

Sponsor & Exhibitor Training

Presenters

Leah Reily (AHF Executive Director), Gina Brinegar (Conference Co-Chair), Edward Lonsinger (Tradeshow Manager)



#AHFNationalConference

Meet the AHF Team



Leah Reily, CAE

AHF Executive Director



Ed Lonsinger

Tradeshaw Manager



Gina Brinegar

Webb Foodservice Design
AHF Conference Co-Chair



Heather French

PepsiCo
AHF IAB Chair



Meet the AHF Staff



Leah Reily, CAE

AHF Executive Director



Sarah Bennett

AHF Design & Program
Director



Christin Swingle, RD

Marketing &
Communications Manager



Hillary Hutchins

AHF Membership &
Education Manager



HOTEL ADDRESS

Hyatt Regency New Orleans

601 Loyola Avenue, New Orleans, LA 70113, United States of America

The tradeshow is in the Elite A Ballroom downstairs.



Schedule & Logistics

Special Sponsor Registration Pass Types

- **Tradeshow Only Pass - \$250** - Tradeshow, setup and breakdown only
 - No access to sessions or receptions – But can purchase ticket to Opening Reception for \$250
 - Guest tickets are for family or friends.
- **Full Conference Registration Day Pass - \$1,100** – Full Conference Access to all sessions, receptions, tradeshow and meals.
- **Hotel room block – Closes July 28th!** Rates will increase after this date and we cannot guarantee availability. That being said, to help our operators who may need rooms – please only book for nights you will need.

NOTE: All badges will say sponsoring company name, cannot say another company's name. *We will manually change the company name of anyone who lists another company but is attending within your sponsorship.*



Schedule & Logistics

Set-up:

- Thursday August 21 – 8:00-5:00 PM – Exhibitor Move-in
- Friday August 22 – 8:00-10:00 AM

Tradeshow:

- Friday August 22 – 12:30-4:00 PM

Breakdown:

- Friday August 22 – 4:00-6:00PM – Exhibitor Move-out Deadline
- Friday August 22 – 5:00 PM – Outbound Shipping Deadline



Schedule & Logistics

Badge Pickup

- Badge pickup for begins **Thursday August 21 8:30am**
 - MUST wear a badge for opening reception entry.
 - Guests & Tradeshow-only attendees who bought opening reception tickets must wear their wrist band for entry.
- Thursday onwards, you can come anytime the registration booth is open:
 - Thursday 7:00am onward
 - Friday 7:00am onward

Expected Attendance

- 250+ Non-vendor attendees expected (operators and other)
- 550+ Total attendees expected



Official Conference Partner: Alliance Exposition



- Confirmed Marketplace exhibitors should have received their log-in credentials to the online service manual via email from ExhibitorAssistance@alliance-exposition.com
- The official freight partner is: **Freight Force / All Star Freight**. You can order freight services through the exhibitor portal.
- You are welcome to use your preferred freight carrier if desired.



What's in a Standard 10x10 Booth?

- 8' high gray backwall drape
- 3' high gray side rail drape
- (1) 6ft black skirted table
- (2) side chairs
- (1) wastebasket
- (1) standard booth identification sign

The exhibit area is carpeted, you may order additional carpeting, furnishings through Alliance (AHF's decorator company)



What's in a Standard 10x10 Booth?

- Basic hotel wifi available. Not sufficient for streaming.
- **Electrical & AV needs to be purchased separately**
 - *Electrical – Freeman*
 - *AV - Encore*
- **Max backwall height – 8ft.** Items higher than 5ft within your booth must be toward the back so they do not line of sight to block sponsors around you.
- Backwall must face the same way as other booths, including in corner booths.
- Corner booths can drop the side drape to create a more open feel.



Cooking in Your Booth?

- You must have a Fire Extinguisher.
- Recommend prepping samples for 300-350. We expect 250+ non-vendors attendees.
- Only electric or butane cooking equipment is permitted for use in the Exhibit Hall.
- You are required to install visqueen or other protective flooring.
 - *You do not need a fire extinguisher or visqueen if just keeping food warm or microwaving it. Those are only required if actively cooking.*
- You MUST complete the AHF Food Sponsorship Collection Form is due by **Monday, August 4, 2025**



What Can I do in my Booth?

