

VEGAS FOOD EXPO 2017

GOLD COAST RESORT & CASINO

March 30-31, 2017

GENERAL INFORMATION

Facility: Gold Coast Resort & Casino
4000 W. Flamingo Road
Las Vegas, NV 89103
Halls Nevada & Arizona
Contact: Misty Morris, 702-880-5934; mistymorris@boydgaming.com

Contractor: Shepard
5845 Wynn Rd., Ste A-D
Las Vegas, NV 89118
Contact: Trey Harvey, 702-809-9879, zharvey@shepardes.com

Show Management:
Brett Ottolenghi, Founder/Sales, 702-521-3761, info@vegasfoodexpo.com
Florelee Monzon, Organizer, 760-580-5159, flo@vegasfoodexpo.com
Susan Beaver Thompson, Content/Marketing, 361-779-3303; susan@vegasfoodexpo.com
Michael Duffield, Media, 404-567-9510; michaelduffield@me.com

Shepard Move-In:

March 29, 2017	Wednesday	5:00 am	9:00 am
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Exhibitor Move-In:

March 29, 2017	Wednesday	11:00 am	10:00 pm
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Show Hours:

March 30, 2017	Thursday	9:00 am	3:00 pm (Private Buying Hours)
March 31, 2017	Friday	9:00 am	3:00 pm (Standard Hours)

*Exhibitor badge access: 8:30 am on Thursday and Friday

Speaker Session Hours:

March 30, 2017	Thursday	9:30 am	2:40pm
March 31, 2017	Friday	9:30 am	2:40pm

Exhibitor Move-Out:

March 31, 2017	Friday	3:01 pm	10:00 pm
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On Site Registration Hours:

March 29, 2017	Wednesday	11:00 am	10:00 pm (Early Registration Hours for Exhibitors Only)
March 29, 2017	Wednesday	1:00 pm	10:00 pm (All Attendees)
March 30, 2017	Thursday	8:00 am	3:00 pm (All Attendees)
March 31, 2017	Friday	8:00 am	(All Attendees)

DAILY SCHEDULE

WEDNESDAY, MARCH 29

5:00 am – 9:00 am	Exhibitor set up/ Show office set up
9:00 am	All-Staff Meeting - ALL HANDS ON DECK
11:00 am – 10:00 pm	Registration set up Exhibitor Move In
12:00 pm	Impact / Health Department Rules & Regulations Announcement for Exhibitors
1:00 pm – 10:00 pm	Registration open
10:00 pm	Nightclub TBD – free entrance for all VFX badge holders

THURSDAY, MARCH 30

8:00 am – 8:00 pm	Registration open
8:30 am	Exhibitor Move In
9:00 am – 3:00 pm	Exhibit Hall Open – Buyers Only
9:30 am – 2:40 pm	Keynote Sessions – Nevada Ballroom (Open to all)
9:30 am	HOSTED BY FORMER LAS VEGAS MAYOR OSCAR GOODMAN Presenting a history of food in Las Vegas and how Vegas Food Expo is a launching pad for innovative American food companies.
9:45 am	Paul Saginaw, Co-Owner Zingerman's Sharing how they built their Ann Arbor, Michigan deli into a \$60-million dollar gourmet retailer.
10:40 am	Exhibitor Pitch
11:00 am	Chip Heath, Author Made to Stick: Why Some Ideas Survive and Others Die Presenting marketing strategies for smaller food companies.
11:40 am	Exhibitor Pitch
12:00 pm	Scott Norton, Co-Founder Sir Kensington's Presenting "Condiments with Character" - building a challenger brand within the food movement.
12:40 pm	Exhibitor Pitch
1:00 pm	Karen Caplan, President & CEO Frieda's Tapping into Fresh Trends in Produce
2:00 pm	Lou Abin, Managing Partner TAO Group VIBE Dining: Current and Future Trends

3:00 pm	Exhibitor Hall Closed
5:00 pm – 8:00 pm	VFX Kick-Off Reception (Open to all attendees. \$35 online; \$45 at door)
10:00 pm	TAO Nightclub in Venetian – free entrance for all VFX badge holders

