samples should be sent to New Mexico Marketing (Kristin_Overman@shamrockfoods.com). Please use only the cooking equipment for which you requested electrical.

There will be a 3-compartment sink available in the First Aid area by exhibitor check-in for washing dishes only.

Exhibitors will need to provide a list of electrical equipment and equipment specifications needed to prepare samples in your booth. Electrical request information is available under the Utilities section of the guide. Exhibitors will need to provide floor protection in the booth and a K fire extinguisher if cooking with oil.

Please ensure all health guidelines are met.

FACILITY KITCHEN

Exhibitors will not have access to an on-site kitchen at the Albuquerque Convention Center.

BOOTH INFORMATION

Please ensure exhibitor booths are fully staffed to capture leads generated for the expected number of attendees per show. Exhibitors are expected to staff the booth with associates trained on your product lines prepared to sell and consult. Each booth must have at least one manufacturer representative. Depending on the intricacies of the product line, we recommend at least 3 people for a full booth and at least 2 for a half booth to fully capture the leads available. Exhibitors must have booths staffed at all times during the show. Exhibitors should avoid the use of cell phones at the booth during the show. Booths may not be torn down prior to the 4:00pm end time of the show.

Exhibitors may use pull-up banners and table signage to market your booths, however please do not place high banners on the tables. Any back walls will need to be pre-approved. No broker signage of any kind is allowed at the EXPO.

BOOTH LAYOUT

Standard full booths will be a 10x10 area with one 6ft table and one 8ft table. Standard half booths are 5x10 with one 8ft table or one 6ft table. Tables will be set in an “L” shape, back and sides of the booth space to allow customers to enter the booth area and engage with the exhibitor. Please do not move tables or block the front of your booth. Booths will include 3ft pipe and drape to allow for an open floor feeling and format. Booth tables will include black tablecloths matching the pipe and drape. Exhibitors can supplement tablecloths with professional branded tablecloths. Broker logos or signage is prohibited in the booth.

Exhibitors assigned to a specific show segment area will have a booth with one 6ft table and one 8ft table. The 6ft table is along the front of the booth and the 8ft table is at the back of the booth. Exhibitors sharing these show segment booths will have access to 1/2 of the front table and 1/2 of the back table. Please do not move these tables. Booths will include segment pipe and drape. Booth tables will include segment tablecloths. Exhibitors can supplement tablecloths with branded tablecloths. Broker logos or signage is prohibited in the booth. Notification will be sent to exhibitors assigned to these specific show segment areas.

Exhibitor booth numbers and floor plans will be released at a later date.

BOOTH INFORMATION



exhibitor.services@heritagesvs.com

1-800-360-4323

Fax: 314-534-8050

Order online at: heritagesvs.com/ordering

Please contact us for assistance if needed

See the following pages for items available to order.

ORDER SUMMARY



exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

ORDER SUMMARY FORM

SHAMROCK FOODS EXPO 2025 - ALBUQUERQUE

Discount Deadline:

9/9/2025

Order Services Early and **SAVE!**

Complete and submit necessary order forms listed below before the deadline date to take advantage of Advance Pricing.

Heritage Order Forms		Order Total	
<input type="checkbox"/>	Method of Payment & Credit Card Authorization	Submit With First Order	
<input type="checkbox"/>	Furniture	\$	
<input type="checkbox"/>	Accessories	\$	

TOTAL AMOUNT DUE \$ _____

Please see the Terms and Conditions page for full explanation of our policy on cancellations and changes.

Exhibiting Company _____

Contact Name _____ Booth # _____

Phone # _____ Email _____

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.

BOOTH INFORMATION

METHOD OF PAYMENT


HERITAGE™

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

METHOD OF PAYMENT & CREDIT CARD AUTHORIZATION FORM

Must be completed and submitted with any HERITAGE order forms

Name of Convention **SHAMROCK FOODS EXPO 2025 - ALBUQUERQUE** Booth# _____

Exhibiting Company _____

Phone # _____ Fax # _____

Address _____

City _____ State _____ ZIP _____

Contact Email _____

Print Name _____ Signature _____

Credit Card Payment

Cardholder's Name (Please print) _____

Credit Card Billing Address _____

City _____ State _____ ZIP _____

Credit Card # _____ V-Code _____ EXP _____

 Charge to: ☐ American Express ☐ MasterCard ☐ Visa ☐ Discover

If for any reason the submitted credit card or check is declined or returned, a \$50.00 processing fee will be added to the final invoice. For your convenience, we will also process your card for payment of any additional charges incurred at show site. We will automatically provide this service unless informed otherwise by you.

CARD HOLDER'S SIGNATURE

By signing the above, I acknowledge and understand that all services rendered will be billed to this credit card. I agree to be bound by all terms and conditions in this service manual.

Company Check

Make Check Payable to: HERITAGE
620 Shenandoah Ave
St. Louis, MO 63104
Attn: Exhibitor Services

Please include a copy of this order form with your check.

Bank Wire Transfer

Enterprise Bank and Trust
St. Louis, MO 63127
ABA# 081006162
ACCT# 0040520 HERITAGE
Swift Code - Entrus44

Please reference name of show & booth number to credit your account. Customers are responsible for any bank processing fees. Please add \$25.00 to your invoice total for each wire to cover inbound bank processing fees.

