



2017 EXHIBITOR MANUAL

April 5-9, 2017

San Mateo Event Center

2495 South Delaware Street

San Mateo, CA 94403

Deadline for Ordering March 24, 2017

Dear Exhibitor,

Thank you for joining us for the 2017 San Francisco Flower & Garden Show! We would like to thank everyone for being part of the revitalization of the San Francisco Flower & Garden Show.

This is the 32nd annual San Francisco Flower & Garden Show. As we continue to build a truly world-class event, we are very excited to have you as our partner in this endeavor.

Best wishes for a Great Show!

Sherry Larsen, Jan Corcoran & Sara Hellett

A FEW VERY IMPORTANT NOTES

- **Thank you for participating. We look forward to meeting each one of you!**
- **Move-in Days & Times:** You will be allowed to move-in either Monday or Tuesday. Move-in will be from 8 am to 7 pm each day. A Drive-in Pass emailed mid-March. You'll need this pass to drive to any of the buildings.
- **Remember To Order** your decorator needs by **March 24, 2017** to receive their discounted prices.
- **Check In at the Show Office** The Show Office will be set up at the main entrance to the Expo Hall. All wristbands and parking passes must be picked up during move-in at this location.
- **5-day and 1- day Parking Passes** If you did not purchase your parking pass when you booked your booth, you may purchase them at move-in only. The Event Center will be selling the passes at the Show Office only during move-in. The 5-day pass will be \$50 and the 1-day pass is \$10. If you fail to purchase your pass you will be need to buy a pass each day from the parking attendant for \$12/day with **NO** in/out privileges.
- **The following items must be complete before you will receive Move-in clearance:**
 - Your Balance is Paid in full
 - Your **California Seller's** permit number must be on file
 - Additional Insurance Certificate must be on file
 - If you will be offering tastings of a food or beverage you must obtain a San Mateo County Health Permit through the Show.
- **PLEASE READ THIS ENTIRE EXHIBITOR MANUAL CAREFULLY**

If you have exhibited before please don't assume everything is the same. Things have changed and you'll find new information within.

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Section 1 – Creating Your Exhibit

San Mateo Event Center can be drafty, so dress accordingly.

Exhibit Guidelines:

Your exhibit space consists of an 8' high pipe drape back and 3-foot high side drapes. High wall booths will receive 8' high pipe and drape back and sides. The decorator will install an exhibitor identification sign (11"x17") with your company name and a separate booth numbers on the back drape of your exhibit space. (Please see requirements under "Signage" on page 6). Exhibitors are responsible for all other aspects of their exhibit space, including floor coverings, electricity, lighting, and decoration. Marketplace exhibits should reflect the ambiance of the overall Show – high quality, garden-related and festive.

Allow 4" leeway when installing hard wall displays. **All merchandise and materials must be contained within the exhibit space throughout the Show. There is NO room for creepers!**

Fire Safety Regulations:

The San Francisco Flower & Garden Show must pass a fire safety inspection by the State Fire Marshal in conjunction with the San Mateo Fire Marshal in order to open its doors to the public. Strict rules will be enforced regarding display materials in exhibit spaces.

- Tents and canopies will not be allowed
- All materials in exhibit construction and decoration must be flame retardant. Exhibitor will be required to provide a flame retardant certificate or the label of the product used to treat potential flammable material. Exhibitor may apply flame retardant or hire a professional company specializing in this process. These companies can treat your exhibit materials: Coit: (415) 362-3516 Flamort Co.: (510) 357-9494
- All exhibitor supplied electrical power strips must be the GFI type.
- All cooking demonstrations must have a fire extinguisher, **NO EXCEPTIONS.**
- No open flames allowed. All cooking must be done on electric grills.
- No exhibit may extend into the aisle, block or impede access to any fire hydrant.

Services & Order Forms:

You will find the order forms for the following Decorator and subcontractors services on the Show's website under Exhibitor Info; 2017 Exhibitor Kit. Each item below is linked to the required order form. Click on the item and the correct form will open in your browser. Please note the pre-order deadline is March 24th.

