



Exhibitor Success Webinar

Deadlines, Tools & Lead Retrieval

October 1, 2025



Agenda

- Welcome & Introduction (Bill Oakley, Show Director)
- Upcoming Operations Deadlines & Important Reminders(Suzanne Gregory, Operations Director)
- Top 4 Marketing Tasks to Complete + Website Resources (Karishma Lulla, Senior Marketing Director)
- Lead Retrieval Through the Mobile App (Jelena Drazevic & Sheli Demry, Mobile App)
- Open Q&A



Venue Map

Greater Columbus Convention Center

Exhibit Hall D

400 N High St,
Columbus, OH 43215.

Airport – CMH John Glenn Int'l Airport

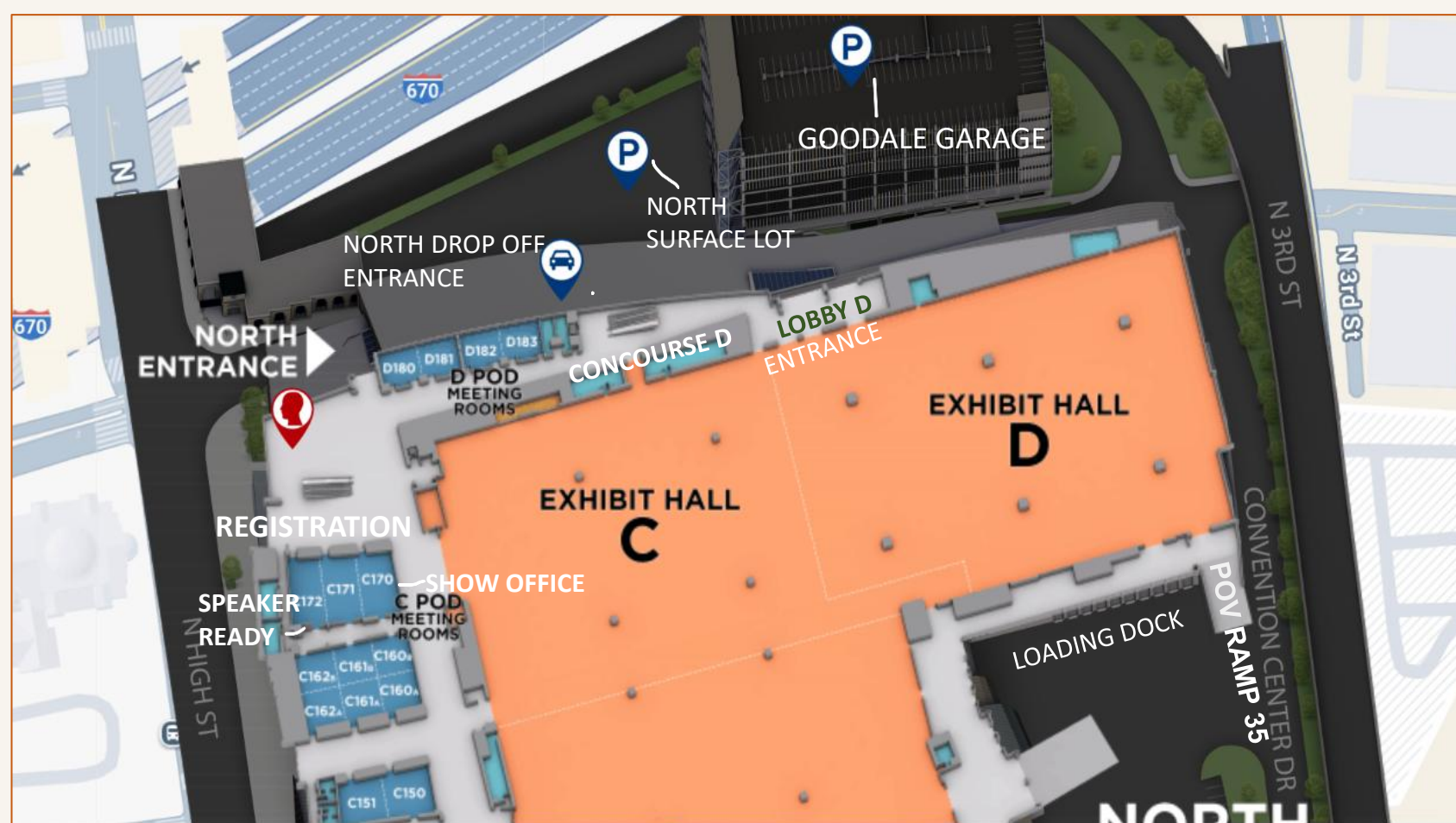
Parking – Goodale Garage
Height clearance 8'2"

