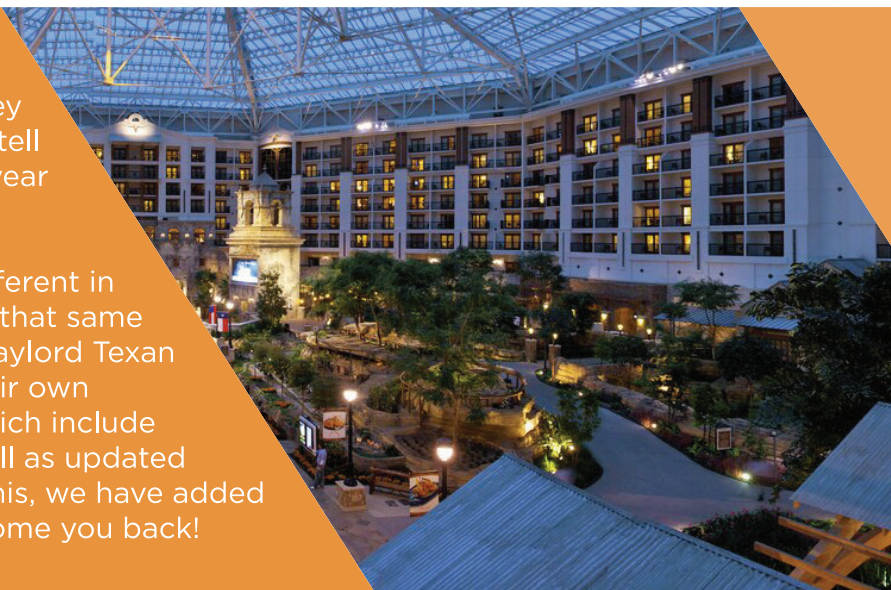


# VIVA FRESH™

PRESENTED BY  
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

Every year, Viva Fresh helps a growing number of retail and foodservice buyers connect with key suppliers in the Tex-Mex region. Past attendees tell us Viva Fresh is a “can’t miss” event and “each year brings something different.”

We know that Viva Fresh might seem a little different in 2021 but we’ve been working hard to bring you that same great experience while keeping you safe! The Gaylord Texan has a variety of safety measures in place for their own employees and for the safety of their guests which include sanitation and social distancing protocols as well as updated food handling and distribution regulations. To this, we have added our own safety practices and measures to welcome you back!



MARCH 26-27, 2021 | GAYLORD TEXAN RESORT | DALLAS, TEXAS

# NETWORK *Safely* WITH US!

## SHORTENED SCHEDULE

We asked and listened. You told us you love Viva Fresh but this year you want the same great experience in less time. We’ll be back with everything you have come to love from our show but will skip the educational sessions this year.

## LIMITED ATTENDANCE

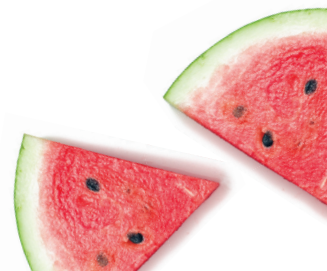
In order to comply with social distancing rules, we are limiting attendance from our attendees and exhibitors. This will make for less crowds and more comfort.

## WIDER AISLES

Just like with the limited attendance, this will allow our attendees to have more room to move around the show freely (and safely).

## TEMPERATURE CHECKS

All attendees/exhibitors wanting to access the convention and trade show areas will get their temperature checked prior to entering. Should anyone have a high temperature, they will be asked to sit for a few minutes to cool off, allowing those who might have run from the other side of the hotel to cool off.



## SOCIAL DISTANCING SOLUTIONS FOR ALL COMFORT LEVELS

Depending on your level of comfort while at the trade show, we will offer three different colors of lanyards:

**Green:** Most comfortable with closer contact/masks off while eating

**Yellow:** Somewhat comfortable with contact but still want to maintain a bit more distance

**Red:** Would like to be a little more conservative when it comes to close contact

Additionally, our Opening Reception and Keynote Luncheon will follow a similar model where attendees can self-select their level of contact comfort for their own protection, safety and ease of identification by others:

**Outside:** Most distanced/masks on at all times

**Inside Main Floor:** Medium distanced

**Inside Upstairs:** Least distanced/can remove masks for longer periods of time

### DAILY CHECK-IN APP

We will ask all attendees to check-in via app by answering a few questions on how they are feeling that day for an extra level of precaution.

### MASKS REQUIRED

We have instituted a mask mandate in all conference and trade show areas. To this end, we will not offer sampling and ask that there is no eating or drinking on the main show floor. We will offer separate refreshment lounges where masks can be removed to enjoy drinks and snacks.

### SANITATION STATIONS

You will find hand sanitizer stations not only throughout the hotel but also in the convention and trade show areas. Wash/sanitize your hands as often as possible to keep away germs!



### PLEXIGLASS ADDED

You will see plexiglass throughout hotel and event registration areas as well as in the speed networking meeting rooms. This will add additional protection in addition to ample space for social distancing.

### CONTACTLESS REGISTRATION

We will handle as much of the registration and payment process ahead of time as possible in order to keep contact to a minimum. This way, attendees will be able to pick up their badges and bags with minimal hassle and contact.

### GOLF SAFELY WITH US!

Enjoy a round of golf with your peers in one of Texas' most beautiful courses while staying safe outdoors. In addition to social distancing of 6 feet apart and thorough sanitation of all golf carts and high-touch surfaces, the Cowboys Club has also modified their putting green cups for touch-free retrieval and removed rakes in all bunkers.

CONTACT HECTOR GARZA FOR MORE INFORMATION:

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