Electrical Service: All exhibit spaces will include with 500 watts of electrical service. Regardless of the size of your exhibit space you can only use 500 watts. If you need **additional** electrical service contact the Show Office at: office@sfgardenshow.com. You must order additional electrical service in advance. If during the electrical audit, it is found that you are using more than 500 watts you will be charged at the floor rates.

Health Permit: If you will be offering the public sample of any food or beverage you are required to complete San Mateo County Health Department Application and submit it to the Show Office no later than March 10th.

Internet: The Event center offers a 500Kb basic unsecured connection for free. **THE PASSWORD IS: Welcome!** There are also more upgraded options, which are secured and unsecured connections, for different fees. You will need to complete the Internet & Wireless Order Form.

- [Furniture, Carpet, Forklift & Booth Cleaning Service](#)
- [Freight_Handling_Services](#)
- Electrical Service – contact the Show Office if you need more than 500 watt service
- Health Permit for [Temporary Event Food Application](#)
- [Internet & Wireless Service](#)

Signage:

The decorator will provide an 11"x 17" sign with your company name and a separate booth number at the back drape of your exhibit. You may use your own company signage. Your signage can not extend above the height of the back drape. Your booth number must always be visible. Your booth number will be printed in the Show Guide. Use **professional printed signs only, hand-written signs are NOT permitted for your company name or anywhere in your booth.**

Headsets and Microphones:

Headsets and hand-held microphones are **NOT** permitted in any exhibit area. No exceptions.

Noise:

Exhibitor shall not permit continuous sound in any form emitting from his/her booth, which will disrupt the show or interfere with neighboring exhibitors.

Alcohol Policy:

Alcohol consumption in the exhibit space by exhibitors is prohibited during Show hours. San Mateo Event Center prohibits the consumption of alcoholic beverages in the parking lots.

Decorator Service Desk – Event Rentals/ Services:

The Decorator Service Desk is located in Fiesta Hall (southeast side of building). They will schedule freight and material handling requests during move-in and move-out, provide exhibitor services and rental of furniture & carpet. The hours of operation for the Service Center are as follows:

Monday, April 3, 2017	8:00 am – 5:00 pm
Tuesday, April 4, 2017	8:00 am – 5:00 pm
Wednesday, April 5, 2017	8:00 am – 5:00 pm
Show days onsite and on call if needed	
Sunday, April 10, 2017	5:00 pm – 9:00 pm
Monday, April 11, 2017	8:00 pm – 12:00 pm

Items not ordered in advance of the Show will be subject to premium on-site pricing. **For the best prices, be sure to order everything you need by March 24, 2017.**

Recycle Cardboard & Garbage:

The San Mateo Event Center will pick up cardboard each evening. Please **breakdown** cardboard and place in the aisle **after** the Show has closed.

Please help keep your area and the grounds tidy. Your assistance is appreciated.

Section 2 – Move-In Day and Exhibit Set-Up

Move-In Schedule:

Exhibitors will be able to move-in Monday and Tuesday and from 8 am to 7 pm each day. Please note Drive-in Passes and instructions will not be emailed to any exhibitors with outstanding balances.

Drive-In Pass: You will be emailed a Drive-In Pass. This pass is required for any vehicles entering the Event Center grounds (not the parking lot). You must print and complete all requested information on this pass for **each** vehicle that will be driving onto the grounds. You will enter through Gate 7 ONLY. The Drive-In Pass will be reviewed prior to allowing your vehicle to enter the grounds. Place the pass in plain sight on your dashboard. If you will have more than one vehicle you may print additional copies of the pass for the other vehicle. A maximum of 2 vehicles per exhibitor will be allowed in the load-in at the same time.

