



Tampa Skyline



Your Global Forum for Innovation, Education and Communication



Tampa Convention Center

BRIDGING 40 YEARS OF EDUCATION & INNOVATION

2005 ANNUAL CONFERENCE & EXHIBITION

TAMPA, FLORIDA • APRIL 10 – 13, 2005

The International Inflight Food Service Association (IFSA) cordially invites you to exhibit at its 2005 Annual Conference and Exhibition at the Tampa Convention Center. Join us for professional development and networking at THE event that offers your best and most economical opportunity to interact with the top inflight and onboard food service professionals in the industry. Reserve your space today and plan to meet us in Tampa!

Date & Location

April 10 – 13, 2005
Tampa Convention Center
Tampa, Florida

Exhibitor Eligibility

Exhibit space is restricted to those companies that maintain membership in IFSA, and whose dues and outstanding obligations to IFSA are current. Any company that provides food and other products/services to the transportation industry may apply for membership and exhibit. View IFSA's web site at www.ifsanet.com for further membership information.

Exhibit Booth Fees

Standard Booth - \$1,250 (USD)
Premium Booth - \$1,750 (USD)

Exhibitor Registration Fees Required

As in years past, the Exhibit Booth Fee does not include registration to attend conference activities or staff the exhibit booth. Each exhibiting company is required to register at least one of its representatives at the established conference rate for the applicable member category. For companies occupying three or more booths, two full conference registrations are required.

Once the above requirement is met, additional "Exhibit Hall Only" badges may be purchased at a per day rate per badge.

Register online at www.ifsanet.com starting January 2005.

Exhibit Booth Layout

All booths are 10' x 10', and include pipe and drape backwall (8') and sidewall(s) (3'), and one 7" x 44" sign identifying only the member company contracted for the space. Display furnishings and utilities are the responsibility of the exhibitor and may be obtained from Brede Exposition Services, the official show decorator and exhibition services contractor. Ordering information will be forwarded from Brede following IFSA's receipt of the Exhibitor Contract and booth fee deposit or full payment.

Reserving Exhibit Space

Booth pre-reservations will be taken via telephone October 4 – 8, 2004 for previous IFSA exhibitors.

Remaining booths will be opened for sale to the general membership at conclusion of this process with booth requests taken in the order of receipt of completed contract with payment. IFSA will accept tentative booth reservations on a first-come, first-served basis. Tentative reservations will be held for a period of 10 business days following the initial contact.

Go to www.ifsaboos.com to view the current floor plan. Contact Julie Jeppson at IFSA headquarters at 404-252-3663 or jjeppson@kellencompany.com to request an available booth. Once selected, complete an Exhibitor Contract, which will be provided following selection, and return with payment to:

IFSA
P.O. 421087
Atlanta, GA 30342-0187
USA

Every effort will be made to accommodate specific booth requests; however, no guarantees can be made and IFSA retains the right to make final determination of all booth assignments.

Booth confirmation will follow after full payment of exhibit fees. Any company with an outstanding balance owed to IFSA (yearly dues, prior conference registrations or sponsorships, etc.) will not be allowed to exhibit in the 2005 Exhibition until amounts are paid in full. No exceptions will be made.

Cancellation Policy

Booth fees, minus \$250 processing fee per booth, will be refunded if a written request to cancel is received by IFSA Headquarters on or before February 18, 2005. No refunds will be provided after this date, nor will any previously paid monies be credited toward other exhibitors.

Headquarters Hotel

Tampa Marriott Waterside Hotel
700 S. Florida Avenue
Tampa, FL 33602
Telephone: (813) 221-4900
Fax: (813) 204-6373
Reservations: (800) 228-9290

Discounted room rates have been negotiated and the hotel is located within walking distance to the Tampa Convention Center. We strongly encourage you to call early for best availability. **Be sure to ask for the special IFSA Conference rate.**

BOOTH RULES & REGULATIONS

- All demonstrations, sales activities, distribution of promotional materials, samples, souvenirs or any giveaways must be conducted within the reserved booth space and may not impede aisle traffic.

- Signs, posters and all other promotional display materials must be contained within the confines of the established booth dimensions, and cannot be affixed to any portion of the Convention Center structure, including but not limited to ceilings, doors, glass, painted surfaces, walls or columns.

- Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor's display, no additional promotion of that article will be allowed outside of the usual trademark identification already affixed to the article.

- Exhibitors are prohibited from using amplified sound equipment of any nature without advance written permission from IFSA. Upon approval, it will be the exhibitor's responsibility to ensure the noise resulting from the demonstrations will not disturb adjacent exhibitors or other Exhibit Hall activity.

- Storage crates, boxes and other extraneous materials are not allowed in the exhibit booth during the show.

- No exhibitor shall assign, sublet or share contracted space with another company.

- Only one company may occupy a single exhibit booth.

- The same company must occupy its contracted booth(s) for the duration of the show.

- Teardown will not be permitted prior to the closing of the show, which concludes at 3 p.m., Tuesday, April 12, 2005.

