



SEPTEMBER 24, 25 & 26, 2010
Visalia Convention Center

Exhibitor Manual
&
Final Instructions
(WEBSITE EDITION)

SHOWCASE

EVENTS, INC.

For questions, phone: (800) 700-7469

fax: (415) 648-6530

email: events@showcaseevents.net

website: www.VisaliaHomeShows.com

TABLE OF CONTENTS

Set-Up, Show & Move-Out Hours	Page 3
Exhibitor Check-in Information	Page 4
Show Decorator Services	Page 5
Booth Set-up Information	Page 6-7
Rules During Show Hours	Page 8
Security/Parking/Booth Removal	Pages 9
Governmental/Regulatory Information	Pages 10
Fire Department Laws & Onsite Vehicle Requirements	Page 11-12
Rules of Participation	Page 13
Contractor Licensing Requirements	Page 14

The following information is also available at
www.VisaliaHomeShows.com:

- Decorator Request Form***.....(go to HomeExpo/Exhibitor/Forms & Floor Plans)
- Exhibitor Parking Area Map**..... (go to HomeExpo/Exhibitor/Forms & Floor Plans)
- Floorplans (Booth#s)**..... (go to HomeExpo/Exhibitor/Forms & Floor Plans)
- Hotel Lodging & RV Info**..... (go to HomeExpo/Exhibitor/Lodging Information)
- Open Viewing Display Policy**... (go to HomeExpo/Exhibitor/Forms & Floor Plans)

SET-UP, SHOW & MOVE-OUT HOURS

SET-UP HOURS

Wednesday	September 22	2:00pm - 9:00pm
Thursday	September 23	8:00am - 9:00pm
Friday	September 24	8:00am - 10:30am

NOTE: All exhibitors must check-in by Thursday at 5pm. On Friday, exhibitors may make final adjustments to booth displays, carry in product, etc., but there will be no inside forklift availability and the loading dock doors will be secured.

SHOW HOURS

Friday	September 24	Noon - 7:00pm
Saturday	September 25	10:00am - 7:00pm
Sunday	September 26	10:00am - 5:00pm

NOTE: Exhibitors may enter Exhibition Halls after 8:00am each day.
Exhibit booths **must** be staffed throughout all show hours.

BOOTH REMOVAL HOURS

Exhibitors located in ***all* Lobby Areas** must complete their move-out no later than *midnight* on Sunday, September 26st.

Exhibitors in **Exhibit Hall-West, San Joaquin and Courtyard Areas** must complete their move out no later than *noon* on Monday, September 27st .

NOTE: Exhibitors may not commence breakdown until **5:00pm on Sunday**
Nothing will be allowed to leave the exhibit areas before the show closes!
Exhibitors who violate this policy will be fined \$100 and jeopardize future participation.

All facility areas must be vacated by noon on September 27, 2010.

EXHIBITOR CHECK-IN INFORMATION

SHOW OFFICE

The Show Office is located in the lobby area outside of Exhibit Hall-East as you enter by the Administration Offices (refer to the floor plans on *the website*).

EXHIBITOR CHECK-IN:

**Before *starting* any booth construction, check-in at the Show Office.
All Exhibitors must check-in no later than *5pm on Thursday, 9/23***

To request a late check-in, you must call **(800) 700-7469**. No late check-in privileges will be granted if all paperwork and payments are not in order. If we don't hear from you by 5pm on Thursday, 9/23, we reserve the right to reassign your booth and *no refunds* of any kind will be allowed.

EXHIBITOR PAYMENTS:



All final exhibitor payments should arrive at our office well in advance of the show. If there is an outstanding balance the week of the show, we cannot guarantee the booth space and all prior payments will be non-refundable and non-transferable. **Any late payments we have agreed to accept must be in the form of a credit card, cash, money order, or cashier's check.**

A \$35.00 *late fee* may be assessed for payments made during set-up.

EXHIBITOR INSURANCE REQUIREMENTS:

All exhibitors are required to have their own insurance coverage for their display area. "Showcase Events" and the "City of Visalia" must be listed as additional insured. Please refer to the *Exhibitor Insurance Requirements* located on the back of your Exhibitor Agreement (contract).

