



2019 EXHIBITOR MANUAL

March 21 – 24, 2019

CAL EXPO

1600 Exposition Blvd.

Sacramento, CA 95815

A FEW VERY IMPORTANT NOTES

- **Thank you for participating. We look forward to meeting each one of you!**
- **Move-in Days & Times:** Your move-in will be open. You can set-up Wednesday from 8 am to 8 pm. The doors will close **promptly** at 8pm. If you **MUST** drive into the building **CALL** the office immediately. There will be no drive in on the move-in day.
- **Remember To Order** your decorator needs by **March 13, 2019** to receive their discounted prices.
- **Check In at the Show Office** The Show Office will be just off the main ticket lobby. All wristbands must be picked up during move-in at the Show Office.
- **Parking Passes** Parking passes must be purchased directly from the Show Office. Use the Order Form at the end of this Manual or you can purchase your parking passes during move-in at the Show Office. The parking passes will be **\$20 CASH ONLY (if purchased at move-in)** for a **4-day** pass with in/out privileges. A 1-day pass is also available and will be \$5.
- **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 submit the Sacramento County Health Permit to the Show no later than **MARCH 4TH**.
- **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

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 with your company name and a separate booth numbers on the back drape of your exhibit space. (Please see requirements under "Signage" on page 5). 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!**

Please Note: The floors in the Halls are not level. Plan your display accordingly.

Fire Safety Regulations:

The San Francisco Flower & Garden Show must pass a fire safety inspection by the State 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:

Each item below is linked to the required order form. Click on the item and the correct form will open in your browser.

Carpet, Furniture & Accessories: American Expositions Services will be the Show decorator for booth furnishing. You will be sent an emailed invitation to use the Decorator's online service desk where you can order carpet, furniture and accessories. [CLICK HERE](#) to access the online service desk.

AMERICAN EXPOSITION SERVICES
1341 N. Market Blvd. Suite 300
Sacramento, CA 95834
916-925-3976

Electrical Service: All exhibit spaces will include a 500 watt electrical service. Regardless of the size of your exhibit space you can only use 500 watts. If you need **additional** electrical service, **Click here** for the **order form**. 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 and submit to the Show Office **no later than March 4th**, the Health Permit for Temporary Event Food Application. Click here for the application.

Internet: Cal Expo has a public WiFi service for the Show. This is unsecured connection.

Parking Pass Order Form & Move-in/Out Pass – these passes will be found at the end of this manual. You can download them from our website: Click here for [Parking Pass](#); Click here for [Move-in/Out Pass](#)

Signage:

The decorator will provide a 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. Cal Expo prohibits the consumption of alcoholic beverages in the parking lots.

Decorator Service Desk – Event Rentals/ Services:

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:

Wednesday, March 20, 2019	8:00 am – 5:00 pm
Show days onsite and on call if needed	
Sunday, March 24, 2019	6:00 pm
Monday, March 25, 2019	8:00 pm – 12:00 pm

Items not ordered in advance of the Show will be subject to premium on-site pricing.

Recycle Cardboard & Garbage:

CAL EXPO 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:

Exhibitor move-in is Wednesday, March 20th, from 8 am to 8 pm. If you must drive your display into the building please notify your Exhibits Manager Leann **immediately.**

Entering Cal Expo grounds through Gate 12 from Ethan Way. You must print the Move-In Pass at the end of this Manual and place it on the dash of all your vehicles. The cell phone number of the driver must be listed on the Move-in Pass.

Move-In/Out Pass: A Move-In Pass can be downloaded from our website: [CLICK HERE](#). **Print the Move-in Pass, entering company name, and cell phone number of the driver.** Each vehicle must have this pass on the dashboard in clear sight. If you will have more than one vehicle, print additional copies for the other vehicle. This pass allows you close access to the Hall to unload your vehicle. Please unload your vehicle as quickly as possible. You will have a maximum of 30 minutes to unload. Only after moving your vehicle to the parking lot should you begin setting up your exhibit.

