

High Desert Home Shows

Exhibitor Manual – Information, Rules, Regulations

EXHIBITOR INFORMATION



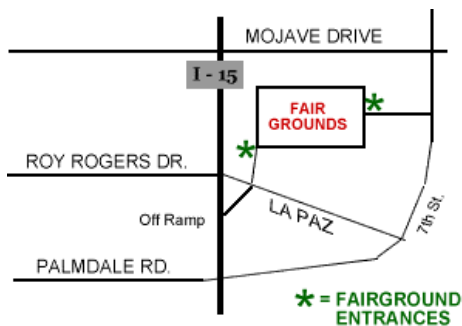
FACILITY:

San Bernardino County Fairgrounds, Victorville CA.
 Address: 14800 7th Street, Victorville CA 92392.
 The High Desert Home Shows events encompass multiple buildings with more than 200 interior exhibit booths as well as the surrounding grounds consisting of another 100 exterior exhibit spaces. See Exhibitor Map.



DIRECTIONS:

From the San Bernardino – Inland Empire area:
 Travel north on I-15. Exit I-15 at Roy Rogers Drive, continue straight crossing La Paz Drive. Drive approximately ¼ mile and enter the Fairgrounds parking area. Proceed to “Gate C” in order to enter the Home Show grounds area.



ADMISSION:

The High Desert Home Shows are “paid gate” events.

Adults	\$6.00
Children (Under 18)	FREE
Senior Citizens (60+)	Free on Friday only

Discounts: Numerous media ads are placed with discounted “2 for 1 Admission”, “Admit 1 FREE” coupons as well as VIP and Exhibitor Promotional passes.



PARKING:

Exhibitor and patron parking are FREE of charge. Except for temporary loading and un-loading during move-in/out, exhibitor parking is not permitted on the grounds or adjacent to any of the facility buildings. Exhibitors must park in the designated public parking areas during the show.

RV Hook-ups are available for a nominal fee through the Fairgrounds - contact the Fairgrounds staff directly at (760) 951-2200 for reservations and pricing.

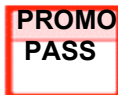
HOSPITALITY SPONSOR:



Exhibitor hospitality is provided courtesy of the **High Desert Contractors Association**. The hospitality suite is located adjacent to the Show Office in Building 6.

Coffee, Donuts and **Pure-Rite** drinking water are provided FREE of charge to exhibitors throughout the show.*

* Credentials (badges) are required in order to utilize these services.



PROMOTIONAL PASSES:

Exhibitor Promotional Passes are for distribution to exhibitor’s valued customers. “Promo Passes” are only good for day indicated - opening day (Friday) / final day (Sunday). **Under no circumstances should passes be distributed at the Fairgrounds.** Promotional Passes may be obtained by contacting Show Management in advance and must be ordered no later than 15 days prior to the Home Show.



VIP PASSES

VIP Passes (good any day of show) may be obtained at a discounted rate by contacting show management at least 15 days in advance of the Home Show.

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SHOW OPERATIONS:



SHOW SCHEDULE:

	<u>DAY</u>	<u>TIMES</u>
MOVE-IN:	THUR	9:00 am – 9:00 pm
	FRI	9:00 am – Noon
SHOW HOURS:	FRI	1:00 pm – 7:00 pm
	SAT	10:00 am – 6:00 pm
	SUN	10:00 am – 5:00 pm
MOVE-OUT:	SUN	5:00 pm – 9:00 pm
	MON	9:00 am – Noon

PLEASE



CHECK IN:

Exhibitor must check-in before starting to set up in order to insure proper space assignment. Check-in will be conducted at the Show Office in Building 6. Exhibitor must be checked in at least (3) hours (10 am Friday) prior to the show opening and displays must be completely established (set up) at least (1) hour (12 pm Friday) prior to the show opening.



CREDENTIALS:

Exhibitor will be issued up to five (5) credentials (badges) per booth space at time of check-in. Exhibitor will sign for these credentials and is responsible for insuring that all representatives have these in order to enter the Show and in order to gain access to the grounds prior to show opening (9:00 am – 10:00 am Saturday and Sunday).