Please note: In some instances equipment or services may be handled by other contractors.

All orders received on site at the Exhibitor Service Desk will be charged at standard rates. All outstanding balances must be paid by the close of the show. Adjustments to your invoice will not be made after the close of the show. For your convenience, we will use this authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include all Heritage companies, including but not limited to HES Logistics, Inc., or any charges which Heritage may be obligated to pay on behalf of the Exhibitor, including without limitation, any shipping charges. By submitting this form or ordering materials or services from Heritage, you agree to be bound by all terms & conditions included in your service manual.

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.

BOOTH INFORMATION

TERMS AND CONDITIONS



HERITAGE™

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

TERMS AND CONDITIONS SHAMROCK FOODS EXPO 2025 - ALBUQUERQUE

YOU ARE ENTERING A CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE.

The terms and conditions set forth below become a part of the contract between HERITAGE exposition services and you, the exhibitor. Exhibitor is deemed to have accepted these terms and conditions when any of the following conditions are met:

- The material handling service agreement is signed;
- Exhibitor's materials are delivered to the HERITAGE warehouse or to a show or exposition site for which HERITAGE is the official show contractor, or
- An order for labor and/or rental equipment is placed by exhibitor with HERITAGE.

1. **DEFINITIONS.** For purposes of the Contract, "HTG" means HERITAGE Exposition Services, Inc., d.b.a. HERITAGE Trade Show Services, HERITAGE, Heritage Exposition Services, HES Logistics, and their respective employees, directors, officers, agents, assigns, affiliated companies, and related entities including, but not limited to, any subcontractors HTG may appoint. The term "EXHIBITOR" means the Exhibitor, its employees, agents, representatives, and any Exhibitor Appointed Contractor ("EAC"). **Cold Storage:** Holding of Goods in a climate controlled area; **Accessible Storage:** Holding of Goods in an area from which Goods may be removed during shows; **Services:** Warehousing, transportation, drayage, un-supervised labor, supervised labor and/or related services; **Show Site:** The venue or place where an exposition or event takes place; **Supervised Labor (OK TO PROCEED):** Union labor that is provided to a Customer to install or dismantle a booth or exhibit space, and is supervised and/or directed by HTG; **Un-Supervised Labor (do not proceed):** Union labor that is provided to a Customer to install or dismantle a booth or exhibit space and pursuant to Customer's election is not supervised and/or directed by HTG. Customer assumes the responsibility and any liability arising therefrom, for the work of union labor when Customer elects to use un-supervised labor.

2. **SCOPE.** These Terms and Conditions shall be binding upon Exhibitor, HTG, and their respective Agents and representatives, including but not limited to Exhibitor contracted labor, EAC's or Installation and Dismantle Companies, and any other party with an interest in the Goods. Each shall have the benefit of and be bound by all provisions stated herein, including but not limited to time limits and limitations of liability.

3. **Payments** are due prior to delivery of services or equipment to EXHIBITOR unless other credit arrangements have been made. All payments shall be in U.S. currency, MasterCard, VISA, American Express or Discover credit cards, debit cards, or check, provided there is sufficient customer credit in EXHIBITOR's form of payment to completely satisfy the amount owed by EXHIBITOR to HTG. Undersigned authorizer acknowledges and agrees that all applicable charges for services rendered to the EXHIBITOR will be applied to the credit card on file in the event other form of payment is not tendered prior to the close of the trade show. In no instance shall any Exhibitor be extended credit beyond 30 days after the close of the Show. If there are any outstanding balances owed by EXHIBITOR to HTG which have not been paid after 30 days following the close of the Show, then these unpaid balances shall bear interest at the rate of 1-1/2% per month (18% per annum).

4. Any discrepancy in items ordered and items received or any complaint or question concerning services, etc., must be reported to the HTG Service Center at the show, in writing, immediately upon noting same. Problems will be resolved and/or any valid adjustments in EXHIBITOR's account will be made at that time, and approved by the HTG Project Manager in charge. Credits and adjustments will not be made based on information received after the Show. Exhibitors who cancel prior to Exhibitor Move-In will be refunded 100% of their advance payment. No refunds will be made for cancellations received once Exhibitor move-in begins or at show site, unless otherwise noted on the specific service form. In the event the exposition or event is cancelled or postponed, HTG reserves the right to charge for services rendered in preparation of the event or exposition as well as non-refundable costs incurred by HTG. Prior to any refunds being paid to EXHIBITORS, these cancellation and/or postponement charges will be determined in good faith by HTG and withheld from any amounts previously paid by EXHIBITOR to HTG in proportion to receipts from all exhibitors with the excess being refunded. EXHIBITOR shall be advised that routine audits of Exhibitor booths for service usage are conducted during the Convention. Should the result of such an audit indicate that equipment or services is in fact being used that has not been paid for, the Exhibitor will be charged for the equipment or service at the applicable rate.

5. HTG reserves the right to discontinue one or all services or equipment delivery to EXHIBITOR for non-payment of one or more outstanding bills should such bill not be paid before the close of the first day of the Show. Payment for any one or more of the services rendered does not in anyway release EXHIBITOR from payment of the other remaining services upon presentation of an invoice. Should it become necessary after all discrepancies are resolved to employ a collection agency, then EXHIBITOR agrees that all reasonable and customary collection fees shall be borne by EXHIBITOR.