Load-In & Parking Arrangements:

Use the main gates on Saratoga Drive to enter the parking lot and proceed to Gate 7. Show Staff will direct you to the proper building. **Please place your drive-in pass with sign name, booth number and cell phone number of the driver on your dashboard.** Keep your vehicle unloading time to 30 minutes, if possible. This pass allows you close access to the Halls to unload your vehicle. Only after parking your vehicle elsewhere should you begin setting up your exhibit.

As soon as you have unloaded your vehicle, the vehicle must be moved from the load-in area over to the Exhibitor parking, at the south parking area. Please keep in mind that many other exhibitors are waiting to load in their materials as well.

Exhibit Set-up Hours:

The Halls will be open until **7:00 pm** Monday and Tuesday. All exhibits must be staffed and ready for the public by 9:00 am Wednesday.

Exhibitor Check-in:

All exhibitors must check in at the Show Office which will be located in the Ticket Lobby in the Expo Hall. You will pick-up your wristbands and parking passes at the Show Office during move-in ONLY.

Wristbands: The complete package of wristbands will be picked up at the Show office during move in. Each exhibit space will receive up to 4 wristbands for each day. Wristbands are required and must be worn for all exhibitor admission to San Mateo Event Center during all hours of the Show. Please note each day's wristband is a different color. You will **NOT** be admitted into the Show without a wristband on your wrist. It is not sufficient to show an unattached wristband; it must be properly attached to your wrist or you **WILL NOT** be admitted into the Show.

Wristband distribution is your responsibility. Arrangements must be made in advance for distributing wristbands to those staffing the exhibit booth. **They can be held at the Will Call box office, but you are responsible to get it there.** Wristbands are for exhibitor staff **ONLY** and are not transferable. Friends and family who are not working the booth must purchase a ticket to enter the Show. Advance tickets can be purchased for \$17.50 per ticket by emailing tickets@sfgardenshow.com by March 17th. You will need to have a credit card on file or mail a check for the tickets that reach the Show Office by March 17th. Please return any unused wristbands to the Will Call booth or Show Office by

Wednesday morning. Any exhibitor violating the Show's wristband policy will not be issued wristbands for admittance the following exhibiting year; you will need to purchase your own tickets for entry. **Do not misplace your envelope of wristbands or replacements will cost \$10.00 per wristband, no exceptions.**

Educational exhibitors receive the following allocation: 4 wristbands per day

The number of wristbands for non-profit and educational is based on two people in a 100 sq ft booth, working two four and a half hour shifts per day. Non-profit and educational organizations that choose to offer less than four and a half hour shifts can purchase a limit of two extra wristbands per day for \$10.00 each.

Parking – 5 and 1 Day Passes:

If you have purchased your parking passes they will be available at the Show Office during check-in. Exhibitors who have not purchased their parking pass may do so during check-in at the Show Office from a San Mateo Event Center staff. The 5-day parking pass is \$50; 1-day parking pass is \$10 and will be **only** be available for purchase during move-in. These prices are set by the San Mateo Event Center. Parking passes **must be purchased no later than April 4th, 2017 during move-in**, after which time you will be unable to purchase a pass.

Without a pass the Daily Parking is \$12 per vehicle **without** any in-and-out privileges.

Freight Receiving and Forklift Service:

Expo Décor will be handling all freight services; receiving and forklift services this includes use of pallet-jack service. Please see the advance order forms included in the kit. Special rates for freight receiving and forklift services have been negotiated based on the special needs of Garden Show Exhibitors. To confirm freight charges in advance or if you have any freight or forklift questions, please contact Leann at **559-495-3300**.

Restocking:

Your inventory may be restocked daily each morning 1 ½ hours before the show opens and in the evenings for 1 hour after the show closes. **Hand trucks and dollies are not permitted on the Show floor during Show hours to avoid the risk of injuring attendees. Please keep safety foremost in your minds at all times.**

The Show has available both inside and outside storage at \$3.00 per square foot. If you like onsite storage and have not already ordered storage please call for availability.