SET UP:

No vehicles are permitted inside the buildings during set-up. Exhibitor is responsible to provide its own hand trucks or labor in order to transport display items from the nearest entry to the assigned space. All vehicles entering the grounds must have proof of current auto liability coverage. All vehicles must be removed from the grounds to the parking lot no later than 11:30 am on Friday.



FREIGHT DOORS:

Each building has a freight entrance for large items. The freight doors will close at 8:00 pm Thursday. All large items (items that can not fit through a standard 3x7 foot doorway) must be brought into the building before the freight doors close on Thursday. The freight doors will NOT be opened on Friday, as there are exhibit spaces in front of these doors.



TEAR DOWN:

Exhibitor is not permitted to tear down its exhibit/display prior to 5:00 pm Sunday (close of show). For public safety, exhibitor vehicles will not be allowed onto the grounds until Show Management has determined that the grounds are clear of patron traffic and it is safe to do so. Typically this occurs 5:15 pm – 5:30 pm. There is no security provided after 5:00 pm on Sunday. All exhibitor display material must be removed from the facility by noon on Monday, immediately following the show.



RE-STOCKING:

The buildings will be un-locked at 9:00 am on Saturday and Sunday for early entry and re-stocking. Exhibitor must display credentials to enter the grounds early. No vehicles are allowed onto the grounds on Saturday or Sunday unless special arrangements have been made, in advance, with Show Management.

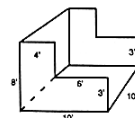


EXHIBIT (BOOTH) SPACE:

Exhibit space is generally in increments of approximately 10x10 foot booth spaces. Booths are provided with (8) foot high back drapery and (3) foot high side drapes. Corners have an open front and side. Flooring is bare concrete, carpeting is highly recommended as it provides a professional appearance. (See Exhibitor Space Restrictions as they pertain to sightlines, adhesives, and set-up restrictions).

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CONDUCT OF BUSINESS:

Exhibitor may only conduct business and distribute printed advertising/literature from within its assigned exhibit space. Any advertising/literature that is of an objectionable or undignified character will not be permitted.



SOUND CONTROL:

Exhibitor's use of sound equipment, loud speakers, radios, television sets, and/or any other type of sound producing product, machinery or equipment which is of sufficient volume as to be annoying or interfere with other exhibitors will not be permitted.



ELECTRICAL:

Exhibitor will have access to (1) 110V (500W) electrical outlet. Extension cords are necessary, and are the responsibility of the exhibitor. Exhibitor is limited to 500 watts of electricity per exhibit in order to accommodate all users on an electrical circuit. All electrical extension cords must be grounded and OSHA approved. 220V electrical service is available at additional cost, and must be coordinated with Management in advance.



SECURITY:

Exhibitors are responsible for the security of their own property and are expected to take appropriate precautions during move-in, show, and move-out. Although there is Fairground-provided security during the show and overnight, HDHS is not responsible for exhibitor merchandise or material. If exhibit contains anything of value, it is recommend that a representative stay with the booth until the building is cleared and locked, and arrive promptly at 9:00 am, when the buildings are unlocked.



FIRE REGULATIONS:

Exhibits must comply with all local, state and federal codes as they apply. Only fire-proof material should be used as decoration in displays. Some perimeter (wall) exhibit spaces have fire extinguisher/fire hose cabinets or electrical panels (these spaces are identified on the

Home Show Layout Map). These safety devices must not be obstructed in any manner and access must be maintained at all times.

BOE-410D

SELLER'S PERMITS:

Exhibitor must submit a completed State of California - Board of Equalization Form BOE-410D – Verification of Sellers Status, at time of application. Exhibitors who "sell" are required by BOE regulation to have their sellers permit "conspicuously displayed or available upon request" throughout the Show.