Badge Pick-Up & Registration:
North Atrium Lobby Opens at
7:00AM Daily

Lead Retrieval- Next to Registration

Show Office: C170
Sunday- Monday

Speaker Lounge: C172
Sunday – Monday



Key Locations

Exhibit Hall D Entrance: Bottom of 100 Aisle

First Aid: Behind Booth #737 Along wall

Freeman Service Center & Exhibitor Services:
Behind Demo Area Booth #1037

Sales Office: Lobby D

Great American Pizza Challenge Competition –
Booth #1000

Demonstration Area:– Booth #1037

Pizza Today Booth: Booth #837

Special Event: Tailgate Happy Hour
Sunday, October 26th 3:00PM – 4:00PM
Aisle 100



Keynote & Education

Keynote – Monday, October 27th

8:00AM

Short North Ballroom A

Kevin King

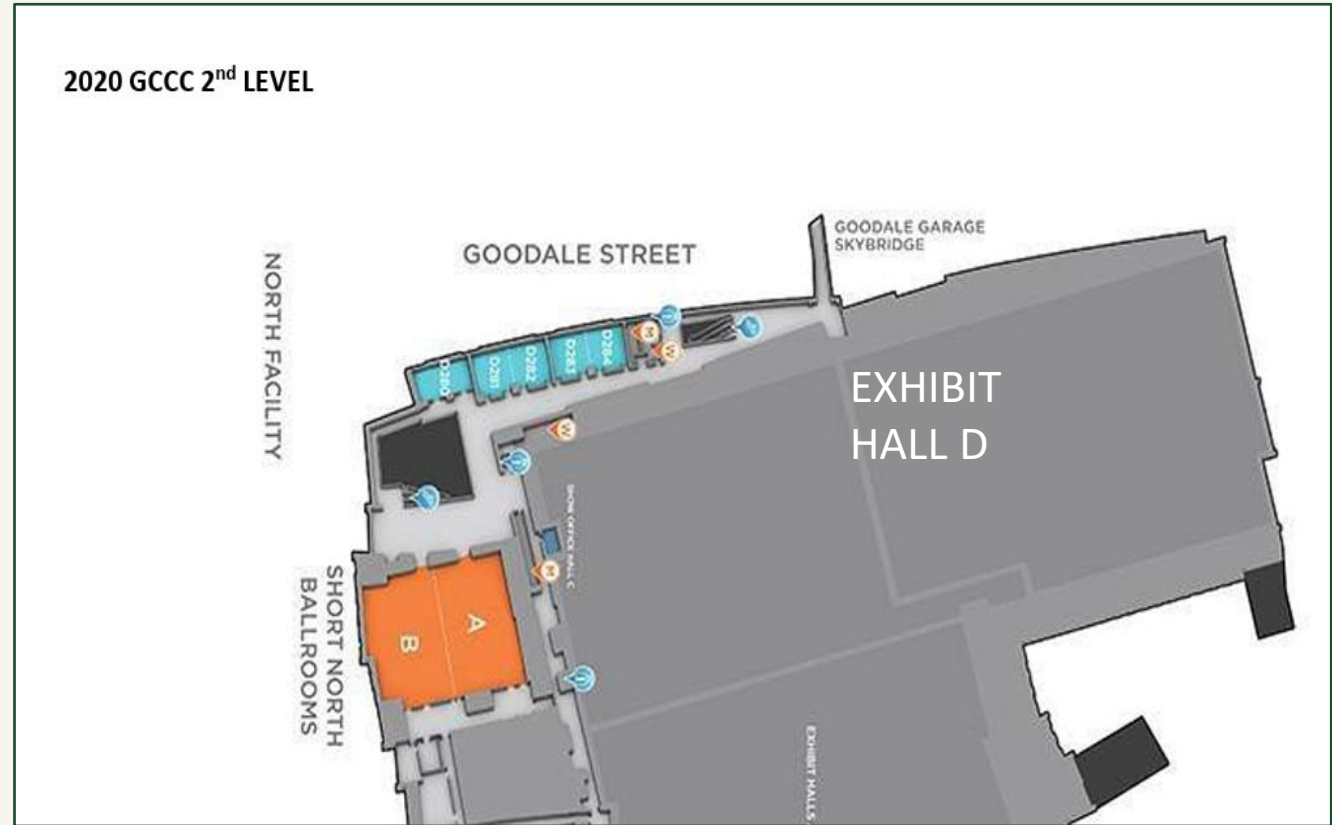
Growing a Brand, Growing a Legacy: My Journey with Donatos