- You can cook. You must have a fire extinguisher, install visqueen.
- Only electric or butane cooking equipment is permitted for use in the Exhibit Hall. All other cooking equipment is prohibited (i.e. No open flames, propane, etc.).
 - There is no access to drainage/water piping system unless uniquely arranged with AHF previously. *(for 10x10 booths). Email us immediately if you have water needs or need to dispose of water throughout the show.*
- Electricity & Audio Visual –Purchase through the **Freeman** (electrical) **Encore** (AV) (link in Expo Kit).
 - Email us immediately if you have unique electrical needs for unique equipment so we can be sure it is coordinated properly.
- Additional items can be ordered through Alliance Expo Services in the Exhibitor Service Kit.



What's in a New/Emerging Brand Space?

- Networking area with 1 high boy table
- 2 Stools & Booth Identification Sign
- Space can include x1 pop-up banner with a maximum size of 3 ft wide and 8 ft high (sponsor to provide)
- Not meant for F&B distribution/sampling or equipment display (brochures, small screen, small giveaways etc. are fine)
- Electrical needs to be purchased separately from ***Freeman***



Shipping and Bringing Items Into the Hall

- **Shipping** – Ship products following the expo kit guidelines and shipping labels and coordinate with Alliance Exposition
- **Hand Carry** – Exhibit booth personnel can carry in product/boxes as long as they don't need the loading dock or use materials handling equipment (no use of dolly)
- **Brokers** - AHF and Alliance have also made special consideration for brokers delivering locally. These will be defined as deliveries of 25 lbs or less via a local broker with multiple exhibitors in one delivery. Each exhibitor within the delivery will be charged. Deliveries greater than 25 lbs will be subject to standard material handling rates.
- **Personally Owned Vehicles** - Local exhibitors who wish to deliver in a privately-owned vehicle (POV) at the foreman's discretion they will qualify for a special cart service. Cart service is one flat cart and one laborer to assist. See website for exact qualifications.
- Do not send perishable food product to the advance warehouse.



Ways to Save

- Shipping tips (ONE SHIPMENT)
- Hand carry/Cart Service definition and details
 - What is a small package? 25 pounds or less that can be carried with two hands, no equipment needed
- Shipping instructions and tips
- Drive up to dock - Alliance must unload and move, must be less than 350 pounds
 - Fee to be confirmed by Alliance based on request
 - 20-minute time limit
 - Must be pre-scheduled through the exhibitor kit
- Email Ed directly if you're bringing large equipment



AHF Discounted Water & Ice

- AHF has worked to negotiate a special rate through our contract with the hotel for Sponsors to receive a discounted price on bulk Ice & Water
 - \$20++ per 10 pound of ice
 - \$10++ per 5 gallon of water
- You will receive a request form in the coming weeks. Please complete before August 4, 2025 to receive the discounted rate. All requests made after the cutoff will receive the prevailing hotel rate.



Safety & Sanitation Rules

- If serving food or drinks:
 - Food and drinks should be served in single serving containers (can rent plates, silverware, napkins, cups, etc. from hotel)
 - Need a “sanitation station” at your booth (e.g. bowls to wash hands, hand sanitizer, sanitation wipes or towels for cleaning)
 - Booth attendants serving and preparing food must wear gloves. (Provide your own gloves)
 - If cooking at your booth, must have a fire extinguisher
- Single serve containers can be purchased from the hotel, or you can bring your own.
- Otherwise, AHF will follow CDC guidelines, no further restrictions will be in place.



Deadlines & Dates Summarized

- Advance Shipment Receiving: **July 22**
- Advance Order Discount Deadline/ Rental Exhibits & Custom Throws: **July 24**
- Food Sponsorship Collection Form (manifest): **Due August 4**
 - Includes submission for Prep Area Usage Request (same as form above)
- Advanced Warehouse Shipment Deadline: **August 14**
- Perishable, Frozen, and Dry Food Shipments Must Arrive to Hyatt between **August 15-22nd**
 - **Do not** send perishable food product to the advance warehouse.
 - Send us your shipping numbers in the food collection form.
 - Use Alliance shipping labels.