HEALTH DEPT. PERMITS:

Exhibitors who will be preparing food or giving out food samples must obtain the appropriate permits from the County of San Bernardino - Department of Public Health – Environmental Health Services Division (760) 243-3773. Exhibitor must provide a copy of the permit and its currently issued permit number to Show Management prior to set-up. Exhibitor must comply with all in-booth sanitary requirements as required by DPH-EHSD.

RISK? INSURANCE:

All of the exhibitor's property at the show shall be at the sole risk of the exhibitor, and HDHS assumes no responsibility for loss or damage thereto. Exhibitor will maintain general liability insurance. In all cases, exhibitor should insure itself against any and all claims for bodily injury, property damage, or any loss caused by or relating to its acts, omissions or use of its assigned space as it may deem necessary to fully protect itself against all risks.



INTERPRETATION:

High Desert Home Shows - Show Management will be the sole arbiter of matters covered in this information guide, the rules and regulations. All matters not specifically covered in the information guide, the rules and regulations, or the exhibitor contract, are subject to the exclusive interpretation and final decision of Show Management.

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MARKETING / ADVERTISING:

C-Me Promotions and Embroidery
17198 Yuma St.
Victorville CA 92395
760-241-3577

TOTE BAG SPONSOR



Tote Bags are provided to attendees courtesy of **C-Me Promotions & Embroidery - Show Tote Bag Sponsor.**

High Desert Home Shows recommends contacting C-Me Promotions & Embroidery for your promotional needs. Exhibitors should consider promotional items to enhance their exposure to the public as this form of advertising attracts interest from the public. In addition, this form of advertising provides a “residual” effect – every time the individual uses a pen or magnet they are reminded of product or service.

ADVERTISING MEDIA:

High Desert Home Shows utilizes several major advertising media in the High Desert – Desert Mail Bucks, Charter Communications, El Dorado Broadcasting, CBS Radio, and the Daily Press / Press Dispatch newspaper. In addition, billboard, direct mail, and other media are encompassed to provide a full spectrum advertising campaign. Exhibitors who have a conformed contract with HDHS 30 days prior to show are listed in the Special Section / Show Program.



Exhibitor is encouraged to obtain additional advertising to promote its participation in the Show independently of the general show advertising campaign.

The Daily Press offers exclusive Home Show promotional advertising within both Special Section / Show Program and the main news of the general circulation product for the 8 weeks preceding the show.

Desert Mail Bucks offers an exclusive Home Show direct mail insert distributed to 50,000 high desert residents.

Details are found at www.highdeserthomeshows.com under the “advertising” folder or simply contact us.

EXHIBIT MARKETING:

High Desert Home Shows utilizes **Hightech Signs and Graphics** to provide a full line of exhibitor display solutions. Exhibitors are encouraged to present the most professional appearance to their prospective clients