EXHIBITOR BADGES:

Show Management will provide five (5) badges to all participating merchants and/or organizations. Requests for additional badges will be considered on a case-by-case basis.

Badges are for designated personnel *actively working* in exhibitor booths. They are not to be given to anyone else. **Starting at 8am on Friday, all exhibitors must wear event badges for the duration of the event.**

SHOW DECORATOR SERVICES

SUPPLIES & SERVICES:

The Show Office *will not* be able to provide you items such as: ladders, dollies, hammers, brooms, vacuums, cleaners, pencils, paper, staplers, rulers, etc. Please arrange to have all of the supplies and equipment you will need with you during set-up. To assist you with these items, the staff of the Visalia Convention Center, acting both as show decorator and facility management, will be available. However, exhibitors are responsible for any additional costs incurred when using their services, including renting tables and chairs, or obtaining additional electricity.

SHOW DECORATOR: Visalia Convention Center

The Visalia Convention Center Staff will be available to provide onsite assistance to exhibitors throughout set-up, show and removal hours. For questions about decorator services, please contact **Kari Coleman at 1-800-640-4888**.

A Decorator Request Form is available on *the website* . You will save money when you preorder the items you will need at the show.

FORKLIFT SERVICES:

Show Management provides *free* forklift and pallet jack services during set-up and removal hours. Request for service will be on a first-come, first-served basis. Show Management is not responsible for the safety of any exhibit material carried on the forklift. The Visalia Convention Center Management only allows a maximum capacity of 3,580 pounds and *reserves the right the refuse service for any task it deems unsafe*. Exhibitor who require transport of items that exceed capacity or who are refused service will need to make other arrangements.

DELIVERIES:

Once Show Management is onsite, we will be happy to assist you in receiving your shipments (at no charge). Be sure to instruct delivery personnel to come to the Show Office so we can have your shipment placed directly in your booth.

<p>Shipping Address: Visalia Convention Center c/o Kari Coleman 303 E. Acequia, Visalia, CA 93291 Phone: (800)640-4888 Fax:(559) 713-4804</p>

Note: The Convention Center *reserves the right to charge for special handling and/or storing* exhibitor shipments. Charges may vary and will be calculated on a case-by-case basis for services rendered.

BOOTH SET-UP INFORMATION

BOOTH PACKAGES:

Unless other specified, each *inside* booth will be draped with two 3-foot curtain dividers and one 8-foot curtained backdrop. All booths receive one duplex electrical drop (500w, 120v outlet) and an exhibitor identification sign. To order furniture, carpet, or additional electrical wattage, use the *Decorator Request Form* (available on the website).

DRAPE COLORS:

All Show Areas: *Forest Green*

UNLOADING:

The loading dock is at the back of the Convention Center, adjacent to the Eucalyptus Courtyard. It is important that you move your vehicle(s) from the loading dock area as soon as you have completed unloading. During set-up exhibitor vehicles may be parked in the back of the building off of *Bridge Street*.

Only exhibitors with booth display areas on the Courtyard areas are allowed to drive up and unload in those areas. All other exhibitors must unload from the street unless Show Management has give prior approval. The Convention Center reserves the right to charge exhibitors for any damage and/or clean-up required due to unloading, booth construction, or booth removal. Unauthorized vehicles may be ticketed and/or towed by the City of Visalia

CHILDREN:

Children under 12 years old are not allowed in display exhibit areas during set-up and/or booth removal hours. During show hours, children who are visiting exhibitors must be supervised at all times and not allowed to interrupt other exhibitors from conducting business. No skating, running, or yelling of any kind is permitted.

OPEN VIEWING DISPLAY POLICY:

All *inside* exhibitors must comply with our "Open Viewing Display Policy" unless Show Management has approved an exception. Please refer to the *Exhibit Display Policy* (available on the website).