Exhibit Set-up Hours:

The Halls will be open until **8:00 pm** Wednesday. All exhibits must be staffed and ready for the public by 9:00 am Thursday.

Exhibitor Check-in:

All exhibitors must check in at the Show Office which will be located toward the back of the Hall. You will pick-up your wristbands and Parking Pass at the Show Office during move-in ONLY.

Wristbands: Each exhibit space will receive up to 4 wristbands for each day. Wristbands are required and must be worn by all exhibitors for admission to Cal Expo 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 the proper 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. **You can leave wristband at the Will Call, but they must be in an envelope with the last name, first name, in the upper left corner. Will Call is at East Gate box office.** 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. Exhibitor Advance tickets can be purchased for \$14.00 per ticket by emailing tickets@sfgardenshow.com by March 13th. You will need to have a credit card on file or mail a check for the tickets that reaches the Show Office by March 13th. Please return any unused wristbands to the Show Office. 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 Passes – 4 and 1 Day Passes:

Exhibitor parking passes can only be purchased through the Show office. You can use the Parking Pass Order form at the end of this manual or download from our website: [CLICK HERE](#). The 4-day parking pass is \$20; 1-day parking pass is \$5. Passes purchased at Move-in are available for **CASH ONLY**. Parking Passes have in/out privileges.

Without an exhibitor parking pass you'll need to use the Gate D and purchase the daily parking pass at \$10 per day with no in-and-out privileges.

Freight Receiving and Forklift Service:

Direct shipments to the Show will be accepted at the Show Office no earlier than **8 am, Sunday, March 17th**. **Strictly** following the shipping address:

**CAL EXPO - PAVILION
c/o San Francisco Flower & Garden Show – GATE 12
(EXHIBITOR NAME) - (BOOTH NO.)
1600 Exposition Blvd.
Sacramento, CA 95815**

Restocking:

Your inventory may be restocked daily each morning 2 hours before the show and in the evenings for 1 hour after the show. **Hand trucks and dollies are not permitted on the Show floor during Show hours to avoid the risk of injuring attendees.**

You can move your vehicle next to the building to restock only after the Show has closed or before it opens in the morning. Prior to the Show opening all vehicles must be moved to the parking lot L3. Remember no hand carts or dollies are allowed on the show floor during show hours.

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.

Restocking Hours -

Each morning before the Show opens	-	7:30 am to 9:30 am
Each evening after the Show closes	-	1 hour after the Show closes

Overnight RV:

Overnight RV parking is available onsite at Cal Expo for \$45.00 per night, with full hook-ups. Contact Cal Expo directly to reserve RV spaces. 916-263-3008.

Exhibitor Parking Lot L3:

Exhibitor Parking will be in Lot L3. Enter the grounds from Ethan Way/Hurley Way through Gate 12. Please have Move-in Pass on your dash prior to arrival at Gate 12. For Show days you will not be allowed through Gate 12 without a parking pass. **DO NOT FORGET YOUR PASS**, the guard will not allow you to proceed without it. Please do not park in near the building during the Show, use Lot L3.

During move-in you may park next to the building to unload **ONLY**. Once unloaded immediately move your vehicle to the parking lot to allow others to unload. There are a number of access doors around the building. You may use any door to unload. Whenever driving on the ground precede with caution.

Temperature:

Because the temperature inside Cal Expo can fluctuate, it is strongly suggested that you wear layered clothing and bring a light jacket.

Section 3 – Show Time!

Entrance to the Show:

Wristbands are required and must be worn by all exhibitors for admission to Cal Expo through Gate D 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 the proper 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.

Cal Expo security may ask to examine any large bag or parcel brought into the building. PLEASE man your booth no later than 9:45 am.

Staffing:

Exhibits must be staffed during Show hours. Show hours are Thursday and Sunday 10:00 am to 6:00 pm, Friday and Saturday, 10:00 am to 7:00 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.

Storage:

We have storage available for purchase, both indoors and outdoors. 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 is 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.

