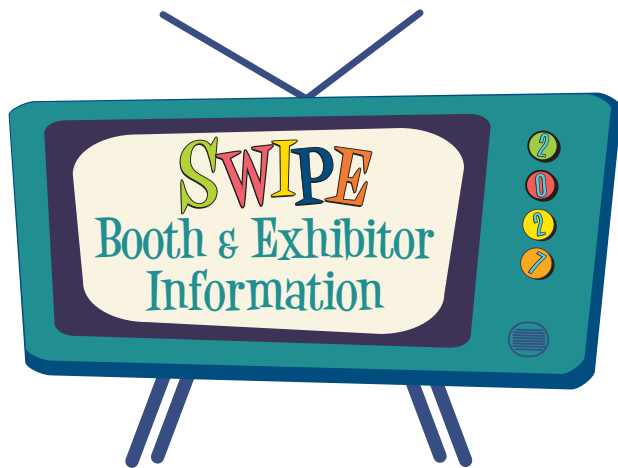




2027 Exhibitor Service Manual

JW Marriott Starr Pass Resort & Spa
Tucson, Arizona



INCLUDED WITH YOUR BOOTH RESERVATION:

10' X 10'

8' HIGH BACK DRAPE

3' HIGH SIDE RAIL

(1) 8' TOPPED & SKIRTED TABLE

(2) CHAIRS

(1) WASTEBASKET WITH LINER

(1) VENDOR ID SIGN

FLOOR PLAN & EXHIBITOR LISTINGS

Scan The QR code below to view
SWIPE 2027 exhibitor floor map



TRADE SHOW LOCATION ARIZONA BALLROOM

EXHIBITOR MOVE-IN

Thursday, January 14, 2027

1:00 PM - 4:00 PM

Friday, January 15, 2027

8:00 AM - 11:30 AM

TRADE SHOW HOURS

Friday, January 15, 2027

12:30 PM - 5:30 PM

EXHIBITOR MOVE-OUT

Friday, January 15, 2027

5:30 PM - 7:00 PM

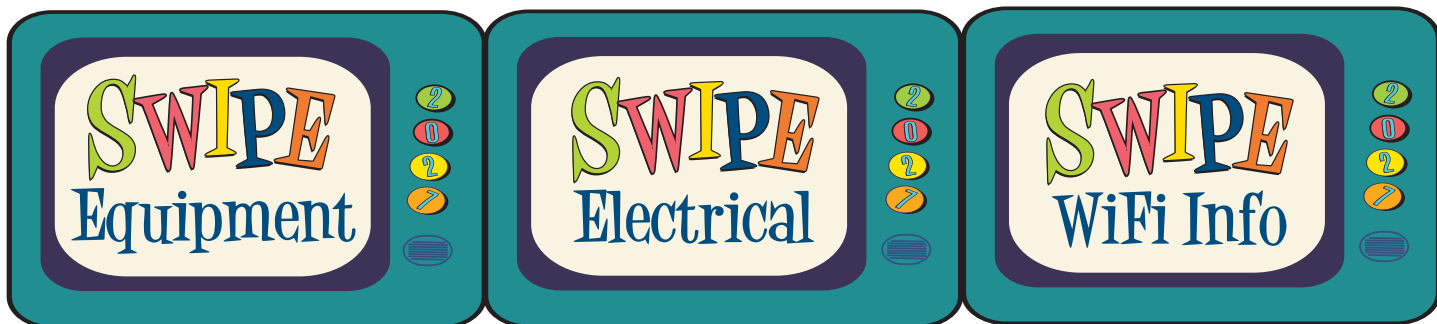
Fresh Produce Association of the Americas exhibitor contact:

Please contact SWIPE booth
coordinator Eileen Murillo with
exhibitor registration questions.

eileen@thefpaa.com

520-287-2707





EQUIPMENT RENTAL & SHIPPING

Arizona Cine Equipment provides exhibitors with reliable shipping logistics, extra furniture, and expert booth setup services. With customizable packages and dependable support, they make it easy to prepare for a successful show.