Education Rooms – D280 – D284

Guest Services Center – 614-827-2531

Main Concourse near Exhibit Hall A

Scooter rental, Notary, Outbound shipping USPS,
Prepaid UPS/FedEx outbound shipping, Stamps,
Photocopying, Printing, and Supplies.



Show Hours

	Saturday, October 25th	Sunday, October 26th	Monday, October 27th	Tuesday, October 28th
Move-In & Move-out Schedule	8:00 AM - 8:00PM	7:00AM Access	3:00 PM- 10:00PM	8:00 AM - 12:00 PM
Education Show Hours		Workshops & Education 8:00 AM	Workshops & Education 8:00 AM	
		Exhibit Hall 10:00 AM – 4:00PM	Exhibit Hall 10:00 AM – 3:00 PM	
Registration Hours	7:00 AM – 5:00PM	7:00 AM – 4:30 PM	7:00 AM - 3:00 PM	

Badged Exhibitors may access the floor at 7:00AM each day.



Exhibitor Services

IMPORTANT FORMS:

- Booth & Hanging Sign Approval Form
<https://app.smartsheet.com/b/form/0197125b5e3a7d3284b842c1cf4c5177>
- Food Sampling Form
<https://app.smartsheet.com/b/form/0196e90e463375199a873254eb751cdd>
- COI Insurance Form (Worker's Comp/General Liability 2Mil/Auto 500K)
- <https://app.smartsheet.com/b/form/1f2330fc24d441e6b698dabe50bc8c00>

OFFICIAL VENDORS:

- **Columbus Convention Services** – Electrical, Plumbing, Cleaning, Security
- **Mills James:** Audio Visual/ Rigging/ Computer Equipment
- **Internet:** Bodlyn (Exhibit Hall Wi-Fi) Complimentary Wi-Fi is available in public spaces
- **Freeman** (Booth furnishings, Material Handling, Labor, Graphics)
- **Food & Beverage/ Sampling/ Ice** : Levy Restaurants all ice should be pre-ordered. Show site orders by phone.
- **Marsh Insurance** – Trade show insurance
- **Housing** - Evolve.com powered by HotelMap
- **Shuttle Service:** **NO** Shuttle Service



Shipping Logistics

Advanced Shipping

Advance Shipping Window – September 24th – October 17th

Additional charges apply after October 17th. Warehouse hours are Monday through Friday, 7:00 AM to 2:30 PM.

