



EXHIBITOR FAQs

I've already purchased a booth for the Potato Expo 2021, what is happening to my booth?

Exhibitors have three ways to engage with customers: 1) Both through a Live, In-person and a Virtual Experience booth; 2) Live, In-person booth only; 3) Virtual Experience booth only. If you have pre-registered for a booth email exhibit@potato-expo.com by October 15th and let us know how your company plans to participate.

How will I set up my virtual booth? What company are you using for the virtual trade show?

We have partnered with Intrado to offer the virtual trade show, as well as other elements of the Potato Expo 2021. Intrado will reach out to each exhibiting company in early November with instructions on how to access their system and start setting up your booth.

Who do I contact with questions or issues setting up my virtual booth?

We are still working out the details. In early November you should hear from us with more information. In the meantime, if you have questions email exhibit@potato-expo.com.

I already purchased a booth for the Potato Expo 2021, but I am no longer able to attend the trade show in person.

It is not required that you exhibit at the Live, In-person trade show at the Gaylord Texan. Your booth registration now includes the Virtual Experience, so you can still meet with customers, get leads, make sales, and show off your products. If you choose to participate in the Virtual Experience only option email exhibit@potato-expo.com by October 15th.

What is included in my Virtual Experience booth?

You can: Post videos of your company operations, whether promoting fields of fresh produce, creating value-added products, or demonstrating the newest equipment and technology in real-life settings; Post as many downloadable documents as you'd like about your company and your products; Engage personally with attendees on the platform in live chats or offline messaging; Track booth visits, downloads, video views and more; Your exhibit is open and selling for three months allowing attendees to find you all winter, and you can update your content as frequently as you want.

What is included in my Live, In-person booth?

Each 10' deep x 10' wide booth comes with 10' drape, 3' side dividers, one (1) 6' x 30" skirted table, two (2) chairs, one (1) wastebasket, and a 7" x 44" identification sign. Please note that the exhibit hall is not carpeted, so you are required to carpet your exhibit booth.

When will the Exhibitor Service Kit be available?

Exhibitor Service Kits will be available in early November.

Is there a possibility the Live, In-person event will be cancelled?

We are working with global, national and local authorities to monitor the worldwide pandemic and corresponding travel guidelines. If the feasibility of holding a live component of the event changes we will let you know.

I haven't reserved a booth space yet, when can I register?

Registration will open October 15th.

What is the cancellation policy if I cannot attend the Live, In-person or the Virtual Experience?

You have two options, you can transfer fees paid to the Potato Expo 2022 or cancel.

To transfer, we will apply fees paid to your Potato Expo 2022 exhibit booth registration if notice of cancellation is received by November 6, 2020. All transfer requests must be made in writing. Submit requests to Potato Expo via email at exhibit@potato-expo.com. In addition to transferring fees to the 2022 Potato Expo, we will hold your standing in our Loyalty Points Program which determines your time & date for early registration to the Potato Expo 2022.

To cancel, a thirty percent (30%) refund of the Exhibit Booth fee will be issued if the Potato Expo receives notice of cancellation by November 6, 2020. This is the standard policy for booth cancellations outlined on the registration form. No refunds will be granted for requests received after November 6, 2020. All cancellation requests must be made in writing. Submit requests to Potato Expo Registration via email at exhibit@potato-expo.com. Potato Expo regrets that refunds will not be given for no-shows. Any Loyalty Points earned will be forfeited.

What if I would like to reduce the size of my booth?

If you would like to reduce the size of your booth you can apply it towards a sponsorship or as a credit towards your 2022 booth. To do so, email exhibit@potato-expo.com by October 15th.