Arizona Cine Equipment

Conventions•Sound•Lighting•Video•Staging•Motion Picture•Theatrical•Audio/Visual•Backline•Power

Linda A. Oliver
Tel: (520) 623-8268
Cell: (520) 241-0921
Fax: (520) 623-1092

Email: linda@azcine.com

www.azcine.com

SHIPPING INFORMATION

Shipments cannot be sent directly to the hotel. All shipments must be sent through Arizona Cine Equipment. Please email or call Linda Oliver for rates.

Detailed shipping instructions, including the designated shipping window for both display/nonperishable and perishable items, will be provided closer to the event date via email.

WI-FI & ELECTRICAL INFORMATION



Encore Global provides essential booth services such as electricity, audio, internet, and power solutions.

If your booth needs electricity, dedicated internet and/or audio, it must be ordered through Encore in advance to ensure you're fully set up for the event

Please contact: Cody Gilmore
Sales Manager Venues

Tel: (520) 791-6256
Email: cody.gilmore@encoreglobal.com

www.encoreglobal.com

Scan the code below for access to Encore's services for SWIPE 2027



BOOTH CANCELLATION

If a booth reservation is canceled before August 30, 2026, a 50% refund will be issued. Booths cannot be canceled after August 30, 2026 and are non-refundable.

ALCOHOL & FOOD POLICY

Alcoholic beverages and/or food are prohibited from being served at individual booths unless they are approved by the FPAA and purchased thru the JW Marriott. Several “Chef Stations” are available this year for purchase. Please inquire if interested.

BOOTH ASSEMBLY & DISMANTLING

All booths should be fully assembled and prepared for guests by the expo’s official opening. Only companies exhibiting are allowed in the expo during booth set up. Booth dismantling is to occur exclusively during the designated exhibitor move-out period AFTER the show closes at 5:30 pm. Please refrain from taking down your booth until the show has closed.

DEFAULT OF OCCUPANCY

Exhibitors at SWIPE who do not occupy their contracted exhibit space will remain fully responsible for the payment of the entire rental fee for the designated area.

DAMAGE TO PROPERTY

Exhibitors shall be held responsible for any damage they, or their representatives, may cause to the premises of the venue or property belonging to The Fresh Produce Association Of The Americas and/or fellow exhibitors. This encompasses any harm resulting from attaching displays or fixtures to the venue’s floors, walls, or pillars. Additionally, exhibitors are prohibited from applying paint, lacquer, adhesive, or any other substance to the venue’s structures.

SAFETY DEVICES & FIRE PROTECTION

Exhibitors must ensure full compliance with federal, state, and local regulations regarding the provision and upkeep of necessary safety measures and conditions for operating any machinery and equipment.

JURISDICTION

All Exhibitors at SWIPE must comply with all local, state, and federal laws, rules, regulations and ordinances.

BOOTH REPRESENTATIVES

Exhibitor booth representatives are required to be at least 18 years of age. Staff members not assigned to the booth must register as attendees. Exhibiting companies bear responsibility for the conduct of all personnel within their booth area. The Fresh Produce Association of the Americas reserves the right to dismiss any individual from the show for unprofessional or inappropriate behavior, and will not be held responsible for any repercussions of such dismissal, including but not limited to an unattended booth.

ALLOCATION AND SUBLEASING OF EXHIBIT SPACE

Exhibitors are prohibited from assigning, subleasing, or apportioning their designated exhibit space to any business or entity with which they do not maintain a pre-existing contractual relationship. Exhibitors are permitted exclusively to display and advocate for their own products and/or services, or those of a parent or subsidiary company.

BOOTH RELOCATION

The FPAA reserves the right to relocate your booth number if necessary to optimize the use of the expo floor space.

ADHERENCE TO REGULATIONS

Each exhibitor, including their staff and representatives, commits to comply with the aforementioned rules and regulations, as well as any future amendments or additions established by The Fresh Produce Association of the Americas. The FPAA reserves the exclusive right to make final decisions on any matters not expressly covered by these regulations. Failure to comply with the FPAA SWIPE Guidelines could result in losing your priority position in booth selection for the next Expo or loss of booth privileges altogether.