Warehouse address:

Pizza Expo Columbus 2025
Exhibiting Company Name / Booth #
C/O Crane /Freeman
6500 Pontius Road
Groveport, OH 43125
USA

Direct-to-Show Site Shipping:

Freeman will receive shipments at the show site address beginning Friday, October 24th. Materials arriving before this date may be refused by the facility.

Exhibiting Company Name / Booth #
Pizza Expo Columbus 2025
Greater Columbus Convention Center
C/O Freeman
3 Convention Center Dr
Columbus, OH 43215



Move-In

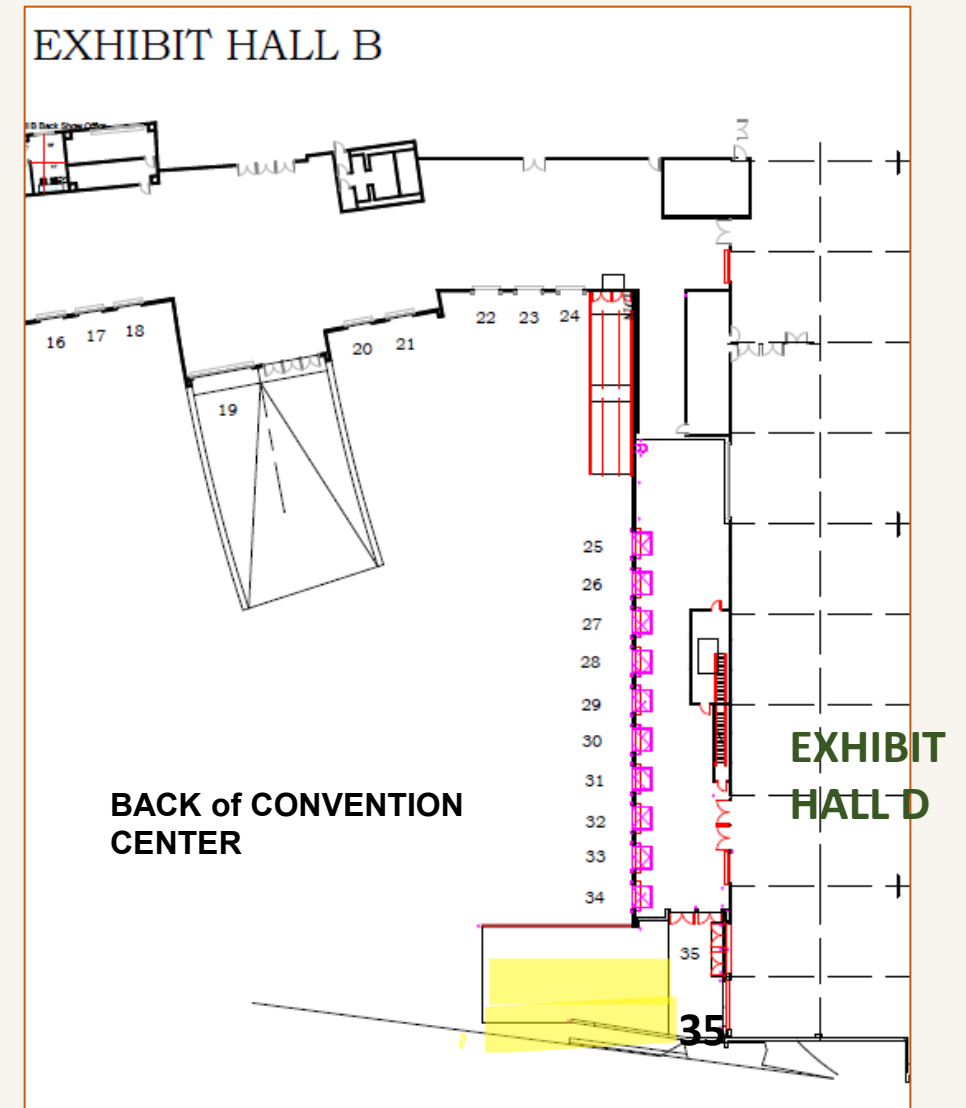
SELF-UNLOADING

Hours: Saturday, October 25: 8:00 AM – 8:00 PM

Exhibitors are permitted to drive up to ramp 35 and unload their own vehicle or trucks as long as you meet the following criteria:

- You must be able to unload the vehicle in 30 minutes. Vehicles will be towed for non-compliance.
- No use of forklifts, or pallet jacks (manual or electric)
- Hand trucks and 4-wheel dollies allowed.
- Trucks should have liftgate.

