

January 22-24, 2026

Tucson, AZ

JW Marriott Starr Pass Resort & Spa

Exhibitor Service Manual

Booth & Exhibitor Information



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

TRADE SHOW LOCATION: ARIZONA BALLROOM

TRADE SHOW HOURS

Friday, January 23, 2026
2:00 PM - 6:00 PM

EXHIBITOR MOVE-IN

Friday, January 23, 2026
8:00 AM - 1:00 PM

EXHIBITOR MOVE-OUT

Friday, January 23, 2026
6:00 PM - 7:00 PM

VIEW OUR FLOOR PLAN & EXHIBITOR LISTINGS

Want to see who's where?
Scan the QR code to view the full [SWIPE 2026 exhibitor floor map](#) and plan your visit like a pro!



Fresh Produce Association of the Americas exhibitor contact:

Please contact Industry Outreach Coordinator [Eileen Murillo](#) with exhibitor registration questions.

eileen@freshfrommexico.com
520.604.2722

Equipment, Electrical & Wi-Fi Information



EQUIPMENT RENTAL & SHIPPING INFORMATION

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

2125 E. 20th St.
Tucson, AZ 85719

Tel: (520) 623-8268
Cell: (520) 241-0921
Fax: (520) 623-1092

Email: linda@azcine.com

www.azcine.com

SHIPPING INFORMATION

Please note that all shipments must be sent through Arizona Cine Equipment.

Shipments cannot be sent directly to the hotel.

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

WI-FI AND ELECTRICAL INFORMATION

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

The ballroom does not have built-in Wi-Fi, so if your booth needs Wi-Fi or electricity, be sure to order them directly through Encore in advance to ensure you're fully set up for the event.



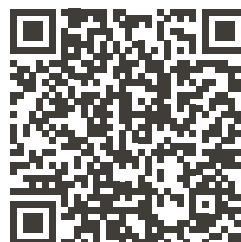
For event electrical for your booth or Wi-Fi needs please contact:

Cody Gilmore
Sales Manager, Venues

JW Marriott Tucson Starr Pass Resort & Spa
3800 W. Starr Pass Blvd
Tucson, AZ 85745

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

www.encoreglobal.com/locations/az/jw-marriott-tucson-starr-pass-resort-spa/



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 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.