EXHIBITOR BOOTHS



Get Noticed In 2027!

January 13-15, 2027
JW Marriott Starr Pass Resort & Spa
Tucson, AZ

2027 EXPO BOOTH

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

FPAA MEMBER BOOTH $3,500

FPFC MEMBER BOOTH $4,375

NON-MEMBER BOOTH $5,250

Booth Passes & Access
Each booth purchase includes two All-Access Passes and up to six Expo-Only Passes.
All-Access Passes include: Thursday Morning Breakfast, Education Sessions and Opening Event, Friday Morning Breakfast, Expo and Closing Party
Additional Opening Event and Closing Party passes can be added to Expo-Only Passes for $200 per night. All party passes must be purchased in advance. No day-of-event passes will be available.

Additional All-Access exhibitor passes (2) can be purchased for:
FPAA Member $1,000
FPFC Member $1,250
Non- Member $1,500

Want to really get noticed at SWIPE 2027?

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

Please contact us at swipebooths@thefpaa.com with exhibitor registration questions.

SWIPEexpo.com.

EXHIBITOR RESERVATION & PAYMENT

Please submit this exhibitor reservation form to **eileen@thefpaa.com**.

Company Name

Company Booth Contact Name Title

Address

City State Zip

Email

Phone Number

☐ FPAA Member Booth - $3,500 ☐ FPFC Member Booth - $4,375

☐ Non-Member Booth - $5,250

Three ways to pay

☐ INVOICE ME

I will mail a check within 10 days of submitting this signed agreement

Please mail check along with this form to:
FPAA, PO Box 848, Nogales, AZ 85628

☐ VISA ☐ AMEX ☐ MC

Credit Card #

Name on Card

Expiration Date CVV

Address

City State Zip

Billing Email Address for Invoice

Authorized Signature Date

Printed

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.

SWIPEexpo.com.

BOOTH

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 sponsor. Please inquire if interested.

BOOTH ASSEMBLY &

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

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

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

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

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

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

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

ADHERENCE TO

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.