6. **CHOICE OF LAW & VENUE.** Any dispute between HTG and EXHIBITOR shall be governed by the laws of the State of Missouri (without regard to Missouri's conflicts of laws principles). Venue of any action between HTG and EXHIBITOR shall lie exclusively in the state or federal courts located in St. Louis, Missouri and HTG and EXHIBITOR agree that all reasonable attorney's fees shall be borne by the prevailing party.

7. **LIMITATION OF LIABILITY & INDEMNITY.** HTG shall not be liable to any extent whatsoever for any actual or potential loss of profits or revenues, or for any collateral costs or consequential damages, which may result from (1) any loss, injury or damage to EXHIBITOR's materials or (2) EXHIBITOR's ability to carry-on in its normal business practices. Additionally, HTG shall not be liable for (1) any loss, damage or delay as a result of fire, lightning, strikes, riot or civil commotion or any other cause or condition beyond the control of HTG, (2) damage to uncrated materials, materials improperly packed, or (3) concealed damage, or loss, theft or disappearance of EXHIBITOR's materials while at the show or EXHIBITOR's materials are in EXHIBITOR's possession or are located within or near the confines of EXHIBITOR's booth. HTG's liability shall be limited to any loss or damage which results solely from HTG's negligence in the actual physical handling of EXHIBITOR's materials and not from any other type of loss or damage. HTG does not assume any liability for any loss or damages to electronics, monitors, or devices. HTG's maximum liability for any cause shall be limited to \$0.30 per pound per article with a maximum liability of \$50.00 per item or \$1,000.00 per shipment. HTG shall not be responsible for loss, theft, or disappearance of materials before they are picked up from EXHIBITOR's booth or for reloading after the show. Bills-of-lading covering outgoing shipments, which are furnished to HTG by EXHIBITOR, will be checked at the time of actual pickup from the booth and corrections made where discrepancies occur. Any claims for loss, injury or damage must be submitted to HTG within thirty (30) days of the close of the show in which the loss, injury or damage occurred, or such claims shall be waived. No suit or action for the recovery of any claims arising out of or related to bodily injury, death, or property damage shall be brought against HTG more than one year after the accrual of the cause of action. EXHIBITOR agrees to indemnify and hold harmless HTG against any and all claims, suits, liabilities, or damages, including reasonable settlements and reasonable attorney's fees, arising out of negligence or any other cause on the part of the EXHIBITOR, subcontractors, suppliers, employees

or any individual or company under the control directly or indirectly of the EXHIBITOR at the show.

a. **Cold Storage.** Goods requiring cold storage are stored at Customer's own risk. HTG assumes no liability or responsibility for Cold Storage. b. **Accessible Storage:** HTG assumes no liability for loss or damage to Goods while in Accessible Storage. Storage charges are for the use of space and are not a form of insurance, or a guarantee of security. c. **Unattended Goods:** HTG assumes no liability for loss or damage to unattended Goods received at Show Site at any time from the point of receipt of Inbound Goods until the loading of the outbound Goods, including the entire term of the respective show or exhibition. Customer is responsible for insuring its own Goods for any and all risk of loss. d. **Empty Storage:** HTG assumes no liability for loss or damage to Goods or crates, or the contents therein, while containers are in Empty Storage. It is Customer's sole responsibility to affix the appropriate labels available at the HTG Service Desk for empty container storage, and ensures that any pre-existing empty labels are removed. e. **Forced Freight:** HTG is not liable for Customer Goods left on the show floor after the show closing deadline, with or without a Material Handling Services/Straight Bill of Lading signed by Customer. It is Customer's responsibility to complete accurate paperwork for shipping to ensure Customer Goods are properly labeled. f. **Concealed Damage:** HTG shall not be liable for concealed loss or damage including but not limited to glass, electronic equipment, prototypes, original art, uncrated Goods, or improperly packaged or labeled Goods. g. **Unattended Booth:** HTG shall not be liable for any loss or damage occurring while the Goods are unattended in Exhibitor's booth at any time, including, but not limited to, the time the Goods are delivered to the dock until the time the Goods are received by Exhibitor's selected carrier. h. **Labor:** HTG assumes no liability for loss, damage, or bodily injury arising out of Exhibitor's supervision of HTG provided union labor. i. **Notice of Loss or Damage:** In order to have a valid claim, notice of loss or damage to Goods must be given to HTG or its agent within 24 hours of occurrence (as evidenced in an Incident Report completed at Show Site by HTG) or delivery of outbound Goods.

8. **ADVANCED WAREHOUSING/TEMPORARY STORAGE:** HTG assumes no liability or responsibility for loss or damage to Goods delivered to the Advance Warehouse or other similar Temporary Storage facilities.

9. EXHIBITOR recognizes that HTG provides services as EXHIBITOR's agent and not as bailee or shipper. If any employee or subcontractor of HTG shall sign a delivery receipt, bill-of-lading, or other document, EXHIBITOR agrees that these signatories will do so as EXHIBITOR's agent, and EXHIBITOR accepts the responsibility thereof. HTG or its subcontractors are authorized to note the quantities or condition of items on the EXHIBITOR's bill-of-lading when the actual count or condition of such items do not conform to the amount or amounts recorded by EXHIBITOR. Correct weights with Weight Certificate must be provided, otherwise HTG's or its subcontractor's estimate will prevail in the event of any weight discrepancy.