Food Service:

During hours in which the Show is open to the public, Cal Expo operates concession stands throughout the building.

We have asked that the concession open at least 30 minutes before Show opens for your convenience.

Package Check:

The Show offers free Package Check. Signs will be posted. 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 D with their vehicle
- Your customer will not be allowed to drive through either gate but can drive up to the gate for loading.

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 Double Tree and the Fairfield Inn. Both are within 2 miles from Cal Expo.

To book your room [Click Here](#) for our online reservation service.

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.

If you are moving our Monday, you will need to use the [Move-in/Out pass](#).

Booth move-out hours are:	<u>From</u>	<u>To</u>
Sunday, March 24, 2019	6:05 pm	9:30 pm
Monday, March 25, 2019	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; California Exposition and State Fair; their agents, officers, directors, servants, and employees.

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 \$84 for the entire event including move-in and move-out. [Click here for more information](#). Or [Click here to purchase insurance](#).

Sales Tax Information:

All retail sales at the Show must include a 8.25% 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.cdtfa.ca.gov/services/permits-licenses.htm>

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

Important Names and Phone Numbers:

San Francisco Flower & Garden Show

PO Box 2190
Clovis, CA 93613
Phone: 415-684-7278
Fax: 415-684-7281

Cal Expo

1600 Exposition Blvd.
Sacramento, CA 95815
Phone: (916) 263-3000

Sherry Larsen

Producer
415-684-7278 x 3
Sherry@sfgardenshow.com

Leann Rasmussen

Exhibits Manager
415-684-7278 x 5
Leann@sfgardenshow.com

Sara Hellett

Office Manager
415-684-7278 x 6
Sara@sfgardenshow.com

Wanda Stewart

Seminar Manager
415-684-7278 x 14
Wanda@sfgardenshow.com

SAN FRANCISCO FLOWER & GARDEN SHOW
MARCH 21-24, 2019
CAL EXPO - SACRAMENTO

PARKING PASS ORDER FORM

Parking passes **must** be purchased through the Show Office. To pre-order parking passes, mail the completed form and your check to the address below. All checks must be **received by March 7th**. If paying by credit or debit card, fax form to 415-684-7281 or emailed to: Sara@sfgardenshow.com. Parking passes will be available at **Move-in** for **CASH ONLY**. All parking passes will be distributed at Move-in.

PARKING PASS	QTY.	Price	Total
4-day pass with in and out privileges		\$20	
1-day pass with in and out privileges		\$5	

TOTAL _____

Make check payable to:
San Francisco Flower & Garden Show
 PO Box 2190
 Clovis, CA 93613

To pay by credit or debit card complete the information and **sign** the authorization.

