

EXHIBITOR PROSPECTUS


MALL OF AMERICA
BLOOMINGTON, MN
JUNE 23-26, 2025

ACE & E




ANFP's Annual Conference & Expo (ACE) is ANFP's major national event where you will have the chance to connect with CDM, CFPPs/operators, industry stakeholders, and chain/system buyers of your products and services.


WHY SHOULD I EXHIBIT?

ENGAGE IN EDUCATIONAL SESSIONS 

GENERATE NEW LEADS 

PARTAKE IN NETWORKING OPPORTUNITIES 

SHOWCASE NEW PRODUCTS AND SERVICES 

CONNECT WITH EXISTING CUSTOMERS 

CREATE BRAND AWARENESS 

PROJECTED ATTENDANCE: 250+ OPERATORS

WHAT TYPES OF COMPANIES SHOULD EXHIBIT AT ACE?

- Clinical Nutrition
- Consultants
- Education Providers
- Food and Beverages
- Foodservice and Menu Software
- Foodservice Distributors
- Foodservice Equipment
- GPOs
- Healthcare Chains/Employers
- Meal Delivery Systems
- Paper Products
- Sanitation and Safety
- Smallwares
- And Other Foodservice Industry Providers

See the full list of 2024 exhibitors on page 5.

98% OF ATTENDEES WERE PLEASED WITH THE VARIETY OF VENDORS IN THE EXPO*

100% OF ACE EXHIBITORS FELT THAT ACE EITHER MET OR EXCEEDED THEIR EXPECTATIONS*

100% OF ACE EXHIBITORS AGREED THAT THE EXPO ATTRACTED NUTRITION AND FOODSERVICE CUSTOMERS THEY WANTED TO MEET*

**Percentage based on total number of ACE 2024 survey respondents*

COSTS

	8'X10' BOOTH RATE	8'X20' BOOTH RATE
CORPORATE PARTNERS		
By 1/31/25	\$2,600	\$3,600
After 1/31/25	\$2,800	\$3,800
NON-MEMBERS		
By 1/31/25	\$3,300	\$4,300
After 1/31/25	\$3,500	\$4,500

Note: Contract and payment must be completed by the deadline to receive early bird pricing.

EXHIBIT CONTRACT

INTERESTED IN UPGRADING YOUR BOOTH TO A SPONSORSHIP PACKAGE?

REVIEW SPONSORSHIP PACKAGES



EXHIBIT SCHEDULE

This year, exhibitors will select one of two days during the event to display.

**EXPO GROUP
1**

Move-In: Monday, June 23 1:00 p.m. - 5:00 p.m.
Expo Date/Hours: Tuesday, June 24 9:00 a.m. - 11:00 a.m.
Teardown: Tuesday, June 24 11:00 a.m. - 1:00 p.m.

**EXPO GROUP
2**

Move-In: Tuesday, June 24 3:00 p.m. - 5:00 p.m.
 Wednesday, June 25 7:00 a.m. - 9:00 a.m.
Expo Date/Hours: Wednesday, June 25 9:00 a.m. - 11:00 a.m.
Teardown: Wednesday, June 25 11:00 a.m. - 1:00 p.m.

EXHIBIT HALL OVERVIEW

LOCATION

Minnetonka Ballroom

CEILING HEIGHT

12 Feet

FLOORING

Carpeted

Note: Exhibitors are responsible for all freight, drayage, decorating, and labor charges.

EXHIBIT BOOTH BENEFITS

- Exhibit badges for 4 personnel per 8'x10' booth including admittance to educational sessions/ opening reception when wearing a badge
- One Networking Breakfast ticket for a booth staff participant
- Draped back wall and side rails
- Company identification sign
- One draped 6' table
- Two contour chairs
- One wastebasket
- General security guard at service at entrance
- Listing in the official Annual Conference & Expo meeting app
- Pre- and post- meeting attendee lists including e-mails of attendees who did not opt out.



QUESTIONS?

Contact Madh Carson, Director of Corporate Relations
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mcarson@ANFPonline.org

2024 EXHIBITORS

**Aladdin Temp-Rite
Alluserv/Lakeside Manufacturing
Basic American Foods
Ben E. Keith Foods
Blendid
Blue Bunny
Cambro Manufacturing
Campbell's Foodservice
ClarkPro
Creative Solutions in Healthcare
DiningRD
Direct Supply
DM&A
DMA
Ecolab
Fieldstone Bakery
General Mills Foodservice
Gordon Food Service
Hormel Health Labs
HPS
Idahoan Foodservice
ITW Food Equipment Group**

**J&J Snack Foods Corp.
JonesZylon
Kitchens To Go by Mobile Modular
Lyons Magnus
MealSuite Foodservice Management
Technology
The Middleby Corporation
Performance Foodservice
Peterson Farms Fresh
Prime Services Inc.
Robot Coupe
Ruck-Shockey Associates, Inc.
SimplyThick, LLC
Sunsweet Ingredients
Sysco Corporation
Thick-It®
United Food Service Operators (UFSO)
University of Florida
University of North Dakota
US Foods
Vivreau Advanced Water Systems**