USE OF SPACE

Linear Booths:

- Exhibit fixtures, components and identification signs will be permitted to a maximum height, as defined and diagramed below, in the back 5' of the booth.

- No solid exhibit construction or freestanding display fixtures over the height of 4' are allowed in the front 5' of the exhibit.

- Structures designed for holding equipment such as computers, monitors, video screens, signs, etc. must not be placed in the front 5' of the exhibit booth.

- Materials, equipment and floral presentations in the front 5' of the display, which exceed 4' from the ground, must not create an obstruction that prevents clear view of neighboring exhibits.

- The general rule of thumb in evaluating obstructions is the ability to stand at one end of an aisle and have a clear view of the space above 4' in the front 5' of all booths in that aisle.

Perimeter Booths:

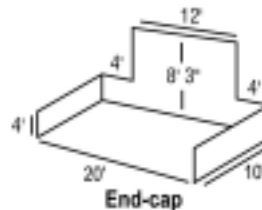
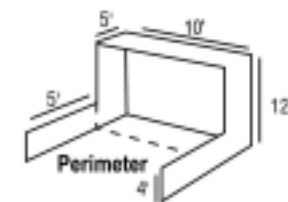
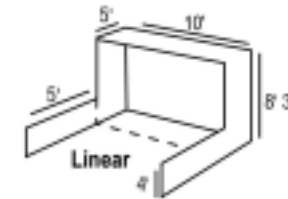
- All guidelines for Linear Booths apply except the maximum allowable backwall height is 12'.

End-cap Booths:

- The maximum backwall height of 8'3" is allowed only in the rear half of the booth space and within 5' of the two side aisles with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.

Island Booths:

- The entire cubic content of the space may be used up to the maximum allowable height of 16'.



LINEAR – Have one or two sides exposed to an aisle and are arranged in a series along a straight line. Max. height allowed 8'3".

PERIMETER – A linear booth that backs to a wall of the exhibit facility rather than to another exhibit. Max. height allowed 12'.

END-CAP – Exposed to aisles on three sides and composed of two, four, six or eight booths. Max. height allowed 8'3".

ISLAND – Comprised of a minimum of 4 booths, which are exposed to aisles on all four sides. Max. height allowed 16' within the entire cubic space.

Exhibit Booth Set-up

Saturday April 9	10 a.m. – 5 p.m.
Sunday April 10	8 a.m. – 5 p.m.
Monday April 11	8 – 10 a.m.

All exhibiting company representatives must check-in at the Registration Desk prior to beginning installation. Initial set-up activity must begin by 8 a.m. on Monday, April 11, or the space will be forfeited to IFSA for reassignment, without refund. Installation of exhibits must be completed by 10 a.m. on Monday, April 11.

Exhibit Hours

Monday April 11	12 – 5:30 p.m.
Tuesday April 12	9 a.m. – 3 p.m.

Local Regulations / Fire Code

Each exhibitor shall ensure all materials used in construction and displays are fire resistant and meet local fire code regulations. It is the responsibility of each exhibitor to comply with all laws, ordinances and regulations pertaining to fire prevention, health and public safety while participating in the exhibition.

Liability / Insurance

Each exhibitor agrees to be responsible for any claims arising out of their own negligence or that of their employees or agent, and for their own display equipment and property brought onto the premise. Each exhibitor shall hold harmless IFSA, the exhibit facility and all other parties for any and all claims, losses or damages.

Security

IFSA will endeavor to protect the property of exhibitors during non-show hours with hired security personnel, but along with the Tampa Convention Center, assumes no responsibility for loss or damage of any kind.

Room Deliveries

Only exhibiting companies or those participating as a Conference Sponsor will be permitted to have gift items delivered to attendee's hotel rooms with approval from IFSA Headquarters. For approval, send a written request to IFSA Headquarters via e-mail to jjeppson@kellencompany.com or fax to 404-252-0774. Upon approval, arrangements may be coordinated with the hotel, with related charges being the sole responsibility of the company providing the delivered item.

General

- A company or organization that does not have contracted exhibit space will not be allowed to display products or solicit business in the Tampa Convention Center during the conference dates.
- It is the responsibility of the exhibiting company's main contact person to ensure that all booth staff are aware of and adhere to the established rules and regulations contained in this Prospectus, and to ensure that booth personnel conduct themselves in a professional manner.
- IFSA reserves the right to restrict, prohibit or terminate exhibits that are objectionable in design or are in violation of any other rules or regulations contained in this Prospectus, without refund.
- Additionally, exhibitors deemed in violation of any of the rules or regulations shall be subject to the following sanctions:

1st Violation – Loss of ½ of accrued points for following year booth selection.

2nd Violation – Loss of all accrued points for following year booth selection.

3rd Violation – Suspension of privilege to exhibit at following year's exhibition.

- It is understood that the provisions contained herein and those on the 2005 Exhibit Contract form the basis of the exhibiting agreement, and each exhibitor agrees to abide by all regulations as stated.