If you require a dock space to unload, Freeman must unload your vehicle and material handling charges will apply.



Booth Package

What's provided?

(per 10' x 10' booth space)

- 8' H Red & Gray Drape back wall
- 3' H Red Drape side walls
- (1) 11" x 17" booth ID Sign w/ company name & booth number (300 SQFT & less)
- Booths larger than 300 SQFT may receive an ID sign upon request.

What is NOT provided?

- Electrical, Plumbing, Cleaning
- Furnishings, Freight, Labor
- Lead Retrieval
- Catering
- Housing / Hotel Reservations
- Insurance



Food Sampling & Exhibitor Handwashing Stations

All EXHIBITORS that are cooking, sampling food or beverages are required to submit the “Food and Beverage Sampling Approval Form” to Levy Restaurants for approval. Due date has passed, please contact Levy ASAP.

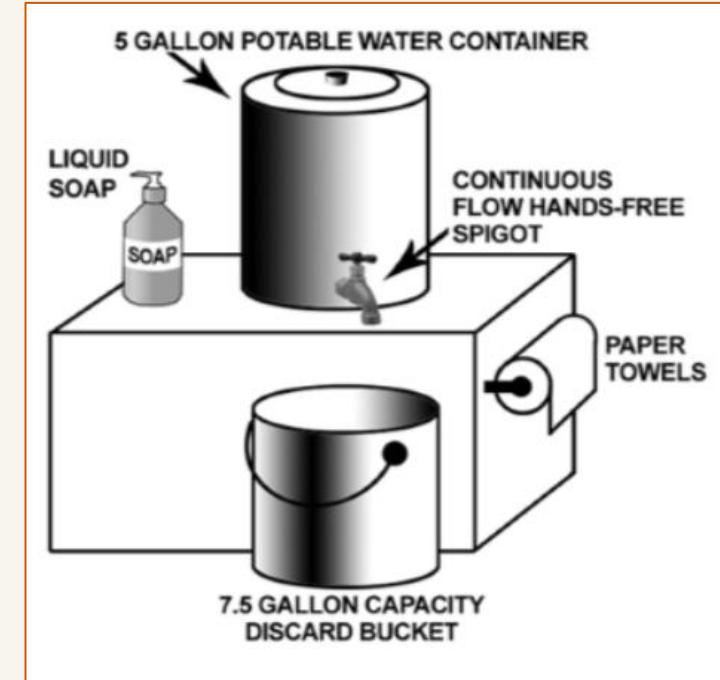
All exhibitor sampling food or beverage in their booth are **required** to bring a hand washing kit to comply with health department regulations. This kit includes:

- 3-5-gallon, hot water supply tank (any vessel with a spigot that holds hot water)
- 3-5-gallon, wastewater tank/bucket
- Liquid hand soap in a pump dispenser
- Single-use paper towels
- Food grade sanitizing wipes (no rinse)

Hot Water Fill station is located at the Exhibitor Dishwashing Station near Demo area Booth #1037

Exhibitors distributing samples in manufactured sealed packaging are not required to have a handwashing station.

Levy will be monitoring the floor and exhibitors for compliance and enforcement.



1 Access Your Exhibitor Dashboard

www.PizzaExpoColumbus.com > Show Details > Exhibit > Exhibitor Toolkit

<https://pizzaexpocolumbus.pizzatoday.com/exhibitor-toolkit/>

Find videos to help you login and set up your Exhibitor Dashboard account.

