

EXHIBITOR MANUAL

This Exhibitor Manual will provide you with information regarding your exhibit at

WESTWARD EXPO'S



Del Mar Fairgrounds

March 2, 3, 4, 2012

Answers to many of the questions you may have concerning your exhibit and the facility are contained in the following pages. We urge you to read this entire EXHIBITOR MANUAL. It will help eliminate surprises and alleviate guesswork.

If you have any questions, don't hesitate to call
(858) 350-3738
Monday through Friday

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GENERAL INFORMATION

QUICK REFERENCES

Description	Company Name	Phone #
Show Management	Westward Expos	(858) 350-3738
Show Office	Westward Expos	(858) 336-8333
Decorator	Raphael's Convention Services	(858) 689-7368
Electrical Contractor	Edlen Electrical	(619) 696-6625
Phone Service(Hardware)	Fair Bell	(858) 792-4400

SHOW LOCATION

Del Mar Fairgrounds
2260 Jimmy Durante Blvd, Del Mar, Ca 92014
Open Dates: Wednesday Feb. 29, 2012 - Monday March 5, 2012
(858) 336-8333 Show Office

CHECK-IN

Exhibitors must first check in at Show Office Tent located by the Don Diego Clock Tower (see map). Exhibitors will receive their badges at check in. **NO EXHIBITOR** will be permitted to move in if exhibit space is **NOT PAID IN FULL**. We will accept **cash or cashiers checks only** after Feb. 20, 2012.

MOVE-IN

Feb 29 – March 2 FLOOR GUIDELINES

BEG **END**

Wed. 8 a.m. 6 p.m. Vehicles only 8 AM to Noon

Thurs. 8a.m. 6 p.m. **No vehicles or trailers. Handcarts only.**

Fri. 8a.m. 10 a.m. **No vehicles will be allowed in the show**

area. All deliveries must be **made from the parking lot**, behind the fenced in show area.

Access to the right after entering through the Solana Gate.

- **WEDNESDAY A.M. IS ONLY TIME FOR DRIVING INTO THE BUILDINGS**
- 30 minute maximum unloading time.
- No children under age 16 allowed on show floor during move-in.
- Management may restrict/limit vehicle access if necessary.
- Exhibitors are responsible for any damage caused by their driver(s)/ vehicle(s).

Management may adjust move-in dates/times for Exhibitors based on floor location. You will receive a specific move in time for your company mailed to you approximately five weeks prior to the show. Please contact us if you do not receive your scheduled move in time or if it needs to be adjusted. No Friday move-ins will be scheduled, call show management if you need special consideration. This will allow your space assignment to remain reserved.

We adhere to Open Show Principle where no neighboring booth is to be obstructed. If you are aware that your exhibit is setup in such a way that it might obstruct/offend your neighbor, please let us know in advance and together we can solve the dilemma.

SHOW DECORATOR

Raphael's Convention Services

8606 Miramar Road

San Diego, Ca. 92126

(858) 689-7368 Phone

(858) 689-8040 Fax

- Services available March 1, all day, on site representative available.
- Order forms with ordering deadlines included on line.
<http://www.sandiegohomegardenshows.com/>
- Completing forms in advance may entitle Exhibitor to discounted prices and save time.
- An Exhibitor may hire another contractor for additional services at the Exhibitor's own expense.

WAREHOUSE SHIPPING

Exhibitor's Company Name, Booth #

Westward Expo's Spring Home/Garden Show

c/o Raphael's Convention Services

8606 Miramar Road

San Diego, Ca 92126

(858) 689-7368 phone

(858) 689-8040 fax

- Forms included with this Exhibitor Manual, provides specific instructions, rates and procedures.

STORAGE

- Raphael's Convention Services will provide crate/carton storage and removal services for drayage received by them.
- Exhibitor booth space is the only other storage option.

