



**sfa**

**fancy food show**

# **Exhibitor Guide**

**SPECIALTY FOOD ASSOCIATION**  
Show Office - South Lobby  
415.978.3500



**45<sup>TH</sup> WINTER  
FANCY FOOD SHOW  
JANUARY 19-21, 2020  
SAN FRANCISCO**

- If you prefer a particular carrier, you must make the appropriate arrangements otherwise a carrier will be assigned to you.
- Do not leave the agreement in your booth; it must be presented to Freeman. No carriers will be allowed to enter the loading docks until the agreement has been handed over to Freeman by the exhibitor.
- All carriers picking up freight must check in at the Marshalling Yard located at Pier 80.

## Quick Tips

- Do not leave valuable items unattended at any time.
- Ensure all issues are resolved prior to leaving the show; please see your Floor Manager before you leave. It is much easier to resolve any issues while we are all at the Show.
- Stay safe – lookout for forklifts and scooters. They may not be able to see you.
- Return all rental equipment including Lead Retrieval systems to their respective counters at the Exhibitor Services Center by 5 PM on Tuesday.
- At 4 PM on Tuesday, do not place items in the aisles until after the aisle carpet has been removed.

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