



Dear IIAR Partners,

Thank you for your support of IIAR! My name is Angie and I will be your main point of contact this year. Our team is looking forward to working with you to make your participation at the [2023 IIAR Natural Refrigeration Conference & Heavy Equipment Expo](#) a success. Please read this email in its entirety, as it includes important details on your participation for the upcoming event.

UPCOMING DEADLINES

Below are reminders for upcoming deadlines. We ask that all exhibitors be mindful of the deadlines to allow for a better exhibiting experience. You can find more information for each item in the rest of this email.

Freeman Exhibitor Services – Monday, February 13, 2023

COI Forms – Monday, February 13, 2023

Exhibitor Housing – Friday, February 17, 2023 or until the block sells out

AV Exhibitor Orders – Monday, February 20, 2023

Internet Exhibitor Orders – Friday, February 24, 2023

Exhibitor Registration – Monday, February 27, 2023

ADDITIONAL SPONSORSHIPS AVAILABLE

Are you looking to make more of an impact at the IIAR 2023 Expo? Consider signing up for additional sponsorship opportunities to promote your brand at the first annual Natural Refrigeration Foundation [Pickleball and Cornhole Tournament](#). Available opportunities include sponsoring any of our six tournament courts or sponsoring the winners medals. All event proceeds directly benefit the [Natural Refrigeration Foundation](#) (formerly ARF).

EXHIBITOR SERVICE KIT

The exhibitor service kit, provided by Freeman can be found [here](#). Please review the kit carefully as it will contain all show hours and details, as well as the necessary forms to ship your materials, order furnishings, hire labor and purchase utilities. The **discount deadline** for exhibitors to order booth materials and services is **Monday, February 13, 2023**.

REGISTRATION & HOUSING

Registration and housing are now open for the 2023 IIAR Natural Refrigeration Conference & Heavy Equipment Expo. **At this time you should have received an email from the IIAR team to redeem your complimentary passes.** If you have not, please contact [Lisa Berryman](#). Please be sure to redeem your complimentary passes by **Monday, February 27, 2023**.

The 2023 IIAR Natural Refrigeration Conference & Heavy Equipment Expo will be taking place at the Long Beach Convention Center in Long Beach, California. IIAR has room blocks at four nearby hotel properties. **All Exhibitors attending the conference should book their housing now and not wait for their complimentary conference registration information.** The deadline to book at all properties is **Friday, February 17, 2023** or until the block sells out.

Currently, the Hyatt Regency, the Westin, and the Renaissance have limited availability in their blocks. If you are unable to secure rooms at those properties, we have recently contracted the Hilton Long Beach as our overflow hotel. There are no additional room blocks available once all properties sell out.

Hilton Long Beach

701 W Ocean Blvd, Long Beach, CA 90831

Rate: \$249

Distance to Convention Center: 0.8 miles / 15 min. walk

Deadline to book: February 17, 2023

Additional housing information can be found [here](#).

AV & INTERNET ORDERS

Attached you will find the order forms for AV and Internet through their respective vendors. Place your orders by

AV orders can be made through INSPIRE Solutions. Orders should be placed by **Monday, February 20, 2023** for advanced pricing.

Internet orders can be made through SmartCity Networks. Orders should be placed by **Friday, February 24, 2023** for advanced pricing. *NOTE: the order form states February 25 as the deadline, which is a Saturday.*

COI FORMS

The IIAR exhibits team will start collecting Certificate of Insurance (COI) forms now through **Monday, February 13, 2023**. As a reminder, insurance coverage is not optional and must be in force during the dates of the event. If you do not have insurance, or you would rather not use your own insurance, we have set up a program with **Rainprotection Insurance** through which you can purchase compliant insurance instantly online. The form is included in the exhibitor services kit.

PRE-SHOW ATTENDEE LIST

The pre-show attendee list will be shared with exhibitors by mid-February. The email will come directly from exhibits@iiar.org.

EXHIBIT HALL

Please note the exhibit hall hours below to plan your time at the expo:

- **Exhibitor Move-In**
Saturday, March 11, 2023 9:00 am – 5:00 pm
Sunday, March 12, 2023 8:00 am – 5:00 pm
- **Exhibit Hours**
Monday, March 13, 2023 9:30 am – 1:45 pm
Tuesday, March 14, 2023 7:30 am – 1:15 pm
Tuesday, March 14, 2023 4:45 pm – 7:00 pm
Wednesday, March 15, 2023 7:30 am – 9:30 am
- **Exhibitor Move-Out**
Wednesday, March 15, 2023 9:30 am – 3:00 pm

**Please note these hours are subject to change.*

QUESTIONS?

Should you have any questions, please do not hesitate to reach out to exhibits@iiar.org.

You can access our newsletter archive [here](#) to review all information shared to date.

Our team is look forward to working with you and welcoming you to Long Beach in March!

Best regards,

Angie Avendaño
IIAR | Exhibits Management Team
exhibits@iiar.org