10. Exhibitor permits all contact information provided to HTG to be used by HTG and shared with other entities assisting in the production of the event in question. Email communications may include show information, promotional materials, advertising statements and other commercial notices. Permission may be revoked by the EXHIBITOR in writing.

11. In the case of bills submitted to parties other than the EXHIBITOR (i.e., Third Parties), such arrangements in no way release EXHIBITOR from any and all of the terms and conditions outlined herein.

12. **REFUNDS:** EXHIBITOR shall receive a full and complete refund of any overpayments following final audit after the close of the Show. HTG will remit refunds to EXHIBITOR at the name and address indicated on the Exhibitor Data Sheet. EXHIBITOR will receive a refund for any extra overpayment above and beyond the amount which EXHIBITOR owes to HTG. Also provided for the EXHIBITOR with the final refund shall be a final accounting showing the services or equipment ordered.

13. **CREDIT CARD:** HTG is pleased to accept orders for services, with payment being made by a credit card. By paying for these services in advance, and adhering to the deadline date, you have taken advantage of the discount offered. However, if a payment is subsequently made by check with the intention of reversing the initial credit card payment, there will be a fee assessed for each subsequent transaction following the initial transaction. The fee to reverse the credit card payment and replace it with a check or an alternate credit card is as follows: If the credit card charge is \$1.00 to \$500.00 the fee is \$25.00, \$501.00 to \$1,000.00 the fee is \$30.00, \$1,001.00 to \$2,000.00 the fee is \$60.00, \$2,001.00 to \$5,000.00 the fee is \$150.00, \$5,001.00 to \$10,000.00 the fee is \$300.00, \$10,001.00 to \$20,000.00 the fee is \$450.00. Amounts over \$20,000.00 the fee is 4% of the amount owed.

14. **Insurance:** It is understood that HTG is not an insurer. Insurance should be obtained by the EXHIBITOR. It is highly recommended that exhibitors arrange All Risk coverage which usually can be done by endorsements to existing policies. EXHIBITOR's materials should be insured from the time they leave their firm until they are returned after the close of the show. Insurance and liability against theft or property damage to equipment or exhibit material owned or rented by EXHIBITOR, or bodily injury occurring within the confines of EXHIBITOR's booth, remain the sole and complete responsibility of EXHIBITOR. Except where prohibited by law, the EXHIBITOR and its insurers waive all rights of recovery or subrogation against HTG and their respective directors, officers, employees, and agents.

15. By completing and submitting the service forms, Exhibitor hereby authorizes HTG as its Exhibitor Appointed Contractor to process and pay for those services on behalf of the Exhibitor as a third party.

16. HTG Reserves the right to adjust the price charged for any item in the event of a sudden and unexpected price increase. By way of example without limiting the foregoing, in the event fuel prices escalate in a rapid manner, the price of any individual item may be adjusted to reflect the impact of higher fuel prices. Additionally, HTG reserves the right to pass through to Exhibitor any incremental charges or fees levied by the facility, suppliers or other third parties.

BOOTH INFORMATION

FURNITURE AND ACCESSORIES RENTAL


HERITAGE™

FURNITURE RENTAL ORDER FORM SHAMROCK FOODS EXPO 2025 - ALBUQUERQUE

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering
**Discount Deadline:
9/9/2025**

	Item	Quantity	Discount Rate	Standard Rate	Total
Furniture	F60 Plastic Side Chair (Gray)	x	\$ 151.38	\$ 196.79	=
	F20 Custom Padded Arm Chair (Gray)	x	\$ 252.98	\$ 328.88	=
	F25 Custom Padded Side Chair (Gray)	x	\$ 252.98	\$ 328.88	=
	F40 Custom Padded High Stool (Gray)	x	\$ 317.60	\$ 412.88	=

	Item	Quantity	Circle your color choice:								Standard Rate	Total
			Red	Blue	Burgundy	Hunter Green	Silver	Black	White	Gold		
Draped Display Tables	F110 4' Table - 30" High	x								\$ 273.31	\$ 355.30	=
	F120 6' Table - 30" High	x								\$ 328.71	\$ 427.33	=
	F130 8' Table - 30" High	x								\$ 384.04	\$ 499.25	=
	F140 4' Table - 42" Counter High	x								\$ 339.75	\$ 441.67	=
	F150 6' Table - 42" Counter High	x								\$ 395.15	\$ 513.70	=
	F160 8' Table - 42" Counter High	x								\$ 450.56	\$ 585.73	=
	F170 4th Side Table Drape - 30" High	x								\$ 114.47	\$ 148.81	=
	F180 4th Side Table Drape - 40" High	x								\$ 114.47	\$ 148.81	=
Undraped Display Tables	F190 4' Table - 30" High	x								\$ 175.43	\$ 228.06	=
	F200 6' Table - 30" High	x								\$ 214.17	\$ 278.42	=
	F210 8' Table - 30" High	x								\$ 254.81	\$ 331.25	=
	F220 4' Table - 42" Counter High	x								\$ 190.19	\$ 247.25	=
	F230 6' Table - 42" Counter High	x								\$ 225.28	\$ 292.86	=
	F240 8' Table - 42" Counter High	x								\$ 275.13	\$ 357.67	=
	F80 30" Diameter Pedestal (Gray) 18" H	x								\$ 380.39	\$ 494.51	=
	F90 30" Diameter Pedestal (Gray) 30" H	x								\$ 380.39	\$ 494.51	=
	F100 30" Diameter Pedestal (Gray) 42" H	x								\$ 380.39	\$ 494.51	=
	Table Risers Covered White	F250 4' Long Riser	x								\$ 120.74	\$ 156.96
F260 6' Long Riser		x								\$ 148.44	\$ 192.97	=
F270 8' Long Riser		x								\$ 179.48	\$ 233.32	=