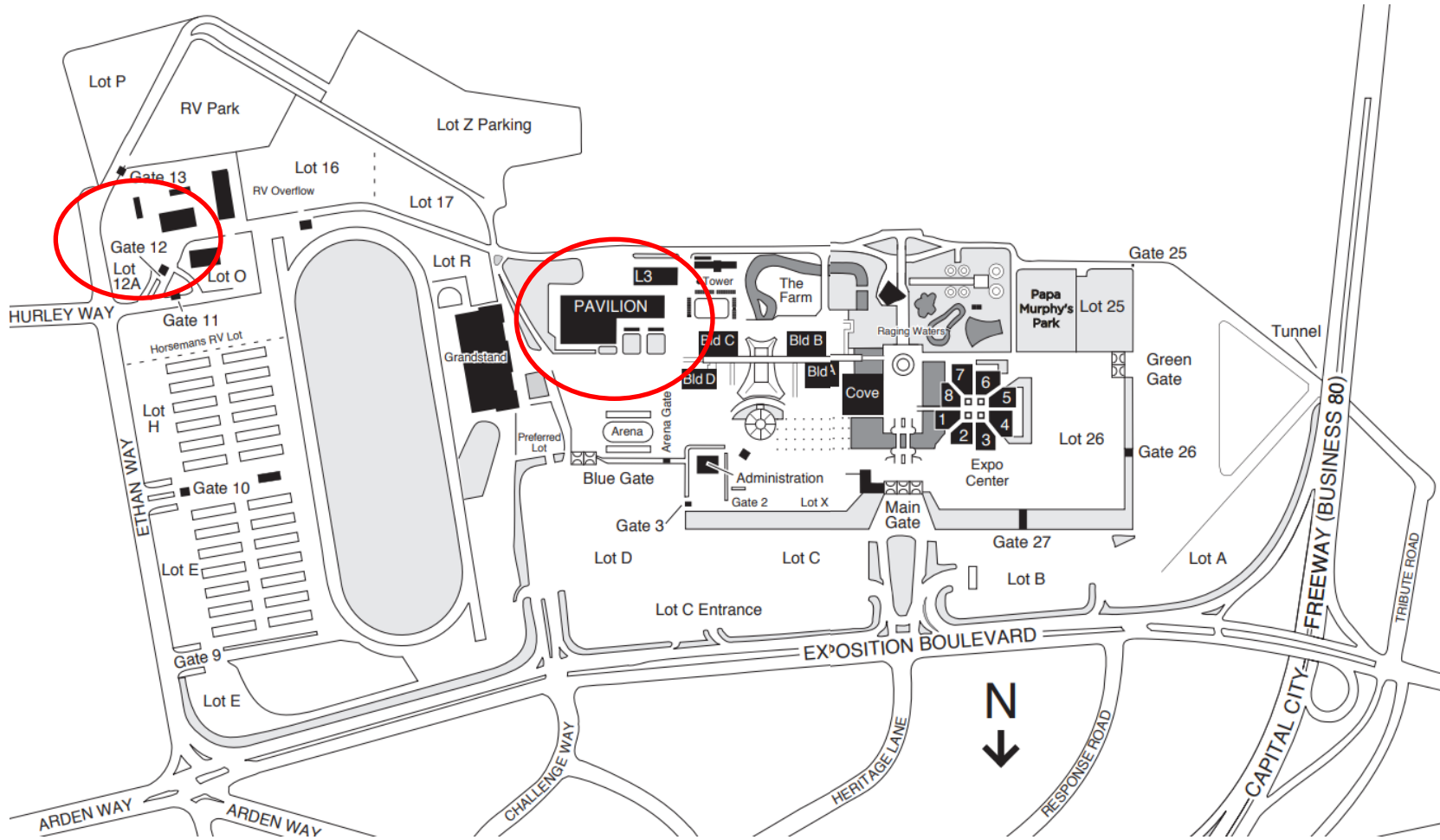
My signature below authorizes the San Francisco Flower & Garden Show to use my credit/debit card for the total cost of the parking passes ordered.															
Please charge \$								to my: (circle one)		VISA		MasterCard		Discover	
Credit Card No.															
Exp Date:	M	M	/	Y	Y	Authorization Code:					First 4 digits of billing address				
Billing Address						Name on the card:									
Zip Code															
Signature															

SIGNATURE RETURNED BY FACSIMILE OR EMAIL SHALL BE DEEMED BINDING AND ORIGINAL

MOVE-IN & MOVE-OUT

Cal Expo Grounds map

Enter Gate 12 from Ethan Way. Tell guard you are with the Flower Show. You can use L3 – covered parking lot.



LEAVE THIS PASS ON DASH



Move – In Pass CAL EXPO

**COMPLETE THIS PASS BEFORE
ENTERING GATE 12.**

**Place this pass in plain sight on the
dashboard of your vehicle.**

You will have 20 mins. to unload and move
your vehicle to the parking lot L3.

Entry is on a first come first served basis.
You may be required to wait until space is
available near the building. There are door
available on all side of the building.

Exhibitor:

BOOTH #:

**DRIVER'S
CELL PH:**

**DRIVER'S
NAME:**

Re-Stocking Times:

Morning:

7:30am – 9:30am

Evening:

1 HR AFTER CLOSE

LEAVE THIS PASS IN VEHICLE.