BOOTH SET-UP INFORMATION (Cont'd)

BOOTH APPEARANCE & TABLE SKIRTS:

A presentable finished appearance is required on all areas of the display visible to the public. Any unfinished, exposed portion of the exhibit must be draped and all tables in visible booth areas must be skirted to the floor using fire retardant materials.

TELEPHONE LINES & INTERNET ACCESS:

The Visalia Convention Center has a limited number of available telephone lines. To secure one, please contact Kari Coleman at (800) 640-4888.

Daily wireless internet access passes are also available and may be ordered using the *Decorator Request Form* (available on *the website*). If a dedicated DSL line is required, please contact Kari Coleman at (800) 640-4888.

SATELLITE EQUIPMENT:

If you are planning to use satellite equipment in your booth, the Convention Center technicians assist you in deploying your equipment to obtain the best reception. There is no additional charge for this service, but you must contact Show Management prior to set-up to arrange a time for tech support.

CARPETS:

Carpets must be sized to fit within the booth area and not intrude into aisles. All exposed carpet edges and any extension cords must be taped down. To rent carpet, use the *Decorator Request Form* (available on *the website*).

SIGNAGE:

Signs must be professional, of an appropriate size and nature, and displayed within the limits of the booth. Show Management reserves the right to remove any signed that is deemed unacceptable.

ELECTRICAL CORDS/POWER STRIPS:

Only the large orange industrial-strength power/extension cords are to be used. No household extension power cords are allowed. Only one appliance is permitted at a time unless connected to a surge protector.

CANDLES/OPEN FLAMES:

Only one lit candle is permitted per exhibit and it must be placed inside a glass container such as a hurricane lamp. Flamed item subject to Fire Marshall approval.

RULES DURING SHOW HOURS

EXHIBITOR ACCESS:

Exhibitors may enter all show areas starting after 8am on all show days.

RESTOCKING:

Exhibitor may restock their booths from the loading dock through walk-in doors from the hours of 8am to 9am on Saturday and Sunday. After 9am, all vehicles must be removed from the loading dock. No vehicles may be parked on the loading dock and unattended vehicles will be ticketed and subject to towing.

GIVEAWAY ITEMS/RAFFLES

Exhibitors are prohibited from providing helium-filled balloons as giveaway items, but balloons may be used as part of a booth display. Please note however, that exhibitors may be charged by the facility for balloon retrieval of helium or other gas filled balloons that float to the ceiling during set-up or removal.

Exhibitors are prohibited from providing concession foods (e.g. popcorn) as giveaway items. All food-related giveaway items must be approved (prior to the start of the show) by Show Management, the Convention Center, and the Tulare Health Department. Additional health permit fees may apply.

Raffles, drawing, or contests of an appropriate and audited nature are allowed when no purchase is required. Exhibitors are charged with having knowledge of state and local legal restrictions on such operations. Show Management can only announce winners of show-sponsored giveaways.

NOISE LEVELS:

Noise levels in each exhibitor's booth may not be so loud as to interfere with adjacent exhibitors. The noise levels from any electronic devices, instruments or other equipment must be regulated in a way that prevents said use from creating a distraction to nearby exhibitors. Should sound complaints occur, exhibitors will be expected to decrease volumes to acceptable levels.

SOLITICING OUTSIDE OF BOOTH AREAS:

Demonstrations and distribution of products and materials are restricted to each exhibitor's assigned space. Exhibitors must refrain from soliciting in aisleways.

SECURITY/PARKING/BOOTH REMOVAL

SECURITY:

Exhibitors assume all responsibility for their displays. Show Management will not assume responsibility for any loss due to fire, theft, damage, etc.

Exhibitors are reminded not to leave unattended personal valuables in their booth(s) during set-up, show hours, or during move-out.

The Convention Center does have 24-hour onsite camera surveillance in most areas. At the conclusion of each set-up and show day, the Convention Center personnel will secure all inside building areas. Starting at 5pm on Wednesday, September 16th, security guards start patrolling all show areas and after hours ongoing security will be stationed to protect booths located in Courtyard areas. Security ends on Monday, September 27st at noon.