Food Preparation

Communal space includes (BOH behind ballroom)

- Industrial Oven/Steamer
 - Hot Box
 - Speed Rack
 - Prep Table
 - Walk-in Fridge
 - Sink
 - Fryer
- If you need day-of fridge storage, we need to know how much needs to be stored.
 - Must complete “Food Sponsorship Collection Form” to request BOH prep time by **August 4th**
 - Prep schedule will be sent the week of August 12th, based on sign-up sheet requests. We will provide instructions on the BOH location for those who sign up.
 - We recommend bringing enough food product for about 300-350 people
 - Prep space will be on a first come, first serve, basis.



Lunch Options for Tradeshow Staff

- AHF has worked with the hotel to open a special snack shop for exhibitors (near the elevator banks). It will sell easy snacks and meal options for tradeshow staff to eat before the show begins.
- You can also pre-order food from Starbucks which can be found on the 2nd floor.
- There is also a small gift store with a few snack options near the Starbucks.



Donating Left Over Food

- Every year we work to ensure that we don't let left over food and product go to waste.
- AHF is looking to partner, as we do every year, with a company to donate left over perishable product from the exhibit hall to vulnerable communities. Once we know who we will donate to, we will provide instructions on where and how to leave product at the end of the tradeshow for donation. At this time are not sure if perishable items will be accepted.



Certificate of Insurance

- All exhibitors must provide a certificate of liability insurance if not sending booth products through AHF's primary vendor, Alliance, and using a third-party broker for setup or delivery. Must name:
 - **Hyatt Regency New Orleans**, 601 Loyola Avenue, New Orleans, LA 70113, United States of America
 - **Association for Healthcare Foodservice (AHF)**, 4201 Wilson Boulevard, Suite 110-267, Arlington VA 22203
- Submit to Ed: edwardl@mmsmeetings.com
- Deadline to submit certificate: **August 12th**
- **Insurance needs provide for:** \$2,000,000 General Liability (Each Occurrence).



Lead Retrieval/Scanning

AHF provides every sponsor with at one license (Diamond receive x2) as part of your sponsor package through CVENT. You will need to identify one person as the “lead” on your CVENT profile.

It is important that you set this up BEFORE arriving at the event. An email will be sent 2 weeks in advance from CVENT. **We cannot guarantee we will have time last minute to complete your setup.** On site Sarah will be at AHF Booth in back of the hall pre-tradeshaw for questions. Questions about setup can be directed to Sarah Bennett:

sbennett@healthcarefoodservice.org

Additional lead retrieval licenses can be purchased for \$200 each by emailing lreily@healthcarefoodservice.org. 1 license = 1 cell phone. If you already purchased an extra license, it will be loaded with the initial release.

Known lag times: You may see a lag on the app when scanning attendees who registered late. They may appear as “unmatched”. The app IS logging all your scans and they will be available for export/follow-up and in the online portal immediately. We apologize for the inconvenience.



#AHFNationalConference

AHF National Conference



Leading the Way in Self-Operated Healthcare, Senior Dining & Hospitality



#AHFNationalConference

AHF – Leading the Way In Self-Operation

- AHF is the only national association supporting self-operated facilities, communities, and operators. AHF members come to conference:
 - Ready to find specific products and services.
 - They are educated and knowledgeable about products, services, and customer needs.
 - They are seeking to streamline tasks, integrate automation, adopt labor saving tools and technologies, enhance patient satisfaction
- The self-op world is one of relationships and the business partners who stick with us and stay present tend to reap the benefits with AHF operators who need time to work you into their budgets.
- Be there when they call and make sure your team is ready to respond to their inquiries. Respond to their emails and inquiries.
- We prioritize quality attendees! Look at our conference as an opportunity for making quality. AHF members have buying and decision-making power.



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Who Are AHF Members?

Healthcare Operators: Healthcare foodservice and nutritional professionals including foodservice directors, dining directors, managers, administrators, dietitians, culinary professionals and other leaders and aspiring leaders.

Senior Dining Operators: Senior dining foodservice and nutritional professionals including foodservice directors, dining directors, managers, administrators, dietitians, culinary professionals and other leaders and aspiring leaders.

Chefs & Culinarians: Chefs and those with culinary backgrounds aspiring to move into higher level leadership positions.

Dietitians & Clinical Nutrition Managers: Dietitians, clinical and nutrition managers and those aspiring to high level leadership positions.