SPACE ALLOTMENT

- Show Management will provide an 8ft. high back drape and 3ft. high side-drape
- 3ft. high side drapes will extend 10ft. out from back drape.
- *Portions of Exhibitor's displays extending beyond 7ft. from the back drape may only be 3ft. in height.*
- Show Management will govern the allotment of booth space on the floor.

BOOTH SIGNS

- An identification sign with your company's name, as shown on your space application form will be provided.
- Booth signs may be displayed above the back drape.
- No wording or graphics are allowed on the backs of exposed booth signs.
- No signs, banners, decorations, or materials of any nature are to be taped, tacked, secured, fastened or anchored to any building part, wall, pillar, door or window.

FORK-LIFT SERVICE

- Come prepared with a handcart/ pallet jack to avoid a delay.
Fork-lift is available on a First come basis.

PARKING

- Parking is controlled by the Del Mar Fairgrounds, and they have a **CURRENT POLICY**
- Individual exhibitors will be charged \$9.00 per vehicle (good for the entire event).
- Exhibitor parking passes can be purchased only at the Fairgrounds Solana Gate parking entry point when paid parking is in effect (show days). The Solana Gate, is a special exhibitor gate that will be utilized for the run of the event.
- This \$9.00 exhibitor parking pass allows for in & out privileges for the run of the event.

SHOW HOURS/DATES

<u>March. 2, 3, 4, 2012</u>	<u>BEG</u>	<u>END</u>
Friday	11 a.m.	6 p.m.
Saturday	10 a.m.	6 p.m.
Sunday	10 a.m.	5 p.m.

- Exhibitors may enter two hours early to re-stock booths.
- No handcars permitted during show hours.
- **NO EARLY DISMANTLING ALLOWED.** Please respect the public and your fellow exhibitors and adhere to the published show hours.

BADGE/PASS ALLOTMENTS

This policy has been implemented for the purpose of providing security. Badges are required for all personnel before, during and after the show.

Booth Size	Badge Allotment
10'x10'	5
10'x20'	7
10'x30'	9
10'x40'	11

- Badges will display Exhibiting Company name.
- Badges are for the exclusive use of Exhibitor Personnel.
- Additional/replacement badges: \$3.00 each.
- Will Call available for Exhibitor Badge pick up and client/guest passes at Exhibitor entrance.

SHOW TICKETS

Full admission show tickets are available in groups of 10 for \$40 (\$4 each). The ticket design allows room to insert your company name on the ticket. Example: Courtesy of Joe's Roofing. Supplies are limited.

BOOTH REGULATIONS

- Exhibits may not obstruct the view or operation of another exhibit, no items are to be placed in the aisles (tables, chairs, product, etc.).
- Exhibitors may not transfer, assign or sublet any of its contracted space w/o authorization from Show Management.
- Non exhibiting companies may not use booth space jointly with an Exhibitor w/o authorization from Show Management.
- Exhibitor's must only promote brand names and items written in application.
- Exhibitor's are expected to keep booth neat and tidy, do not throw boxes or trash generated items into the aisles during show hours.
- **EXHIBITOR'S MUST STAFF BOOTHS DURING SHOW HOURS**
- Show Management reserves the right to enforce and/or modify all rules and regulations that are in accord with the best interest of the show.
- No items may be thrown at any time from your booths.
- Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner.

EXHIBITOR SALES

- Be sure to have an adequate supply of product.
- Freight doors will not be opened for merchandise pick up during show hours.
- All demonstrations, advertising, displays, equipment, samples, souvenirs and sales must be contained within the booth area.

TAX & LICENSE INFORMATION

- Exhibitors directly selling products must have a California Seller's Permit.

AUDIO/VISUAL/ART/PHOTOS

- Audio equipment, music, instruments and microphones are permitted.
- Show Management may restrict or prohibit the use of an Exhibitor's audio equipment for the duration of the show if volume levels continually exceed a reasonable level.

- Exhibitor is responsible for obtaining applicable licenses, permits, and/or authorizations to use music, photographs, videos or other copyrighted material.
- Show Management may prohibit the use of any items in potential violation of authorizations.
- Costs related to any copyright infringement shall be the responsibility of the Exhibitor.