PARKING:

Parking is FREE. During show hours, a paved lot has been reserved for exhibitor parking one block away from the Convention Center. This lot is also for overnight RV and Trailer parking. There are no hook-ups or security and parking is at your own risk.

Maps showing the Exhibitor Parking Area locations are available on *the website*. During set-up exhibitors are welcome to park in the Convention Center lots.

However, during show hours, we ask that exhibitors park in this lot to free up as many spaces as possible for the public to use.

BOOTH REMOVAL (TEAR DOWN):

The show officially closes at 5:00pm on Sunday, September 26th. No product or equipment may be removed from any booth, inside or out, prior to that time. This is essential for public safety reasons and also to allow fellow merchants the opportunity to conclude ongoing business. Any company that does not follow this rule will be fined \$100, and if not paid promptly after the show, will not be invited to participate in future events.

Vehicles are not permitted in undesignated areas (by the buildings) prior to 5:00pm on Sunday. After that time, exhibits should be dismantled and removed by the time schedule indicated on *Page 3*.

If it becomes necessary for any exhibit materials to be removed after the removal time expires, the Convention Center reserves the right to directly charge exhibitors the prevailing hourly rates.

GOVERNMENTAL/REGULATORY INFORMATION

BETTER BUSINESS BUREAU:

Show Management works closely with the San Joaquin Valley Better Business Bureau (BBB) to ensure that all participating merchants and organizations are appropriately licensed and promptly responds to public inquiries and/or complaints. To maintain an atmosphere where the public can "Shop with Confidence", *Show Management reserves the right to cancel any merchant whose BBB rating is rated as "less than satisfactory"*.

CSLB REQUIREMENTS:

For those merchants deemed by Show Management (based on product/service) as potentially falling under the CSLB regulations, a valid and current license number must be on file, or a completed form stating the reasons why such license is not required. Failure to provide this information will result in cancellation. Refer to *Page 14* for specific CSLB requirements and procedures.

CALIFORNIA BOE REQUIREMENTS:

All exhibitor are required to have a completed and signed **Form BOE-410D** on file. The California State Board of Equalization requires that all exhibitors who sell merchandise during the show (cash and carry) provide Show Management with a California Seller's Permit Number and *conspicuously display their permit* in their booth during show hours.

LOCAL SALES TAX RATE:

The current sales tax rate in Visalia is 9.0%.

FOOD & BEVERAGE SAMPLING/CONCESSIONS:

The Tulare County Health Inspector reviews all event exhibits at noon on Friday. All exhibitors distributing food and/or beverage samples must have a health permit. If for any reason, the Health Inspector requires your company to have a permit, you are responsible for completing a *Temporary Food Vendor Application* and paying a **\$75 health fee** at the time you have been notified.

MUSIC REGULATIONS:

Live or taped music is prohibited as part of an exhibit or display without written permission from an appropriate licensing source (i.e. BMI, ASCAP). Evidence of such an agreement must be available for review upon request. In the event written confirmation cannot be documented, the exhibitor agrees to cease playing the music.

FIRE DEPARTMENT RULES & ONSITE VEHICLE ROOMS

Extension Cords/Power Strips

1. Only the large orange industrial strength power/extension cords are to be used. No household extension power cords will be allowed.
2. Only one appliance is permitted to be plugged in at a time unless connected to a surge protector.

Combustibles

1. 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.
2. No flammable liquids are allowed in the building.
3. When displaying a flammable or combustible product, the display container shall be empty.
4. Painting or spraying of toxic or flammable materials is prohibited.
5. Smoking is prohibited throughout the Visalia Convention Center complex.

Use of Candles/Open Flames: Limit to one lit candle per exhibit. Lit candle must be placed inside a glass container such as a hurricane lamp. Any flamed item will be subject to approval of the Fire Marshall.

Fire Department Special Permits - request for permission to permit the following shall be made five (5) days in advance of the show:

1. Display and operate any heater, barbeque, heat-producing device or open flame, candles, lamps, lanterns, or torches.
2. Display or operate any electrical, mechanical, or chemical device which may be deemed hazardous by the Fire Department.
3. The use of liquified Petroleum gasses is prohibited throughout the Visalia Convention Center complex
4. Use or store flammable liquids, compressed gasses or dangerous chemicals.
5. Display an operating internal combustion engine.

