

**** IMPORTANT ****

VENDOR TRADE SHOW INFORMATION AND DEADLINES!

Before you get started, please ensure your contract for the Trade Show and/or Marketing Program is signed. This is important, so you understand how many items you are allowed to register into our show. If you need assistance with this, please reach out to Marketing@CapitolDist.com.

TRADE SHOW APP:

HOW TO REGISTER AS A VENDOR:

Once we receive your final signed marketing program or a la' carte option for the Trade Show, you will be pre-registered in the Trade Show app as a Trade Show vendor. You will need to finalize your registration in the App. The Trade Show App can be found at: <https://tradeshow.capitoldist.com>

Login Credentials you will need:

COMPANY

Your username:

Your password: Password123

Please reach out to Marketing@CapitolDist.com if you have not received this.

- **Trade Show App – How to use guidelines** – For those who are new or need a refresher on using the app ([Download instructions here](#))

NEW ITEM PROCESS:

IMPORTANT – Do NOT set up new items in the system!

- When flagging items in the Trade show App, if you do not see your item listed, it is probably new or discontinued. Do not try to set up any items that are not listed. A new item will need to be reviewed in a New Item Committee Meeting. There are 4 meetings scheduled to review all Trade Show new items. For these meetings, please send your buyer your New Item Form, along with any photos to ensure they have the information they need to present the item well by 12/6, 12/13, 12/20 or 12/27. If the item is approved, your buyer will set up the item and send you the new item number.
- Exceptions to the New Item Process are seasonal, LTO and shippers. **Please note, these items require no minimums on orders for the Trade Show.**

REGISTERING ALL ITEMS IN THE TRADE SHOW APP

- Deadline – all items **must be registered in the Trade Show App by January 10th.**
- Please make sure you review your Marketing Program to see how many items you are allowed in the trade show. Any item over your allowance will incur a \$75 per item charge. Seasonal, LTO and shippers do not have to go through the New Item Process, however, these items still will need to be set up and still count toward your allowed items in the trade show.
- When registering, please remember to include image, the deal you will be offering, month of shipment, and any special requests.

- If registering a shipper, that shipper will not be able to be included in additional 2025 promotions (marketing, promo books, etc.) This creates double booking for customers and no incentive to buy at the tradeshow.
- Promotion months - a max of 2 months can be selected for promotion on any item. Can not be consecutive months. Trade Show ship months will be May through September, 2025.
- **NO BOGOS or Bundle deals will be allowed**, all promotions must have a \$ allowance associated with it.
- Pricing given for tradeshow items must be honored for the whole year regardless of price increases.
- **Trade Show Item Submission Form is required for ALL items registered for the show.** This includes items that have been set up in previous years. We need to ensure that all info is up to date and pricing is accurate. These forms need to be emailed to your buyers in addition to any New Item Forms.

NEW VENDOR

If you are a new vendor for Capitol Distributing and have not been approved, please reach out to Marketing@CapitolDist.com to be reviewed for trade show attendance.

EXHIBITOR BOOTH AND TRADE SHOW SAMPLES

NEW THIS YEAR! This year Capitol Distributing has contracted with Alliance Expo Services, who will be your direct contact for all things regarding Exhibitor Booth needs and any Trade Show Samples you are providing that require to be shipped. You will need to schedule all Trade Show samples and any Trade Show material to be shipped directly to the Advanced Warehouse Storage located in Las Vegas through Alliance.*

**Requirements may be different for fresh/frozen or refrigerated items.

Please reach out to Cori Ballard for confirmation.

INFORMATION FOR USING ALLIANCE APP: INVITATION TO LOGIN

You will receive an email from Alliance Nationwide Expo inviting you to log on. The initial email campaign inviting exhibitors to log into the event portal will be sent from ExhibitorAssistance@alliance-exposition.com. The sender name will be Alliance Nationwide Exposition. Once you are logged into the expo portal, you will be able to order any additional needs not provided to you in your Trade Show booth marketing program, including shipping/receiving of your Show Samples, power, additional tables, linens, etc .

NEW USERS

For exhibitors who are new users in Alliance OnLine, the email campaign will intuitively prompt you to create a password prior to linking you to the event portal.

EXISTING USERS

For exhibitors who are existing users in Alliance OnLine from prior events, you will be prompted to log in using your existing credentials.

SAMPLES:

- Please do not ship ANY SAMPLES or any trade show material to Capitol Distributing Warehouse .*
- Capitol Distributing will not "PULL FROM INVENTORY" any samples this year.*
- Capitol Distributing will not be held responsible for items that do not make it to the Trade Show venue due to incorrect shipping/receiving to our warehouse.



- Please keep in mind all Trade Show sample sizes for the show this year must be 2oz or less.
- If you are planning to sample Food Service items, or serving samples in open cups versus sealed bags, there may be additional restrictions, or a temporary food service permit required. Please review here for additional information.

*Requirements may be different for fresh/frozen or refrigerated items.

Please reach out to Cori Ballard for confirmation.

CONTACT

Alliance Exhibitor Services

ExhibitorAssistance@alliance-exposition.com

Phone: **888.528.2011**

TROUBLESHOOTING FOR ALLIANCE

Should you not be able to locate your email invitation from Alliance, we are happy to assist. Please confirm the following first.

- Check your Spam/Junk folder. Individual security software settings and/or company firewalls sometimes prevent the email from reaching the recipient's email until manually allowed.
- Ensure that you are the primary contact for your organization as registered with show management.
- Though not required, exhibitors may find it helpful to add the Exhibitor Services email above to their safe senders list in advance.

BOOK YOUR HOTEL ROOM

Our Host Hotel for the 2025 Trade Show is the Horseshoe Resort and Casino in Las Vegas. We have a special rate at this hotel for all our customers and vendors attending, and your room will be a quick walk to our Trade Show. This hotel has been newly renovated and is in the middle of the strip, allowing easy access to some of the top sites in Vegas. The deadline for this rate is **Friday, January 24, 2025**, so please reserve your room as soon as possible. For questions, please reach out to Marketing@CapitolDist.Com.

ADDITIONAL LINKED DOCUMENTS FOR REFERENCE

1. [New Item Registration Form](#)
2. [Trade Show Item Submission Form](#)
3. [Trade Show App How-To](#)

Please reach out to Marketing@CapitolDist.Com with any questions.