There will be only one point of entry on show days for restocking from your vehicle or storage area. We will have a security guard at the East Side, Gate 7 to allow exhibitors wearing their proper wristbands to enter. Do not enter thru the attendee entrance, you will be asked to enter at Gate 7.

All Gates will close at 9:45 am; if you need to restock from your parked vehicle you will need to exit and enter from Gate 7, the East side. Exhibitors may also restock from their paid storage space. Remember no hand carts or dollies are allowed on the show floor during show hours.

Exceptions: All vendors who make **prior request** for a Show Day Drive on Property Pass will be allowed to bring their trucks on the grounds entering from Gate 7 for restocking in the Halls, the hours will be 7:30 am to 9:30 am (No vehicles will be admitted after 9:15am, NO EXCEPTIONS). All vehicles must be off the grounds at 9:30 am. All vendors, must request a Show Day Drive In Pass at the Show Office during move-in.

Restocking Hours -

Each morning before the Show opens - 7:30 am to 9:30 am
Each evening after the Show closes - 7:00 pm to 8:00 pm

Overnight RV:

Overnight RV parking pass is available for \$50.00 per night. Maximum length is 32' x 13' wide. There are limited number of spaces with hook-ups that include water, sewer and maximum of 20 amps of electricity. The reservation form and the terms and conditions are available on our SMEC website or by [clicking here](#).

Transportation to the Show:

CalTrain:

Closest stop to the SMEC is the Hillsdale CalTrain Station. Schedules and fares can be found at <http://www.caltrain.com/>. NOTE: at present the cart path from the station to the Event Center is closed without a timeline when it might reopen. Until this cart path is reopened the Show will not be able to provide a shuttle to the Event Center. Please plan accordingly.

BART:

The Millbrae BART/Caltrain is the closest BART station. You may transfer there from BART to Caltrain (see above), or you have the option of taking one of two bus lines (391 or 390) that run every 15 minutes from the Millbrae station to El Camino Real and East 25th Ave. The SMEC is a two-block walk east down East 25th Ave., to where 25th ends at Delaware.

Section 3 – Show Time!

Staffing:

Exhibits must be staffed during Show hours. Show hours are Wednesday through Saturday, 10:00 am to 7:00 pm and Sunday 10:00 am to 6:00 pm. Exhibitors are expected to have booths open and staffed **on time** each morning. A minimum staffing level of two people per 100 square feet is recommended. Exhibitors are not permitted to vacate their booths until the Show closes each evening. In case of an emergency, please find any show staff member and have them contact the on-site Show Office.

Exhibitor Awards:

Three awards of merit will be presented to exhibitors during the Show for outstanding exhibit displays. The award categories for exhibits are Outstanding Visual Presentation, Exhibitor Best of Show, and Best of Show Educational Display.

Storage:

We have storage available for purchase, both indoors and outdoors at the San Mateo Event Center. Three different sizes are available for indoor storage, 25 sq ft, 50 sq ft, and 100 sq ft. The outdoor spaces are to be determined based on need and space available. Storage locations are not individually secured and **storage is at the exhibitor's risk**. The access to the storage controlled and limited during Show hours. Prior to the Show opening exhibitors wearing their correct daily wristband will be the only ones allowed entrance into storage. If you need to restock during Show hours you will need to come to the Show Office, which will be located in the back of the Display Garden after move-in is complete.

Food Service:

During hours in which the Show is open to the public, San Mateo Event Center operates concession stands throughout the event center.

Exhibitor Lounge:

The exhibitor lounge will be located in the southeast corner of the Fiesta Hall. It will be set up with tables and chairs and exhibitor will also have access to a microwave and sink. We ask all that use this area to pick up after themselves and leave the area tidy for the next person.

Package Check:

The Show operates a free Package Check location Fiesta Hall at the southeast corner. Access is best through the East lobby. Attendees may take their purchases to Package Check which makes it easier for them to continue visiting the exhibits. You are encouraged to let your customers know about this service. At the time the package is checked, the customer will be given a package claim check.