FRIDAY, MARCH 31

8:00 am	Registration open
8:15 am	Registration for Buyers Tour (Open to Pre-Registered Buyers) to Get Fresh, Desert Meats, Three Square Food Bank, Tenaya Creek Brewery
8:30 am	Exhibitor Move In
9:00 am – 3:00 pm	Exhibit Hall Open – General Admission
9:30 am – 2:40pm	Keynote Sessions – Nevada Ballroom (Open to all)
9:30 am	HOSTED BY FOOD/LIFESTYLE CELEBRITY ROBIN LEACH How we built the Food Network.
9:45 am	Abel Charrow, Business Development Soylent Speaks on Creativity as Currency: Experiential Marketing on a Budget.
10:40 am	Exhibitor Pitch
11:00 am	Robert Chang, Managing Dir./Chief Truffle Officer American Truffle Company The Truffle Revolution: Using science to cultivate European truffles in America, and how it's fundamentally revolutionizing the traditional truffle industry in every aspect.
11:40 am	Exhibitor Pitch
12:00 pm	Seafood Panel: Sustainable Salmon, Shark Fin Ban, Lionfish Invasion An update on cutting-edge sustainable seafood farming, the need for a national shark fin ban, and working to raise public awareness of keeping reefs healthy. Speakers include: Brandon Gottsacker, COO and Kurt Wagman, Business Development Mgr. - Superior Fresh; Stacy Frank, co-founder - LionfishUniversity.org; and David McGuire, founder - Shark Stewards.
12:40pm	Exhibitor Pitch
1:00 pm	Katrina Markoff, CEO Vosges Telling how she built her dream in to a multi-million dollar chocolate business, providing encouragement for girl food entrepreneurs.
1:40pm	Exhibitor Pitch
2:00 pm	Ariane Daguin, Chef/Founder D'Artagnan Sharing how she created America's first purveyor of game and foie gras and built the specialty business into a food powerhouse with annual sales revenues closing in on \$100 million.

3:01 pm – 10:00 pm	Exhibitor Move-Out
10:00 pm	Marquee Nightclub – free entrance for all VFX Badge holders

REGISTRATION INFORMATION

Important Information:

Must be 18 years of age to register and attend on Thursday, 3/30.
 Open to all ages on Friday 3/31.
 No refunds allowed.

Badge Holder Colors for ALL REGISTERED ATTENDEES

Exhibitors - Blue
 Buyers / Retail / Specialty Food - Orange
 Wholesale / Distributors / Broker - Craft Brown
 Restaurateur / Chef / Food Service - Green
 VIP / Speakers – Metallic Silver
 Media - Violet
 Staff, Volunteer – Gray

Wristband Colors for UNREGISTERED ATTENDEES:

Two-Day Pass: White
 Friday Pass: Black

*** EXHIBITORS WILL NOT BE WRISTBANDED**

EXHIBITOR REGISTRATION:

ALL exhibitors will go to the Exhibitor Registration counter

Exhibitors DO NOT get a wristband.

- If an exhibitor is already registered, they will go to the “Exhibitor Pre-Registration” where they will be looked up by company name. They will be ID’d, and handed their packet of badges.
- If an exhibitor is NOT already registered, they need to complete a registration form. They will then be ID’d, and printed their badge.

FOOD SAFETY

Cooking & Sampling Regulations

The Clark County Health Department no longer requires health permits for food preparation and sampling. However, they will be on site to do inspections. If you have any questions regarding the instructions, you can contact Brett Ottolenghi 702-521-3761. Exhibitors may join the Health Department Regulations Announcement at 12pm on Wednesday, 3/29.

The Clark County Environmental Health Staff will be enforcing the following:

- All potentially hazardous foods (meats, dairy products, poultry, fish, shellfish, melons, rice, etc.) must be maintained at 40°F or colder or 140°F or hotter. Poultry products and reheated products must be cooked to 165°F. Ground beef products must be cooked to 155°F.

