

EXHIBITOR BOOTHS

Maximize Your Impact at SWIPE 2026

January 22-24, 2026

Tucson, AZ

JW Marriott Starr Pass Resort & Spa



FPAA MEMBER SINGLE BOOTH SPACE

\$3,500

- ✓ 10' X 10'
- ✓ INCLUDES 2 ALL ACCESS PASSES
- ✓ 8' HIGH BACK DRAPE
- ✓ 3' HIGH SIDE RAIL
- ✓ (1) 8' TOPPED & SKIRTED TABLE
- ✓ (2) CHAIRS
- ✓ (1) WASTEBASKET WITH LINER
- ✓ (1) EXHIBITOR ID SIGN

NON-MEMBER SINGLE BOOTH SPACE

\$5,000

- ✓ 10' X 10'
- ✓ INCLUDES 2 ALL ACCESS PASSES
- ✓ 8' HIGH BACK DRAPE
- ✓ 3' HIGH SIDE RAIL
- ✓ (1) 8' TOPPED & SKIRTED TABLE
- ✓ (2) CHAIRS
- ✓ (1) WASTEBASKET WITH LINER
- ✓ (1) EXHIBITOR ID SIGN

Additional all access and general access passes for exhibitors can be purchased with a 10% discount.

An Expo and Friday reception only pass is also available for \$600.

Please contact **Eileen Murillo** at eileen@freshfrommexico.com with exhibitor registration questions.

Additional information can be found on our website at SWIPEexpo.com.

Interested in maximizing your impact at SWIPE 2026?

Contact **Saul Macias** at saul@freshfrommexico.com for information on sponsorships for this event and put your brand and company front and center at SWIPE!

EXHIBITOR RESERVATION & PAYMENT

Please submit this exhibitor reservation form to eileen@freshfrommexico.com.

Company Name

Company Booth Contact Name

Title

City

State

Zip

Email

Phone Number

FPAА Member Booth - \$3,500

Non-Member Booth - \$5,000

VISA

AMEX

MC

Credit Card #

Name on Card

Expiration Date

CVV

Billing Email Address for Invoice

Authorized Signature, Printed

Date

Applications received without an authorized signature and/or payment will not be processed. By signing this agreement, on behalf of your company, you are agreeing to the terms and conditions outlined in this document.

Please contact us directly by emailing eileen@freshfrommexico.com.

BOOTH CANCELLATION

If a booth reservation is canceled before August 30, 2025, a 50% refund will be issued. Booths cannot be canceled after August 30, 2025 and are non-refundable.

ALCOHOL

Alcoholic beverages are prohibited from being served at individual booths. There will be an open bar Happy Half-Hour for the last part of the SWIPE Expo for attendees to mingle and enjoy alcoholic beverages.

BOOTH ASSEMBLY & DISMANTLING

All booths should be fully assembled and prepared for guests by the expo's official opening.

Booth dismantling is to occur exclusively during the designated exhibitor move-out period AFTER the show closes at 6:00 pm.

Only companies exhibiting are allowed at the booth set up.

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.