Large Item Pick-Up Passes

If you are selling items over 50 lbs, or bulky items that you need to deliver to your customers vehicle, follow these procedures.

- Arrange a time with your customer to meet them at Gate 7 with their vehicle
- Give your customer a map showing them where to meet. This map will be emailed with your drive-in pass. Make copies for you. Extra maps will be at Package Check and Show Office.
- When you are ready to deliver the item, go to Fiesta Hall Package Check and ask a worker to open Gate 7, bring the item with you if possible.
- The package check worker will wait to lock the gate after the delivery is made.

Photography:

The Show encourages attendees to record their show experience through casual amateur photography. The Show has hired a professional photographer as the official Garden Photographer.

Hotels:

This year we have room blocks secured at the following hotels. The Crown Plaza is only offering their rate for the weekend. The Marriott is offering a separate rate for exhibitor verses attendees. Use the link below for exhibitor rate. Please use the link below to make your reservation and to ensure the special rates:

HOTEL	RATE	LINK TO BOOKING	DEADLINE
San Mateo Marriott SF Airport 1770 South Amphlett Blvd San Mateo CA 94402 650-653-6000 Website	\$ 159.00	Book Marriot Now Free Parking Free Internet	Book by 03/13/17
Courtyard San Mateo Foster City 550 Shell Boulevard Foster City CA 94404 650-377-0600 Website	\$ 139.00	Book Courtyard Now Free Parking Free Internet	Book by 03/13/17
Crowne Plaza Foster City 1221 Chess Drive Foster City, CA 94404 650-570-5700 Website	FRI-SUN ONLY \$ 139.00 \$ 149.00	Book Crown Plaza Now King Bed Double Queen Beds Free Parking Free Internet	Book by 03/24/17

Section 4 - Move-Out

Move-out Instructions: Exhibitors may not dismantle or remove ANY exhibit materials before 6:01 p.m. on Sunday when the Show closes. This policy will be strictly enforced. Any exhibitor violating this rule **will lose seniority** for booth placement for your next exhibiting year.

Booth move-out hours are:	<u>From</u>	<u>To</u>
Sunday, April 9, 2017	6:05 pm	10:00 pm
Monday, April 10, 2017	8:00 am	Noon

Section 5 – For Your Information

Exhibitor Liability Insurance:

Each exhibitor is required to submit an additional insured certificate listing the following as Additional Insured:

The San Francisco Flower & Garden Show, Larsen Enterprises, LLC, the State of California, San Mateo County Exposition and Fair Operator, San Mateo County, their agents, officers, directors, servants & employees are made additional insureds.

If you do not have the ability to provide this certificate through your insurance carrier or you do not carry business insurance, the Show has made arrangements with Rainprotection Insurance Company to provide our exhibitors with event coverage for \$79 for the entire event including move-in and move-out. [Click here for more information.](#)

Sales Tax Information:

All retail sales at the Show must include a 9.25% State sales tax which each exhibitor must remit to the California State Board of Equalization. The State of California is a self-reporting tax state; therefore each exhibitor is responsible for remitting the sales tax to the State. If you are **NOT** already registered to conduct business in California, you must obtain a Temporary Tax Registration before participating in the Show. There is no charge for this Temporary Tax Registration. Exhibitors may obtain a Temporary Tax Registration by contacting the State Board of Equalization.

Web Site www.boe.ca.gov

To register go to: <http://www.boe.ca.gov/electsrv/esrvcont.htm#Register>

The State of California enforces compliance with its sales tax requirements.

Important Names and Phone Numbers:

San Francisco Flower & Garden Show

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Clovis, CA 93613
Phone: 415-684-7278
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Sherry Larsen

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Jan Corcoran

Exhibits Manager
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Sara Hellett

Exhibits Sales
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Expo Décor - Decorator

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San Mateo Event Center

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Main Entrance
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