	Item	Quantity	Circle your color choice:								Standard Rate	Total
			Red	Blue	Burgundy	Hunter Green	Silver	Black	White	Gold		
Special Drape Products	F280 Drape - 3' H	x								\$ 23.45	\$ 30.49	=
	F290 Drape - 8' H	x								\$ 36.91	\$ 47.99	=

Please see the Terms and Conditions page for full explanation of our policy on cancellations and changes.

**Method of Payment & Credit Card Authorization
Form REQUIRED to be submitted with this form.**
SUBTOTAL \$
TAX 7.63% \$
TOTAL DUE \$

Exhibiting Company _____

Contact Name _____ Booth# _____

Phone # _____ Email _____

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.

BOOTH INFORMATION

Chairs



Plastic Side Chair
F60
(Gray)



Custom Padded Arm Chair
F20
(Gray)



Custom Padded Side Chair
F25
(Gray)



Custom Padded High Stool
F40
(Gray)

Skirted Tables



4' Display Table
F110
30" High



4' Display Table
F140
42" Counter High



6' Display Table
F120
30" High



6' Display Table
F150
42" Counter High



8' Display Table
F130
30" High



8' Display Table
F160
42" Counter High

Table Skirt and Drape Color Options



Red



Hunter Green



Silver



White



Blue



Burgundy



Black



Gold

BOOTH INFORMATION

Undraped Display Tables



4' Display Table
F190
30" High



4' Display Table
F220
42" Counter High



6' Display Table
F200
30" High



6' Display Table
F230
42" Counter High



8' Display Table
F210
30" High



8' Display Table
F240
42" Counter High



30" Diameter Pedestal
F80
18" H (Gray)



30" Diameter Pedestal
F90
30" H (Gray)



30" Diameter Pedestal
F100
42" H (Gray)

BOOTH INFORMATION

ACCESSORIES



Wastebasket
A10



Tripod Easels
A20



Chrome Sign Holder
D250



Chrome Stanchion
A30



Velour Rope 6' Black
A40



6' Tensabarrier
A110



Chrome Bag Rack
A60



Literature Rack
A70



Garment Rack 5'
A80



2 Way Straight Arm Rack
A90



Raffle Ticket Drum
A106



Fishbowl
A107

BOOTH INFORMATION

RULES AND REGULATIONS

LABOR RULES

There are no specific labor requirements at the Albuquerque Convention Center.

BOOTH INFORMATION



HERITAGE™

EXHIBIT HALL FIRE REGULATIONS

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

The information contained in this brief outline does not by any means cover completely the ordinances and regulations contained in the local Fire Prevention Code.

The following are basic rules governing concessions, exhibits, and shows in any building open to the public:

1. All curtains, drapes and decorations must be constructed of flameproof material, or treated with an approved flameproofing solution. (Treatment shall be renewed as often as may be necessary to maintain the flameproofing effect.)
2. No combustible materials, merchandise or signs shall be attached to, hung from, or draped over flameproofed side and rear divider draperies of booths or attached to table skirting facing aisles, unless flameproofed.
3. All exits, hallways and aisles leading from buildings or tents are to be kept clear and unobstructed at all times.
4. No exit door shall be locked, bolted or otherwise fastened or obstructed at any time an exhibit building is open to the public. Moreover, it shall be unlawful to obstruct, or reduce in any manner, the clear width of any doorway, hallway, passageway or other means of egress. Additionally, all required exits shall be so located as to be discernible and accessible with unobstructed access thereto.
5. Access through turnstiles, gates, rails or similar devices shall not be permitted unless such a device is equipped to swing readily in the direction of exit travel under a total force of not more than 15 pounds and/or prior approval of the Fire Marshal.
6. All sawdust, shavings, hay and straw shall be flameproofed, stored and maintained in a manner approved by the Fire Marshal.
7. Automobiles, trucks, tractors, machinery and other motor vehicles utilizing flammable fuels, which are placed on display inside any building shall have no more than two (2) gallons of fuel in the tank; all fuel tanks shall be locked or effectively sealed and battery cables shall be disconnected from the ignition system. Ignition keys for vehicles on display shall be kept by a responsible person at the display location for removal of such vehicles from the building in the event of an emergency.
8. There shall not be any gasoline powered forklifts or carts allowed in a place of assembly. Exceptions: Propane or electric vehicles are allowed.
9. The use of liquefied petroleum gases inside buildings, tents or other areas is strictly prohibited, except for demonstration purposes when approved by the Fire Marshal. Maximum LPG allowed for exhibition purposes is a six (6) pound cylinder.
10. "No Smoking by Order of Fire Marshal" signs shall be posted and maintained in areas designated by the Fire Marshal.
11. Provide for daily removal and disposal of trash and rubbish from buildings and tents.
12. All electrical wiring shall be installed in a manner approved by the City Chief Electrical Inspector.
13. Provide and maintain approved fire extinguishing equipment in all areas as designated by the Fire Marshal.
14. All standpipe and hose cabinets shall be kept clear and unobstructed at all times.
15. All appliances fired by natural gas shall be approved by the City Chief Mechanical Inspector and Fire Marshal before being used.
16. The use of welding and cutting equipment for demonstration purposes must be by permit from the Fire Marshal.
17. Cylinders of compressed gases are prohibited unless approved by the Fire Marshal, and shall be secured in a vertical or horizontal position depending on the tank use and design.
18. The operator or the person in charge of operation or use of any place of assembly or education shall check egress facilities before such building is occupied for any use. If such inspection reveals that any element of the required means of egress is obstructed, inaccessible, locked, fastened or otherwise unsuited for immediate use, admittance to the building shall not be permitted until necessary corrective action has been completed.
19. There shall not be any obstructions blocking exit doors from the outside of any building such as autos parked in doorways or barricades across sidewalks.
20. No curtains, drapes or decorations shall be hung in such a manner as to cover any exit signs.
21. No vehicles shall be parked in fire lanes outside of buildings.
22. No flammable liquids shall be used or admitted inside of buildings except by approval of the Fire Marshal.
23. Artificial lighting such as lanterns and candles are prohibited.
24. The use of all gas-fired heating units, either portable or stationary, shall meet the approval of the City Chief Mechanical Inspector and the Fire Marshal. The use of the so-called "salamander" stove is strictly prohibited.
25. All cooking appliances shall be equipped with ventilating hoods and equipment as deemed necessary by the Fire Marshal, but in any instance such equipment shall be installed in accordance with provision of the City Building and Fire Codes. However, countertop fryers not exceeding 15 lbs. of oil may be used without the necessary ventilating hood and surface protection requirements. Additionally, the exhibitor shall be allowed no more than one (1) fryer per booth and shall provide two (2) ten (10) pound B.C. extinguishers, positioned on both sides of said fryers. All cooking appliances shall be listed by a National Testing Agency: i.e. Underwriters Laboratory or Factory Mutual.
26. Booth and seating plans must be approved by the Fire Marshal. Submit plans to the Fire Marshal no later than 15 days before set-up date.
27. There shall not be any ticket booths, tables or any other display setup in the lobby without the prior approval of the Fire Marshal.
28. All aisles shall be maintained at a minimum of ten (10) feet clearance.
29. All covered structures in excess of ninety (90) square feet in area shall be protected by an automatic fire detection system approved by the Fire Marshal.
30. All floor plans submitted shall be totally representative of the halls, rooms and/or areas in which the events are held in, such as the location of manual pull stations, fire hose standpipe closets, exits, aisles and main doors in air walls, etc.

BOOTH INFORMATION

FREIGHT AND DELIVERIES

DIRECT SHIPMENTS

Please be aware that the Albuquerque Convention Center does NOT receive exhibitor freight, literature or supplies through the venue package room. The package room is too small to handle exhibit materials and the venue's everyday receiving. All exhibit materials, being shipped directly to show site must be addressed as listed below to insure unloading and delivery to your booth area.

NOTE: Direct shipments must not arrive before Monday, September 29, 2025.

Any materials sent to the venue prior to this date may be returned to sender and/or may be turned over to Heritage and will be billed according to the Show's Shipping & Receiving Rates, and will be subject to venue assessed fees.

All shipments should be accompanied with a Bill of Lading or Packing List indicating the total weight of shipment and piece count.

See the enclosed Shipping Information/Material Handling Order Form for detailed service descriptions, rates and limits of liability.

WE APPRECIATE YOUR COOPERATION. HERITAGE EXPOSITION SERVICES

EXHIBITOR COMPANY NAME _____

BOOTH NUMBER _____

C/O HERITAGE
ALBUQUERQUE CONVENTION CENTER
401 SECOND ST. NW - HALLS 1&2
ALBUQUERQUE, NM 87102

FOR: SHAMROCK FOODS EXPO 2025 - ALBUQUERQUE

BOOTH INFORMATION



HERITAGE™

DO NOT DELAY!

**DIRECT SHIPMENT
TO SHOW SITE**

MUST NOT ARRIVE BEFORE: MONDAY, SEPT. 29TH

TO: _____
EXHIBITOR NAME

BOOTH NUMBER: _____

C/O HERITAGE
ALBUQUERQUE CONVENTION CENTER
401 2ND STREET NW - HALLS 1&2
ALBUQUERQUE, NM 87102

FOR: SHAMROCK FOODS EXPO25 - ALBUQUERQUE



HERITAGE™

DO NOT DELAY!

**DIRECT SHIPMENT
TO SHOW SITE**

MUST NOT ARRIVE BEFORE: MONDAY, SEPT. 29TH

TO: _____
EXHIBITOR NAME

BOOTH NUMBER: _____

C/O HERITAGE
ALBUQUERQUE CONVENTION CENTER
401 2ND STREET NW - HALLS 1&2
ALBUQUERQUE, NM 87102

FOR: SHAMROCK FOODS EXPO25 - ALBUQUERQUE



HERITAGE™

DO NOT DELAY!