Fire Extinguishers

Fire extinguishers are required in booths exhibiting cars, palapas, cooking demonstrations or with a 200' sq. ft enclosure.

Flame-Retardant Treatment

All decorations, drapes, signs, banners, sails, acoustical materials, hay, straw, moss, split bamboo, plastic cloth and similar decorative materials shall be flame-retarded to the satisfaction of the Fire Department by either a State Fire Marshall's certification of flame-retardency or the ability to pass a field flame test, however, that nothing in this section shall be held to prohibit the display of saleable goods permitted and offered for sale.

Carpeting On Walls or Ceilings

When used as interior wall or ceiling finish, carpeting and similar materials having a snapped, tufted, looped or similar surface shall have a Class 1 flame-spread classification.

Special Finish Materials

Any material having a brushed or napped finish, such as but not necessarily limited to, carpeting materials, shall have a flame spread rating of not more than 25 regardless of location or occupancy.

FIRE DEPT RULES & ONSITE VEHICLE RQMTS (Cont'd)

Unframed Rigid Combustible Material: Rigid Combustible decorative material and assemblies of materials not more than 1/4 inch in thickness used for folding doors, room dividers, decorative screens or similar applications, which do not create concealed spaces and are installed with exposed edges, shall be flame-retardant.

Framed Rigid Combustible Decorative Materials: Rigid combustible decorative materials and assemblies of materials not more than 1/4 inch in thickness used for folding doors, room dividers, decorative screens, and similar applications, which are installed with all edges protected, shall conform to the following:

1. All exposed edges shall be protected with frames of metal or other noncombustible material, or solid wood of a minimum of 1/4 inch dimension.
2. The total square foot area of the material shall not exceed ten percent (10%) of that of the floor area of the room in which the material is installed.

Canvas, cloth, cardboard, leaves or similar combustible materials shall not be used in the construction of ceilings for thirty (30) days and shall be completely flame-retardant.

Required exit doors, exit lights, fire alarm sending stations, wet standpipe hose cabinets and fire extinguisher locations shall not be concealed or obstructed by any decorative material.

Treatments used to accomplish this flame retardation shall be renewed as often as deemed necessary by Fire Prevention Bureau or maintain the flame-retardation effect.

All displays or exhibits of combustible material or construction and all booths and temporary construction in connection therewith shall be so limited in combustibility or protected as to avoid any undue hazard of fire that might endanger occupants before they have the opportunity to use available exits, as determined by the authority having jurisdiction.

Non-compliance of this requirement will cause the revoking of fire permit and/or in the case of exhibits, the elimination of the booth from the show.

Motor Vehicle Display

The following are the Visalia Fire Departments minimum fire safety requirements for public display of motor vehicles assemblage occupancies:

-Fire Extinguisher: All vehicles must have a fire extinguisher.

-Fuel Tanks: Unless never having held fuel, tanks shall be maintained less than 1/4 of a tank of fuel. Caps for fuel tank fill pipes shall be of the locking type and maintained locked. If this is not practical to attach such a cap, an alternative method may be employed with the permission of the Visalia Fire Dept.

-Electrical Systems: The electrical system shall be de-energized. This will be by one of the following:

1. Removing the battery
2. Removing the battery cable
3. Disconnecting one battery cable and covering it with electrical tape or other insulating material

Location: Display shall be so located so as not to obstruct any required aisle or exit way.

Miscellaneous: Operation of motor vehicles are prohibited except for late night or morning hours while setting up or taking down equipment for show.