In the Exhibitor Dashboard, you can:

- Update your company profile and contact info
- Select product categories
- Upload press releases, videos, show specials
- Add NEW PRODUCTS

IMPORTANT:

- Only Contract Contacts and Marketing Contacts can access the Exhibitor Dashboard
- Password must be set up on first login
- Need help with your password? Reach out to marketing@pizzaexpo.com

The screenshot shows the Columbus Pizza Expo Exhibitor Dashboard. At the top, there's a header with the event name "COLUMBUS PIZZA EXPO" and a countdown timer for the event start time: 26 days, 12 hours, 09 minutes, and 24 seconds. The event dates are October 26 to October 27, 2025, at the Greater Columbus Convention Center in Columbus, Ohio. Navigation links include HOME, EXHIBITOR DASHBOARD, EXHIBITOR LIST, FLOORPLAN, PRODUCTS, OTHERS, and PIZZAEXPOCOLUMBUS.COM. A user profile for "Karishma" is visible. The main banner features the text "Kickstart Your Exhibitor Experience" over a photo of people at a booth. Below the banner, a green bar says "Access Your Exhibitor Dashboard". Three numbered steps are listed: 1. Update Your Profile (with a note to update company information), 2. Register Your Staff (with a note that a contract contact will receive an email), and 3. Complete Exhibitor Tasks (with a note to review important dates and information). A "Click Here to Get Started" button is at the bottom.



2 Register Your Booth Staff

www.PizzaExpoColumbus.com > Show Details > Exhibit > Exhibitor Staff

Registration

<https://pizzaexpocolumbus.pizzatoday.com/exhibitor-staff-registration/>

Your company's CONTRACT CONTACT will receive an email to create an account with Cvent to register staff. The email will come from

PizzaExpoShowTeam@PizzaExpo.com

Register all booth staff as soon as possible so they can get access to matchmaking in the official show app.

Staff badge allotment of 5 comp passes per 10x10 booth. Additional can be purchased.

IMPORTANT:

- Only CONTRACT CONTACT can create an account and register their booth staff through our new system.
- New admins can be added to your account by your CONTRACT CONTACT; details on how to do this and how to register staff are in the user guide on the page link provided above.
- Need help? Email marketing@pizzaexpo.com



*** Please do not reply to this e-mail. It was sent from an automated system. ***

REGISTER YOUR COMPANY FOR PIZZA EXPO COLUMBUS 2025 EXHIBITOR BADGES

Hello Karishma Lulla,

You are receiving this email because you are listed as the Contract Contact for your company exhibiting at Pizza Expo Columbus 2025 October 26-27, 2025.

It's time to register your team for Exhibitor Badges. We have a new registration system (CVENT), and here are easy steps to register your team for badges.

1. Log In

How to log in to the Exhibitor Badge Portal. *Note: this is a link that will only work for you and cannot be forwarded or shared.* Once you log in, you can register your team for badges up to your allotment (5 badges per 10x10 booth). *Tip: Bookmark the page for easy access.*

Exhibitor Badge Portal, you can:

- Register your company for a badge.
- Add staff for badges.
- Assign staff so they can register themselves for a badge.
- View your company's badge allotment (**comp. badges**) and number of badges purchased.
- Add a new user to be an additional Exhibitor Badge Admin for your company, and assign access to the Exhibitor Badge Portal.

Log In



3 Promote Your Participation

www.PizzaExpoColumbus.com > Show Details > Exhibit > Exhibitor Toolkit
<https://pizzaexpocolumbus.pizzatoday.com/exhibitor-toolkit/>

Use your two unique promo codes to invite buyers to the show.



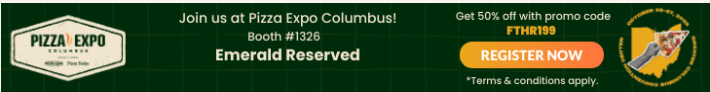
Limit of 25
passes for your
VIP guests



Unlimited

All promo codes expire on **October 25** and cannot be claimed once onsite reg opens. Complete rules and regulations are on the show website.