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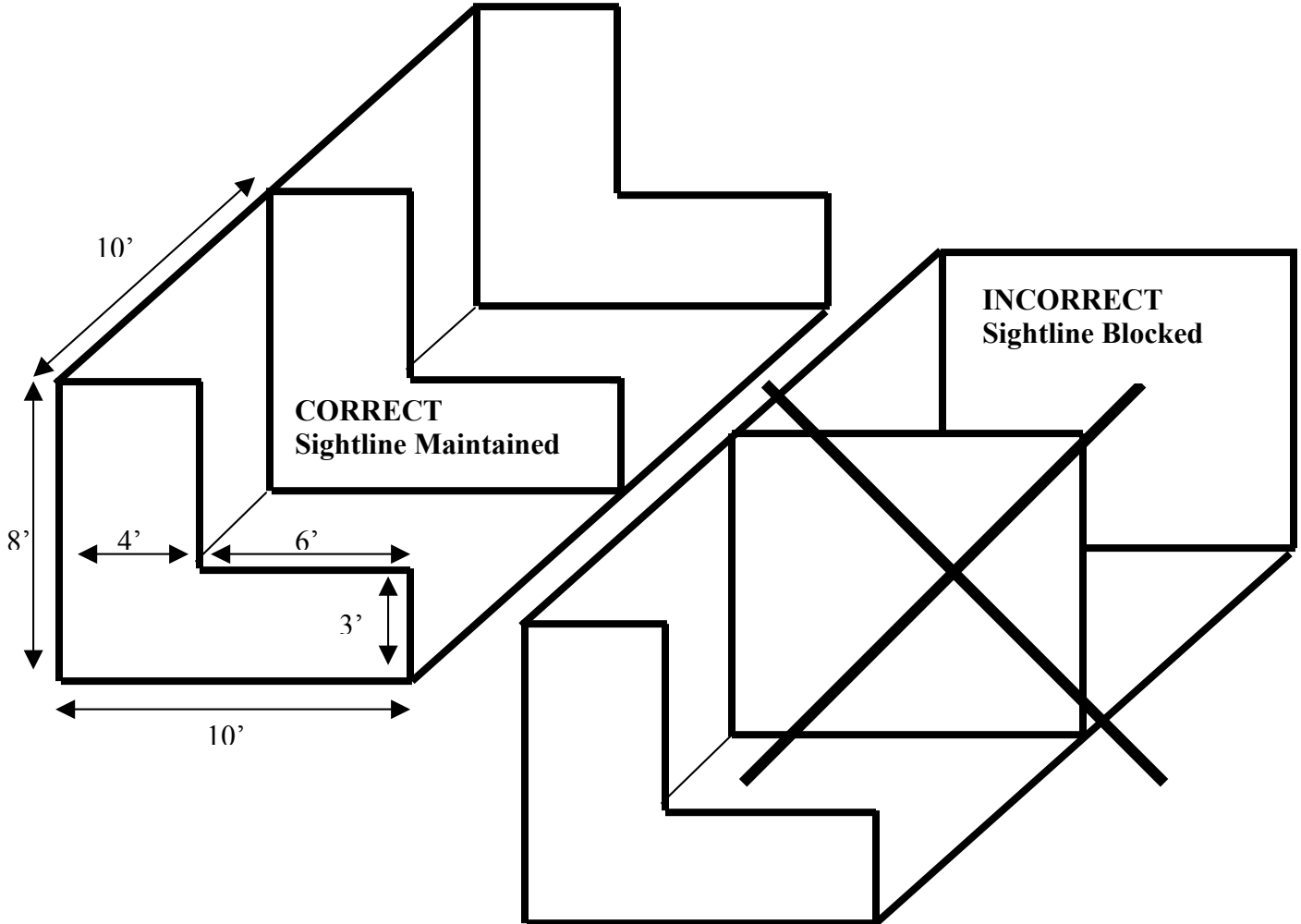
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EXHIBIT SPACE RESTRICTIONS

EXHIBIT SPACE: Interior exhibit space is provided with pole and drape perimeter masking. An (8) foot high back drape as well as (3) foot high side drapes are provided. Corner booths have an open front and side.

SIGHTLINE: Exhibitors are entitled to a REASONABLE sightline from the aisle, regardless of the size of the exhibit. To this end, exhibitors must not “block” or otherwise obstruct the sightlines of neighboring exhibitors.

DIMENSIONS: The side display of the exhibit may be extended (4) feet from the back drape and up to (8) feet high if desired. The balance of the display side must conform to the (3) foot height as shown below.



SIGNAGE: All exhibitor signage and banners must be placed within the booth space and no higher than (8) feet (without Managements approval). Lightweight banners may be supported from the drape poles, however, nothing may be attached to the drapes themselves.

ADHESIVE (CARPET) TAPE: Carpet is recommended as it provides a professional appearance to the exhibit. All carpet must be secured in order to mitigate tripping hazards. In accordance with Fairgrounds policy, only “gaffers tape” or “low adhesive carpet tape” may be utilized – NO DUCT TAPE is permitted.

UNDERLAYMENT: The facility floor must be protected using a non-permeable barrier when exhibiting any landscape, concrete, soil products or any exhibit material which may mar or damage the facility floor.