System, Regional, & Administrative Leaders: Senior level leaders from healthcare and senior dining operations.

Aspiring Leaders: Foodservice operators and professionals looking to gain training with the aim of growing their career.



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Help Our Members Thrive – AHF Members Are:

Type A+: Highly driven, detail-oriented, perfectionist, thrive on data and evidence-based decision-making. They are looking to provide excellence in all they do, continual learning, improving patient outcomes through precision and structure.

Creative Visionaries: Innovative, hands-on learners, thrive on experimentation and artistic expression, non-traditional educational backgrounds. They are looking to transforming hospital foodservice and senior dining into an elevated culinary experience, making an impact through flavor, presentation, and hospitality; collaboration.

Energizers & Connectors: Charismatic, social, thrive on networking and community-building, natural collaborators. Looking to strengthen partnerships, bringing people together, enhancing the customer experience.

Bold Change-Makers: Visionary, strategic, resilient, willing to take risks and challenge the status quo, persistent in pushing for operational independence. Looking to drive large scale change and build sustainable self-sufficient programs.

Pragmatic Problem-Solvers: Efficient, resourceful, data-driven but practical, focused on cost-effectiveness and operational success. They want to streamline processes, maximize efficiency, achieve financial sustainability.

Passionate Mentors: Empathetic, generous with time and knowledge, deeply committed to mentoring and legacy-building, strong advocates for the next generation. They want to leave a lasting impact, support rising professionals, ensure the profession continues to thrive.



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Getting Operators to Your Booth

- Operators have repeatedly noted that relationships with BPs are one of their top 3 benefits. Take the time to get to know them, show them your latest, and stay connected so you are present when budget time rolls around.
- Show/sample New Products or Concepts - be INNOVATIVE!
- Pre-Conference list – invite Operators to your booth
 - Sent 2 weeks before and 2 weeks after the show (emails + addresses, choose which you want to use)
- Engaging – Make sure someone is in your booth at all times during the tradeshow
- Give Away's & Swag – Can provide incentive to start a conversation. Offer what you like.
- Opportunity – Make your booth exciting, offer healthy or indulgent lunch size portions to sample
- **Cost Savings/Revenue Enhancement & Labor Savings** – An area that most can address with products and services
- Can offer vegetable, fruit, or healthy snack take-away (don't have to be a food vendor to offer something)



AHF Raffle/Give Away

- AHF will be running a raffle/give away as part of its mobile app games for operators. We will announce winners on Saturday afternoon to give time for connection/distribution of your items.
 - Raffle winners will *not* be announced before end of the tradeshow.
- To donate – please complete our submission form by **August 4th** here: <https://form.jotform.com/251673468970166>



Its Not All About the Tradeshow

- Attend the Opening Reception – get to know a few operators in a relaxed environment.
- Exhibit hall only attendees can buy a separate ticket to just the Opening Reception if desired.
- Get to know your other business partners – we all work in this industry and this is a group that helps each other for the advancement of self-operation – very unique to this association!
- Come to the sessions before and after the exhibit hall time. You will hear what the operators are hearing and help to solve a problem or two!
- This is a relationship industry!



You're An Attendee Too!

- This is your chance to learn and listen
- Better understand the healthcare and senior living segments
- Gain operational insights and data
- Build new relationships



Get Involved Year Round

- Keep your AHF membership active
- Watch the online community & lend support
- Join an AHF committee (call for volunteers opens in September)
- Share information & become a resource for operators



Business Partner Debrief

Send x1 *Primary* Representative To Give Your Teams Feedback

Saturday August 23rd

7:30-8:15 AM

We will start at 7:30 sharp to ensure everyone makes it to the morning session on time.

Please join AHF Leadership to share your thoughts on your experience exhibiting in the Marketplace and how AHF can improve in the future. Those who do not attend this debrief and have full conference passes, will eat breakfast with all attendees in the main. Pass your feedback and ideas along to your primary representative.

Breakfast will be served.



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Final Reminders

- Register all personnel for badges ASAP – Tradeshow Only staff & Full Conference attendees. Sponsors/exhibitors still have to register their teams for badges
- Get excited to reconnect with operators and colleagues!
- Start posting on your social media about attending!

