



Vendor Guide

Welcome to the Vendor Guide for Harvest Group's 2026 Blueprint Showcase!

This guide includes everything you need to prepare for a successful event.

Our goal is to create a seamless, welcoming experience that fosters meaningful connections with Walmart merchants while keeping your products and innovations as the showcase focus.



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Agenda

9:00am - 12:00pm Vendor Setup & Lunch
To-go lunches will be available at 11am

12:00pm - 12:30pm Keynote Speakers
Featuring: John Laney, Melody Richard, and Tasha Tandy

12:30pm - 3:00pm Showcase Open
Including: Walmart Merchants and Leadership

3:00pm Teardown



Preparing for the Event

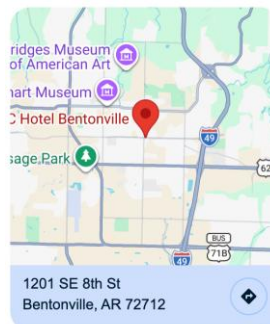
Registration Information

Please fill out our registration form [HERE](#) by August 7, 2026 to secure your spot at the event. Only one member of your team needs to fill out the Table Information portion of the form.

Venue Location and Parking

The Blueprint Showcase will be held at the AC Marriott Bentonville, on the new Walmart Home Office Campus.

Address: 1201 SE 8th St, Bentonville, AR 72712



Free parking is available at the AC Marriott as well as Level 1 of the parking decks on 8th and J Street. View the campus map [here](#).

Nearby Hotels & Discount Codes

Motto by Hilton, Bentonville – 22% Discount Corporate Rate

The Compton Hotel, Bentonville - 15% Off; Promo Code: BBR

AC Marriott Hotel, Bentonville – Rate available Friday & Saturday only

Hotel Avail, Rogers – 22% Discount Corporate Rate

Element Bentonville - \$169 + tax



Table Footprint

Your team has the choice at registration one table with a black tablecloth:

- Option 1: 6-foot rectangular table to pass out sample products
- Option 2: High-top cocktail table for showcasing small products & networking

Please keep all materials, signage, and equipment within your assigned table space. Aisles should remain clear at all times.

Items Harvest Group Will Provide

Each supplier space will include:

- Tabletop sign displaying your company or brand logo (Harvest will create and print from files uploaded with registration)
- Disposable serving supplies:
 - Small plates
 - Bowls
 - 2 oz. sample cups
 - Forks
 - Spoons
 - Napkins
 - Food-safe gloves



Suggested Items to Bring

- Product samples
 - We estimate 200 attendees with 30% being Walmart associates
 - Ready-to-eat and ready-to-drink are preferred due to limited prep space availability
- Serving trays, bowls, or display containers
- Serving utensils
- Extension cords or power strips (if electricity has been requested)

To personalize your table while maintaining a consistent event appearance, you're welcome to bring:

- Products (not for sampling) to display current assortment and innovation
- Branded table runner or tablecloth
- Freestanding banners
- Tabletop décor that fits within your assigned table footprint



Optional Items Available Upon Request

Harvest Group will coordinate these items with your primary contact.

- Electricity
- Refrigeration
- Ice
- Kitchen prep space (offsite)
- Small appliances (air fryers, warming tables, microwave, air pots etc.)

Items to Leave Behind

To ensure a consistent experience for all participants, we ask that you do not bring:

- Pop-up tents or canopies
- Pipe-and-drape or backdrop displays
- Large product displays, shelving, or fixtures that extend beyond the table footprint
- Floor displays or pallet displays
- Balloons or oversized promotional decorations
- Audio or video displays (unless approved in advance)
- Sampling stations that require additional space outside your assigned area



Shipping & Receiving Information

Shelf-Stable Shipping and Receiving

- Attention to: Michelle Treviño
- Address: Harvest Group
5100 W JB Hunt Drive
Suite 720
Rogers, AR 72758
- Delivery Day and Time: August 17th-September 9th, 8am to 5pm
- Send tracking numbers and information to your Harvest account manager and blueprint@harvestgroup.com
- If you are scheduling LTL deliveries, Harvest has a loading dock. Delivery times between 8am and 5pm, Monday-Thursday. If a phone number is needed, you can add Michelle Treviño 785-418-0847.

Refrigerated or Frozen Shipping and Receiving

- Attention to: Michelle Treviño
- Address: NWA Food Bank
1604 Honeysuckle St
Lowell, AR 72745
- Label: Attach the appropriate freezer or cooler label from page 5 and 6 of this guide to each box
- Delivery Day and Time: September 1st-3rd and 8th-10th, 7am to 1pm
- Send tracking numbers and information to your Harvest account manager and blueprint@harvestgroup.com
- If you are scheduling LTL deliveries, the NWA Food Bank has a loading dock.



During & After the Event

Food Safety Guidelines

To help provide a safe and enjoyable experience for all attendees, Harvest asks that all exhibitors follow these basic food safety practices:

- Maintain proper hot and cold holding temperatures for all perishable foods.
- Use gloves, tongs, or other utensils when handling prepared foods.
- Protect food from contamination by keeping samples covered when not actively serving.
- Be prepared to identify ingredients and major food allergens upon request.
- Maintain a clean serving area and properly dispose of waste throughout the event.

These expectations are intended as general event guidelines and are **not** a comprehensive list of food safety requirements.

Each exhibitor is responsible for complying with all applicable federal, state, and local food safety regulations, including the **FDA Food Code** and any venue or local health department requirements. Harvest reserves the right to ask exhibitors to modify or discontinue sampling activities that do not meet these expectations or create a food safety concern.

For additional guidance, please refer to:

FDA Food Code: <https://www.fda.gov/food/fda-food-code>

Your applicable state or local health department regulations.

Post Event Sample Donation

Any unopened samples left behind at the event will be donated to the NWA Food Bank. nwafoodbank.org



HARVEST

GROUP

COOLER

HARVEST

GROUP

COOLER

HARVEST
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FREEZER

HARVEST
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FREEZER