

Flavor 2010

OCTOBER 19 & 20, 2010 • ROCK FINANCIAL SHOWPLACE • NOVI, MI

Show Dates & Hours:

Tuesday, October 19, 2010 10 a.m. to 5 p.m.
 Wednesday, October 20, 2010 10 a.m. to 4 p.m.
Keynote Speaker on Tuesday and Wednesday at 9 a.m.

Exhibit Space Contacts:

Phone: 800.968.9668 Fax: 517.377.3939

Brian J. Starrs, ext. 3936

bstarrs@mramail.org

Move-in:

Monday, October 18, 2010 • Noon to 8 p.m.

Final Touches:

Tuesday, October 19, 2010 • 7 a.m. to 10 a.m.

Move-out:

Wednesday, October 20, 2010 • 4 p.m. to 10 p.m.

Exhibit Specifics:

- The booths will be **carpeted in black** and the aisles will be **carpeted in grey**. (no additional charge).
- Booth carpet will be vacuumed daily for free.
- Each exhibiting firm occupying a perimeter or in-line booth will receive 8' high **black and gold** back drape. 3' draped **gold** side rail, a listing in the Show Program and a booth identification sign.
- Unlimited FREE parking.
- Complimentary MRA website vendor product listing at michiganrestaurantshow.org.
- Opening Day happy hour from 5-7 p.m., Tuesday, October 19, 2010, will be held at Rock Financial Showplace Conference Center. Complimentary heavy hors d'oeuvres, beer and wine. Bring your colleagues & customers.
- FREE ice, refrigeration and freezer truck storage will be available at the Loading Dock, courtesy of Gordon Food Service, SYSCO Companies of Michigan and the Michigan Restaurant Association.

Registration:

Be sure to Pre-Register your working staff. No one under 17 years of age will admitted on the Show floor during set up, tear down on Show days – no exceptions. Register online at michiganrestaurantshow.org or call our Show Concierge at 800.968.9668, ext. 3945. **See Item #8 in this packet for more information.**

Free Show Admission Ticket:

If you want to see your customers on the Show floor this is a great way to get them there with a FREE show ticket from you! Each exhibiting firm is encouraged to participate in our complimentary attendee free show ticket promotion. Your sample customized ticket is enclosed. **See Item #5 in this packet for more information.**

New Products & Services:

A special mailer will highlight new products and services available on the Show floor. New products and services will also be found in the Show Program and on our Show website. **See item #5 within this packet for details.**

Social Media:

The Michigan Restaurant Show is being promoted through Facebook, Twitter and the official blog: Excitement!. Exhibitors may engage in self promotion on each of these sites or the Michigan Restaurant Association will help. **See item #5 within this packet for details.**

General Services:

Art Craft Display is the official General Service Contractor. Art Craft Display is responsible for inbound and outbound handling of exhibitor displays, equipment and materials. Contact Art Craft Display directly at 248.380.0843 or Detroit@artcraftdisplay.com. **See Item #11 within this packet.**

The logo for Flavor 2010 features the word "Flavor" in a blue, cursive script font, with a green swoosh underline. Below it, the year "2010" is written in a large, bold, blue sans-serif font. The logo is centered between two horizontal dotted lines.

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BoCo Enterprises:

Is the official General Service Contractor for electric, gas, water, phone, Internet and other services you may require. Contact BoCo Enterprises directly at 248.380.3000. Or order online at rockfinancialshowplace.com, select exhibitor resources and click on the MRA Show. **See Item #12 within this packet.**

Insurance:

Please submit your certificate of Insurance to Show Concierge by [Friday, September 17, 2010](#). **See item #13 within this packet.**

Rules & Regulations:

Exhibitors should read and be familiar with the rules and regulations, which are included in this Exhibitor Service Manual. It is the exhibitors' responsibility to be sure their personnel and agents are familiar with these rules. This Show conforms to the display rules and regulation guidelines established by the IAEM, EDPA and ESCA. **See Item #14 within this packet.**

Health License:

Thanks to the MRA's government affairs efforts the exhibitors at our Show who prepare food for sampling will no longer be required to apply for a temporary health license. There will be no health inspectors on the Show floor. It is important for all exhibiting companies to practice safe food handling.

Beverage Sampling:

Michigan beverage sampling regulations limit sampling quantities to: Beer (5 oz); Wine/mixed wine drink/mixed spirit drink (3 oz); Spirits (1 oz).

Liquor Orders:

By law, in Michigan if you will be offering samples of alcoholic beverages-you MUST order your alcohol through the Rock Financial Showplace by [Friday, October 1, 2010](#).

Food Storage & Ice:

Complimentary refrigeration/frozen storage and ice will be available by the Hall C Loading Dock (9, 10 & 11 are available for unloading). MRA personnel will be there for you to sign your product in and out. Direct freight shipments of perishable goods will be placed in exhibitors' assigned booth spaces. Exhibitors are responsible for arranging movement of their freight to the refrigerated storage area. Hours available will be: Monday, October 18, 2010 (Noon – 8 p.m.); Tuesday, October 19 (7 a.m. – 6 p.m.); Wednesday, October 20 (8 a.m. – 4 p.m.)

Dishwashing Area:

Sanitary dishwashing areas will be available on the Show floor perimeters.

Loading & Unloading:

Exhibitors may hand carry materials to and from their booths from the north exhibit hall entrance of the building only. Limited truck dollies are available on a first-come, first-serve basis. Truck docks outside of Hall C at Dock 10 and Roll up doors 9 and 11 are available for unloading. Free drayage will be provided during official move-in and move-out hours.