**DIRECT SHIPMENT
TO SHOW SITE**

MUST NOT ARRIVE BEFORE: MONDAY, SEPT. 29TH

TO: _____
EXHIBITOR NAME

BOOTH NUMBER: _____

C/O HERITAGE
ALBUQUERQUE CONVENTION CENTER
401 2ND STREET NW - HALLS 1&2
ALBUQUERQUE, NM 87102

FOR: SHAMROCK FOODS EXPO25 - ALBUQUERQUE



HERITAGE™

DO NOT DELAY!

**DIRECT SHIPMENT
TO SHOW SITE**

MUST NOT ARRIVE BEFORE: MONDAY, SEPT. 29TH

TO: _____
EXHIBITOR NAME

BOOTH NUMBER: _____

C/O HERITAGE
ALBUQUERQUE CONVENTION CENTER
401 2ND STREET NW - HALLS 1&2
ALBUQUERQUE, NM 87102

FOR: SHAMROCK FOODS EXPO25 - ALBUQUERQUE

UTILITIES

ELECTRICAL & WATER

Exclusive Brand or Family of Brand exhibitors must fill out your booth electrical and water needs and mark “Shamrock Funded” on the exhibitor kit electrical and water forms. Shamrock will fund electrical and water for all Exclusive Brands and Family of Brands booths, and reserves the right to modify electrical and water needs.

UTILITIES



Event Contract # _____

2025

(Office Use Only)

Electrical Service Order Form

Mail to:

ASM Global - Albuquerque Convention Center

Attention: Finance Division

401 2nd Street NW

Albuquerque, NM 87102

Phone: (505) 318-6175 E-mail: eorders@albuquerquecc.com

Standard Electrical Drops				
Quantity	Description	5 day Advance Rate	Floor Rate	Amount (Quantity x Rate)
Single Phase 120V				
	up to 20 Amps Single Phase 120V	\$ 125.00	\$ 143.00	
Single Phase 208V				
	20 Amps Single Phase 208V	\$ 121.00	\$ 216.00	
	30 Amps Single Phase 208V	\$ 243.00	\$ 276.00	
	40 Amps Single Phase 208V	\$ 301.00	\$ 334.00	
	50 Amps Single Phase 208V	\$ 360.00	\$ 393.00	
	60 Amps Single Phase 208V	\$ 419.00	\$ 453.00	
	70 Amps Single Phase 208V	\$ 476.00	\$ 509.00	
	100 Amps Single Phase 208V	\$ 653.00	\$ 686.00	
Triple Phase 208V				
	20 Amps Three Phase 208V	\$ 243.00	\$ 364.00	
	30 Amps Three Phase 208V	\$ 331.00	\$ 452.00	
	40 Amps Three Phase 208V	\$ 419.00	\$ 541.00	
	50 Amps Three Phase 208V	\$ 508.00	\$ 629.00	
	60 Amps Three Phase 208V	\$ 596.00	\$ 717.00	
	70 Amps Three Phase 208V	\$ 684.00	\$ 979.00	
	100 Amps Three Phase 208V	\$ 947.00	\$ 989.00	
Rental Items				
Quantity	Description	Price		Amount
	Extension Cords	\$ 20.00		
	Power Strip (15 Amp)	\$ 20.00		
Custom Electrical Work				
Quantity	Description	Hourly Rate		Amount
	On Floor Electrician	\$ 53.00		
	Evening/Weekend/Holiday	\$ 80.00		
Total				
Tax @ 7.625%				
Total Due				

*Custom electrical setups, other than those listed above, are billed in 1/2 hour increments.

*PAYMENT IN FULL MUST BE RENDERED BEFORE SERVICE IS CONNECTED

Form of Payment:

An invoice will be sent through authorize.net upon receipt of order form

Please type or print legibly

Date of Order: _____

Name of Event: _____

Date of Event: _____

Booth #: _____

Exhibit Name: _____

Contact Name: _____

Phone Number: _____

E-mail: _____

Special Instructions

Comment: _____

Service will be brought to the rear of the booth in the convenient manner, unless otherwise indicated below.



NEMA Configuration: _____

Direct Connection Wire Required: _____ Yes

Type: 3 Wire 4 Wire 5 Wire

Three Phase 480V service available.

Call (505) 228-0838 for custom electrical setup quote

Under no circumstances shall anyone other than the "House Electrician" make electrical connections to the facility's Electrical system.

Convention Center Staff are only responsible for primary power.

Refunds/Claims will not be considered unless filed by exhibitor prior to start of show.

All Exhibitor supplied extension cords must be UL rated and meet facility standards.