Take advantage of custom-designed graphics to invite customers to the show. Find these in your customized Feathr dashboard.



4 Access the Official Show App

www.PizzaExpo.com > Show Details > Exhibit > Exhibitor Toolkit

<https://pizzaexpo.pizzatoday.com/exhibitor-toolkit/>

Access the desktop version of the Show App to begin making connections with buyers.

IMPORTANT:

- All users must setup their own unique login and password.
- To access the app, booth staff must be registered. Once registered, each user can access the App using their email (provided at the time of staff registration) and Badge ID.
- Need help? Email marketing@pizzaexpo.com

Download the Show Mobile App.

IMPORTANT:

- Lead retrieval is available only through the official Mobile App onsite. No other lead retrieval solutions are being offered.
- Not signed up for lead retrieval? Reach out to your Account Executive.



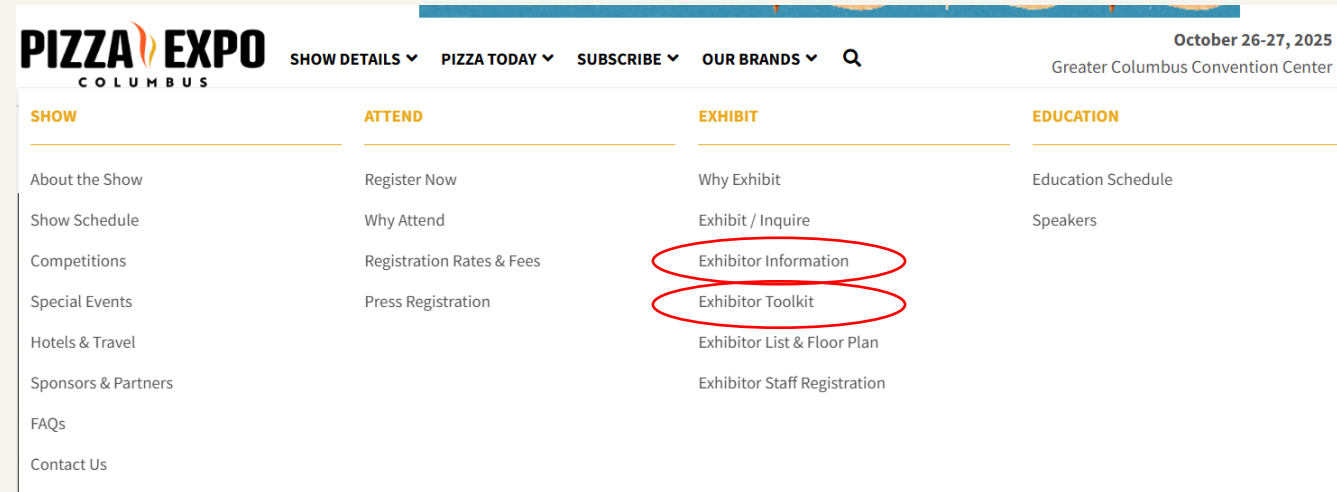
Resources on the Show Website

Find answers to all your questions on the website > [Show Details](#) > [Exhibit](#)

Exhibitor Information: show times, move-in/move-out times, operational requirements, Exhibitor Service Manual

Exhibitor Toolkit: access your Exhibitor Dashboard, register booth staff, free marketing resource

For questions, reach out to marketing@pizzaexpo.com



Upcoming Operations Deadlines:

Food Sampling/Demo Form - Due now

Housing - Due now

Catering/ Ice - October 12th

Advance Shipping window - September 24th – October 17th

Freeman Services Deadline - Due now

Electrical, plumbing, internet, and cleaning - Due now

For questions, reach out to pizzaoperations@emeraldx.com



See you at the show!
October 26-27, 2025 | Greater Columbus Convention Center

