



Exhibitor Frequently Asked Questions:

Booth and Badges

- [What comes with my booth?](#)
- [When should I set up my booth?](#)
- [How do I register my booth staff for their badges?](#)
- [What events does my badge get me into?](#)
- [Where can I book or edit a hotel reservation?](#)

Show Tech

- [Do I need to bring my own iPad?](#)
- [How do I use the ordering technology?](#)
- [What is KeHE CONNECT®?](#)
- [How to pull show reports?](#)

Preparing for the Show

- [How do I ship to the convention center?](#)
- [How do I get my samples to the convention center?](#)
- [What is the sampling policy?](#)
- [What retailers can I expect to see at the show?](#)
- [Where do I check my pricing and promotions?](#)
- [What are the promotional periods for the Summer Show & Holiday Show?](#)
- [How do I set up my new items for the show?](#)
- [What should I bring to the show?](#)
- [Is there security on the show floor?](#)



Don't see your question answered here? Please email Events@KeHE.com

What comes with my booth?

A standard 10x10 booth comes with the following:

- (1) 6' black skirted table
- 2 chairs
- Wastebasket
- Virtual show In KeHE CONNECT®

- Standard 8' high black drape and 3' high black draped side rails
- Booth carpeting in Pepper color, including daily vacuuming.
- Company Identification sign
- 1 iPad for customer ordering (We encourage everyone to bring their own device)
- 4 complimentary exhibitor badges
- 5 amps of electricity will be placed at the back center of the booth space.

When should I set up my booth?

Exhibitor booth set up is from 8:00 a.m. – 5:00 p.m. the day before the show starts. We recommend you begin setting up at 8:00 a.m. as this allows you time to attend the KeHE CONNECT® training and solve any issues you may have with your booth set up.

Registration for badges and hotel rooms:

Each exhibitor is allotted 4 complimentary exhibitor badges per 10x10 booth. You can book hotel rooms at a discounted rate within the KeHE block.

For hotel reservations, please reach out to kehehousing@resiada.com.

For badge registration questions please reach out to kehereg@streampoint.com.

What events does my badge get me into?

The KeHE Show exhibitor badge allows you access to all KeHE Show events, including accessing the show floor before it opens, the exhibit hall Happy Hour, the general session, and Party with a Purpose (formerly called the After Show Party).

Do I need to bring my own iPad?

It is recommended that you bring your own device for show ordering. KeHE will have a limited number of iPads available to rent during the show. iPad pick up is located on the show floor. Training will be held off the show floor near registration (within the convention center) during exhibitor set up.

How do I use the KeHE CONNECT® technology?

Training for KeHE CONNECT® is always available during exhibitor set up the day before the show within the convention center. iPad pick up is located on the show floor. Be on the lookout for our pre-show Exhibitor Webinar invite in your exhibitor newsletters. Finally, KeHE will have staff walking the show floor to assist you.

What is KeHE CONNECT®?

KeHE CONNECT® is our proprietary show technology used to write orders during the show. You can view proposed orders from retailers and retailers will place orders with the requested MCB discount or additional promotions to suppliers. Suppliers can accept, reject, or counter the proposed order.

How to Pull my Show Report?

1. Log in to CONNECT Supplier
2. Under the "Shows" tab, select "Manage Show Orders."

3. Select "Download Show Report" button.
4. An excel version of the Show Order report will be emailed to the email address used when logging in.

If you have any further questions reach out to your Category Manager. Please note, you are responsible for pulling your own show report. They will not be automatically sent to you.

How do I ship to the convention center?

Information on shipping will be in your Exhibitor Services Manual, found within the Exhibitor Hub. The link to the Manual & Portal will be available in November for the Summer Show, and April for the Holiday Show.

How do I get my samples to the convention center?

KeHE will not pull products from our warehouse. You will need to ship them to the advanced warehouse, the convention center, or carry them in by hand. We highly recommend that you ship to the advanced warehouse as this guarantees that your product will be in your booth during exhibitor set up day. All items that are sent via direct shipment to the convention center are dropped at one time by the shipping carrier, and then checked in and sorted by the general contractor staff. This process could delay your product getting to your booth or being stored properly. For specific details on shipping addresses, refer to your Exhibitor Services Manual.

What is the sampling policy?

Food must be served in individual portions via a cup, napkin, or other individual receptacle. Shared portions and/or servings of food will not be permitted on the show floor. More details, along with a sampling form for each show, are found in the Exhibitor Hub.

What retailers can I expect to see at the show?

We do not release attendee information for our show. Our attendees are a mix of buyers from the grocery independent, natural independent and grocery chain retailers. Please reach out to the KeHE Account Manager if you would like to set up a meeting with a specific customer.

Where do I check my pricing and promotions?

All pricing and promotions can be found and submitted in [KeHE CONNECT Supplier](#). Please reach out to your KeHE Category Manager or [Vendor Support](#) if you have any questions.

What are the promotional periods for the Shows?

The KeHE Summer Show covers the promotional periods of May, June, and July. The KeHE Holiday Show covers the promotional periods of October, November, and December.

How do I set up my new items for the show?

New items must be submitted to KeHE Connect by the deadline set before the show.

What should I bring to the show?

We recommend that you bring the following items to your booth:

- **POINT OF SALE MATERIAL**
What are your product attributes, selling points, UPC, and the item rankings?
- **SELLING SUPPLIES**
You stand out when you're prepared. Lead retrieval is available through our registration partner. To learn more, email Events@KeHE.com
- **EYE-CATCHING BOOTH**
With so many products to see and try at the show, make sure your booth attracts attention from the crowd.
- **SAMPLES**
Buyers like to eat and try new things. **KeHE will not pull products from our warehouse: you'll need to make shipping arrangements in advance. Shipping labels and details will be in the Exhibitor Hub.*

Is there Security on the show floor?

- **Security**
KeHE Show Management will provide 24-hour perimeter security from the start of show set-up through the end of the show. However, Exhibitor is solely responsible for all materials and property of Exhibitor and Exhibitor Parties. The exhibitor should insure its property against loss or theft. Exhibitors are advised to take individual precautionary measures such as packing away items and securing portable articles of value or removing such articles to a place of safekeeping and/ or covering them at night as an extra precaution after the exhibit hours.