UTILITIES



Event Contract # _____

2025

Utility Service Order Form

(Office Use Only)

Mail to:

ASM Global - Albuquerque Convention Center

Attention: Finance Division

401 2nd Street NW

Albuquerque, NM 87102

Phone: (505)318-6175

E-mail: eorders@albuquerquecc.com

Utility Services

Quantity	Description	5 day Advance Rate	Floor Rate	Amount (Quantity x Rate)
COMPRESSED AIR CONNECTION (up to 100 psi) up to 1/2" service outlet				
Compressed Air Availability is Minimal in West Complex				
	Initial Service Connection	\$ 225.00	\$ 283.00	
	Each Additional Service Connection	\$ 133.00	\$ 167.00	
Water Connections (supplied at City pressure) up to 1/2" service outlet				
	Initial Service Connection	\$ 211.00	\$ 269.00	
	Each Additional Service Connection	\$ 109.00	\$ 145.00	
Fill & Drain				
	Fill & Drain 1 to 100 gallons	\$ 109.00	\$ 145.00	
	Fill & Drain 101 to 250 gallons	\$ 221.00	\$ 276.00	
	Fill & Drain 251 to 500 gallons	\$ 436.00	\$ 545.00	
	Location of Drain _____			
Gas Connection* (normal utility pressure) 1/2" service outlet (service limited)				
	Initial Usage Fee	\$ 276.00	\$ 334.00	
	Each Additional Service Connection	\$ 123.00	\$ 160.00	
Custom Setup				
Quantity	Description	Hourly Rate		Amount
	On Floor Electrician	\$ 53.00		
	Evening/Weekend/Holiday	\$ 80.00		
*Custom electrical setups, other than those listed above, are billed in 1/2 hour increments.		Total		
		Tax @ 7.625%		
		Total Due		

Please type or print legibly

Date of Order:	
Name of Event:	
Date of Event:	
Booth #:	
Exhibit Name:	
Contact Name:	
Phone Number:	
E-mail:	

Special Instructions

Comment:
Service will be brought to the rear of the booth in the convenient manner, unless otherwise indicated below.
<div> <div>L e f t</div> <div> <div>Rear</div> <div>Aisle</div> </div> <div>R i g h t</div> </div>

Call (505) 228-0838 for custom electrical setup quote

Under no circumstances shall anyone other than the "House Technician" make connections to the facility's utility system.

Refunds/Claims will not be considered unless filed by exhibitor prior to start of show.

*PAYMENT IN FULL MUST BE RENDERED BEFORE SERVICE IS CONNECTED

Form of Payment:

An Invoice will be sent though authorize.net upon receipt of order form.

ONSITE GUIDELINES

Exhibitors should display products with culinary forward applications and all products displayed are required to have allowances loaded. Exhibitors should be prepared to engage customers about product features, benefits, allowance savings, and with solution-based consulting. Venues will open at 6:00am for exhibitors to prepare samples for show. Exhibitors are required to have booths set with samples by 8:15am. exhibitors are required to use the show tablet to collect leads during the show. After the show, Exhibitors will receive further information about the leads collected to follow-up with the sellers and customers.

ATTIRE

On show day, exhibitors should wear black slacks with either a manufacturer brand logo or a solid color shirt. Jeans are not permitted. Logos on shirts, aprons, banners, giveaways etc. should represent your manufacturer booth. Exclusive Brands should be represented on shirts where Exclusive Brands are shown.

All Broker logoed apparel, aprons, banners, tablecloths, etc. are not permitted.

EXCLUSIVE BRANDS EXHIBITORS

Exhibitors representing exclusive brands should wear black slacks with exclusive brand logoed polo or dress shirt (current logos only). Exclusive Brand exhibitors are expected to bring EB branded table runners. Logo shirts, table covers, promotional materials, and pull-up banners can be purchased from the IMA merch portal (www.ebrandstoolkit.com). Leverage current exclusive brand signage, banners and table covers in and around your display space.

Digital exclusive brand point of sales material will be in the EXPO app, so please encourage customers to download the content from the app.

SAMPLES AND SAMPLING

Shamrock Foods EXPO is a source for culinary inspiration. Please work to create a culinary experience for our attendees. Exhibitors are required to follow all food safety rules when preparing and serving product at your booth.

- All items must have a product card with item numbers and descriptions next to them.
- Samples must be served by the booth rep. Customers should not be serving themselves.
- EXAMPLE: if sampling chips and salsa, place a single serving of salsa chips in 1oz. sample cups. Do not leave a bowl of chips out for a customer to serve themselves.
- Gloves must be used at all times for food prep and serving.
- Keep food at the correct temperatures.
- Do not allow cross contamination of any products.
- All utensils and non-prepackaged food must be covered or wrapped to protect from contamination.

Hand washing stations are available for hand washing throughout the show floor.

ONSITE GUIDELINES

MOVE-OUT

Exhibitors must break down all boxes and place in the large trash container on the dock. No boxes are to be left on the show floor. Exhibitors will not need to empty the booth trash cans or the large trash cans on the show floor. Do not tear down your booth before an announcement is made – the show ends at 4:00pm. Exhibitors are responsible for breaking down the cook shack if used and properly disposing of any oil, ice, and water as outlined under check-in/move-in section.

Exhibitors will need to return the EXPO lead tablet to the exhibitor check-in area and will receive reporting on all customer leads collected within days after the show.

Move-out must be completed by 7:00pm.

FOOD DONATIONS

Dry and perishable usable unopened products will be accepted for donations. Donated items can be placed on designated pallets near the dock doors after the show floor closes.

Do not leave any product in the cook shack. Do not leave any products on the show floor. Your booth should be completely empty before you leave the site. Anything left on the Shamrock truck will be donated – nothing will be returned to stock.



Shamrock Foods

EXPO

   #ShamrockFoodsEXPO