CONTEST/PROMOTIONS

- Exhibitors must adhere to all applicable laws.
- Contests must be free of any obligation on the part of the winner.
- Awards and terms of the contest must be clearly stated on each entry form.

FOOD SALES/FREE SAMPLES/CONCESSIONS

- Exhibitors must notify Show Management of their intention to sell or distribute food and/or beverages of any size or kind, which will be consumed on the premises.
- Premiere Foods is the exclusive food and beverage distributor at the Del Mar Fairgrounds, no outside food or beverage is allowed inside the facility.
- Free samples should be approved prior to show by Show Management.
- No popcorn can be given away, per fairgrounds policy.

USE OF BALLOONS

- No helium balloons may be distributed to attendees; any is subject to Fire Marshall regulations and post show clean-up charges.
- Balloons must be anchored to the display for the duration of the show.
- Helium tanks will be removed during show hours if not secured to display.

SECURITY

- Security personnel are provided 24 hours per day from move-in through move-out.
- Show Management recommends that exhibits be occupied by Exhibitor personnel at all times, especially at the close of the show until items have been removed during move-out, and locking or removing valuables from your booth nightly.
- Inform Show Management of any loss or damage to displays and/or inventory.
- Westward Expos, L.P. will not assume any responsibility for any loss due to fire, theft, etc., the Exhibitor shall assume all responsibility.

INSURANCE

- Show Management is insured against public liability and property damage claims arising out of the conduct of the show.
- Exhibitors are encouraged to seek their own insurance to cover property, inventory, and public liability claims.
- Exhibitors are encouraged to seek insurance against accidents, injuries and property damage caused to any persons or property which arise out of an Exhibitor's participation or activity in the show.

ACCOMMODATIONS

RECREATIONAL VEHICLES

Del Mar Fairgrounds does have over night RV parking with full hook-ups available on a first come first served basis. For current rates and availability call the Fairgrounds at (858) 755-1161 Ext 2894.

HOTEL/MOTEL LIST

A list of various locations and prices is available on our web site @www.sandiegohomegardenshows.com, under “exhibitor info” if you desire.

MOVE-OUT

<u>March 4</u>	<u>BEG</u>	<u>END</u>	<u>VEHICLE RULES</u>
Sunday	5:30 p.m.	7p.m.	None permitted until public is cleared of the buildings
Monday	8 a.m.	NOON	Vehicles permitted

- No removal or dismantling of exhibits prior to final show closing day & time.
- Removal of portable items/stock is recommended to safeguard against pilferage.
- Management may adjust move-out dates/times for specific Exhibitors based on floor location. EFFECTED EXHIBITORS WILL BE NOTIFIED IN ADVANCE.

GENERAL RULES & REGULATIONS

DEL MAR FAIRGROUNDS

- No signs, banners, decorations, or materials of any nature are to be taped, tacked secured, fastened or anchored to any building part, wall pillar, door or window.
- Exhibitors laying floor coverings may not adhere them to the building floor.
- Exhibit halls have been designated as "Non Smoking" buildings.
- Use of flammable gases (Acetylene, Hydrogen, Propane, Butane and LPG) are strictly prohibited inside the buildings.
- Flame retardant treatment
 - A) All decorations, drapes, signs, banners, sails, acoustical materials, hay straw, moss, split bamboo, and all dried vegetation (palm fronds, corn stalks,etc.) shall be flame retarded to the satisfaction of the State Fire Marshal.
 - B) A State Fire Marshal's Certificate of flame retardency is required, or the ability to pass the inspector's field flame test.
 - C) Caution, most plastic materials cannot be made flame retardant and there use is prohibited.

ELECTRICAL

- Electrical power is available through Edlen Electrical please fill out forms included and return to them.

PHONE

- Phone service/hook up will be acquired through Fair Bell at the Del Mar Fairgrounds, call (858) 792-4400.