- Accurate/calibrated STEM THERMOMETERS will be provided by Show Management to monitor food temperatures.
- A walk-in freezer and cooler will be supplied by Show Management for over night storage on perishable food.
- A hand washing station will be provided and set up in each booth where food preparation (open food handling) is occurring. NOTE: When all food and beverages are prepackaged, hand washing facilities are not required.
- Disposable gloves and/or suitable utensils are required for handling food. Gloves are not a substitute for hand washing.
- Sanitizer solution of chlorine or other approved sanitizer of at least a 1-gallon capacity will be provided by Show Management for each booth for surface, utensil, and hand sanitation. This solution may be made with bleach or other approved sanitizer. A chlorine solution must be at 50 ppm chlorine achieved by mixing 1 1/2 tsp. (1 capful) of bleach to 1 gallon of water.
- All foods must be dispensed in single-service portions (with toothpicks, napkins, or individual serving cups). Common service bowls are prohibited.
- Foods on display for an extended period of time MUST be protected from contamination by sneeze guards or adequate covers. Foods placed out for immediate pick up by attendees will not require a sneeze guard (limited to no more than 15 portions).
- All food, food containers, utensils, napkins, etc. must be stored at least six (6) inches off the floor.
- No smoking, eating, drinking or chewing of gum will be allowed in any booth by exhibitor personnel.

Exhibitors may dispense sample food and/or beverages ONLY under the following general conditions:

- Items dispensed are limited to products manufactured, processed, or distributed by exhibiting firms.
- All items are limited to SAMPLE SIZE.
- Beverages are limited to the parameters of 3 or-4 ounce containers and 2-ounce product.
- Smoking is prohibited in temporary food facilities.
- Display: Adequate sneeze guard protection must be provided or food must be stored and served so it will not be subject to contamination.
- Facilities will be provided for hand and utensil washing.
- Do not use restrooms to clean utensils.

Food Preparation within Exhibits

Cooking and food warming devices in exhibit booths shall comply with provisions in NFPA 101-Life Safety Code, Sections 8-7.5.3.9. Which are as follows:

- Devices shall be isolated from the public by at least 4 ft. (122 cm) or by a barrier between the devices and the public.
- Multi-well cooking equipment (fryers) using combustible oils or solids (heated and cooking oil or grease) are not allowed unless installed in accordance with NFPA 96 – Standard for Ventilation Control and Fire Protection of Commercial Cooking Operations.
- Single well cooking equipment (fryers) using combustible oils or solids (heated and cooking oil or grease) shall:
 - Be of a self-contained, and enclosed type.
 - Be limited to 288 sq. in. (.19 sq. m) of cooking surface.
 - Be placed on non-combustible surface materials.

- Be separated from each other by a minimum horizontal distance of 2 ft. (61 cm). Exception: Multiple single well cooking equipment where the aggregate cooking surface does not exceed 288 square inches (.19 square meter) of cooking surface.
- Be kept a minimum horizontal distance of 2 ft. (61 cm) from any combustible material.
- NFPA-101, Sec 8-7.1.4 Definition: “Portable Cooking Equipment” – Portable cooking equipment that is not flue connected shall be permitted only as follows:
 - No open flame devices shall be used in any assembly occupancy unless:

Equipment fueled by small heat sources that can be readily extinguished by water, such as candles or alcohol burning equipment (including “solid alcohol”) may be used provided adequate precautions satisfactory to the authority having jurisdiction are taken to prevent ignition of any combustible materials. These devices must be attended at all times by personnel and must be trained in the usage of a fire extinguisher.

Candles may be used on a dining table used for decorative purposes if securely supported on substantial noncombustible bases so located as to avoid danger of ignition of combustible materials and only if approved by the authority having jurisdiction. Candle flames shall be protected and enclosed so that if the candle were to tip over, there would be no risk of fire.

- Fire Extinguishers for Heated and Cooking Oil or Grease Operations:
 - Exhibitors using heated oil or grease for cooking or any other purpose must have a type “K” fire extinguisher present during the demonstration. An example of this type extinguisher is a potassium bicarbonate extinguisher. Also acceptable is a sodium bicarbonate extinguisher.
 - Fire code prohibits the use of any “B” type extinguisher for the purpose of extinguishing a heated cooking oil or grease fire.
 - Type “K” fire extinguishers can be obtained from a company that sells and services fire extinguishers. The yellow page directory for “fire extinguishers” can be referenced for a supplier. There are several companies local in Las Vegas that offer this service.

Contact Brett Ottolenghi at info@vegasfoodexpo.com for additional information and guidelines regarding the Clark County Health District rules and regulations.

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