RULES OF PARTICIPATION

These rules are part of the exhibit space contract:

- o Exhibit booths must be staffed throughout show hours.
- o Exhibitor may not assign, sublet or share assigned space without consent of Show Management.
- o Demonstrations and distribution of products or materials are restricted to exhibitor's assigned space and must directly relate to the exhibit. Non-exhibitors may not advertise or solicit business within the show. No advertising, circulars, catalogues, folders or devices shall be distributed within the confines of the show or facility by non-exhibitors for other events.
- o Exhibitors must keep their exhibit space clean during show hours.
- o Aisles cannot be blocked; if demonstrations are planned, exhibit space must be adequate to contain a reasonably- sized audience.
- o Raffles, drawing, or contests of an appropriate and audited nature are allowed when no purchase is required. Exhibitors are charged with having knowledge of state and local legal restrictions on such operations.
- o All exposed parts of display partitions must be finished or covered so they do not present an unsightly appearance when viewed from adjacent booths or aisles.
- o Offensive exhibits are prohibited.
- o Signs must be professional, of appropriate size and nature, and displayed within the limits of the booth. Show Management reserves the right to remove any sign that is deemed unacceptable.
- o Exhibitors must take measures to protect the exhibit hall, tables, chairs, walls, columns, and floors from damage. Exhibitor will be held responsible and charged by the facility for any damage to their equipment, building, grounds, or for clean-up necessitated by paint, grease, oil, abrasives, and for excessive debris left in the exhibitor's space.
- o Exhibitor agrees that Show Management, without incurring any liability for damage or loss, has the right to dismantle and pack any property exhibitor has failed to remove in time allotted, or may order such work to be done at the sole expense of exhibitor. Exhibitor agrees that, with respect to any exhibit material or other (exhibitor), property for which sufficient shipping arrangements have not been made or carried out, Show Management shall have the right and the authority to clear such property from the exhibit premises, designate carriers for its return, send it to public or private storage or otherwise dispose of it without incurring any liability therefore. All cost of such removal, return, storage, and other disposition shall be at the expense of the exhibitor.

Who Needs A California Contractors License & What Kinds Are There?

All businesses or individuals who construct or alter any facility, railroad, excavation, or other structure in California must be licensed by the California Contractors State License Board (CSLB) if the total cost (labor and materials) of one or more contracts on the project is \$500 or more.

Contractors, including subcontractors, specialty contractors, and persons engaged in the business of home improvement (with the exception of joint ventures and projects involving federal funding) must be licensed before submitting bids. Licenses may be issued to individuals, partnerships, corporations or joint ventures.

Becoming a California Licensed Contractor

General Requirements

The State of California licenses contractors in the State through the Contractors State License Board. Applicants to be licensed must prove four years full-time experience during the last ten years, working in the construction trade in which the applicant is applying. Experience is defined as working at the level of: Journeyman (someone who can work unsupervised), Foreman, Supervisor, Contractor (unlicensed), and Owner/Builder. The Board does review the applications of those who claim "owner/builder" experience with additional scrutiny. Applicants who show college educational degrees can be granted between 0 and 3 years of experience toward the minimum requirements. Note: Part-time work is counted as half-time. Thus, 4 years full-time work experience is equivalent to 8 years part-time work experience.

Once the minimum work experience has been verified and the application approved for testing, the applicant is tested at a State-run computer testing site. The examination consists of two tests: (1) Construction Law and Business Management and (2) Construction Trade.

Each test is 2-1/2 hours, consisting of approximately 115 questions on test #1, Construction Law and Business Management. The second test is on Construction Trade and consists of approximately 100 multiple-choice questions. The number of questions on the various trade exams may vary slightly, but the computer computes accurate percentages for all.

Construction Law & Business Management Exam

The Contractors State License Board's exam on Construction Law and Business Management tests the applicant's knowledge in the areas of Contractors License Law with questions on such topics as license laws, contract laws, bonding, mechanics liens and dispute resolution. The Business Management aspect of the exam covers topics such as Project/Job Management, Licensing Laws, Bookkeeping, Bid Procedures, Contracts, Liens and Dispute Resolution, Employee Issues, Insurance, and Special Circumstances.

Construction Trade Exams

Construction Trade exams include questions on the particular construction trade or craft. Questions ranging from tools, to application and trade science are included. Each trade exam includes questions on safety in the workplace.

For more information or to apply for a Contractor's license, visit <http://www.cslb.ca.gov>.