

CALIFORNIA STATE
**HOME &
GARDEN**
SHOW

EXHIBITOR MANUAL

Jackson Sports Academy

January 5, 6, & 7, 2018

Fri – Sat: 10a-6p

Sun: 10a – 5p

Produced by

Cal State Shows

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Clovis, CA 93613
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“Getting Ready for Success” **at the** **California State Home** **& Garden Show**

By Jan Corcoran

Congratulations! You’ve made a very good decision in becoming an exhibitor in the California State Home and Garden Show. If you have never exhibited before or if you have been an exhibitor in other trade shows, this simple guide will help you to focus on **“how to get the most out of your advertising investment”** as an exhibitor with Cal State Home and Garden Shows.

As a former trade show exhibitor, one of the best ways I have found to prepare for a show is to formulate a plan. I realize you may feel you don’t have time to think, but it doesn’t have to be a difficult process. It only takes a few focused minutes to write a quick outline.

Begin by asking yourself a series of questions. I have outlined my questions below. Write down your answers and in just a few minutes you have an outline.

Once you have an outline, it’s important to determine your sales goals. Write it down. Become committed to the goal. Concentrate on working the plan. You will be amazed how focused your sales team will be when they understand the goals.

Here is an example:

What do I want to accomplish?

- Introduce a new product
- Meet my customers face to face
- Get leads
- Make sales
- Expand my market
- Attract new employees

What should my booth look like?

- How big of a space do I need to adequately display my product?
- Do I need to get help to design this booth?
- Signage: what will be the theme of this display?
- Will we have hands on demonstrations or seminars in the space?
- Can we use this display in our showroom?

- Can we get co-op advertising dollars to help with the cost? Will supplier/manufacturer provide displays, Co-op/share expenses, staffing?
- What product samples will we feature?
- Print media: will we need brochures, business cards, etc? Lead generating cards- can be used for a show give-a-way
- Do we need carpeting, electricity, tables, etc?

What do I need to know before the show?

- Identify my competition; where are they in the Show?
- Why are we different?
- What is the profile of our customer?
- When to schedule a training meeting for our staff prior to the show

Getting Ready for Success

- ❑ What can you offer as an advertising incentive at the show to your customers and potential customers?
- ❑ Who should staff your booth and how do I prepare them for success?
- ❑ How many leads/sales do we need to be successful? For example: if you remodel kitchens, how many jobs or sales do you need to cover your show expenses and make a profit?
- ❑ Identify your product: Prioritize your top products and apply a number goal of how many of each category we want to sell.

Determine our sales goal

- ❑ Review staff schedules/assignments
- ❑ Set up/Tear down of the exhibit
- ❑ Check all costs:
 - Booth Decoration - Parking
 - Carpet - Supplies
 - Electricity - Tables
 - Wastebaskets - Freight
 - Transportation - Hotel
 - Other
- ❑ Check Show Information
 - Read Exhibitor Kit
 - Move In/Move Out times
 - Show Rules

Working the Show

- ❑ Qualify your leads onsite by asking key questions to potential customers: write notes on the back of a lead card or raffle card that will help you prioritize your follow up calls
- ❑ Say hello to everyone
- ❑ Convey a professional image
 - Don't chew gum, smoke, slouch or eat in your booth
 - Limit cell phone use
 - Keep booth attractive looking
 - Stay positive

After the Show

- ❑ Schedule meeting with staff to review show results
- ❑ Make recommendations for future shows
- ❑ Follow-up on all leads:
 - Phone/Mail
 - Close all leads

Follow Up

- ❑ Most leads take 2 weeks to 6 months to close
- ❑ Be persistent: "Research has indicated that **80%** of tradeshow exhibitors never follow up" (Trade Show Secrets).
- ❑ Maintain your marketing advantage by signing up early for the next CAL STATE Home and Garden Shows



FOR MORE INFORMATION, CALL US AT

CAL STATE SHOWS

559-322-2211

WWW.CALSTATEHOMESHOW.COM

! IMPORTANT !

Please read this manual carefully!

Highlight of Manual:

- ❑ **HOURS:** OPENING AT 10 am Closing at 6 pm Fri-Sat; 5pm Sun
- ❑ **NEW FLOORING - ALL BOOTHS WILL BE LOCATED ON A SPORTS COURT.** This will add to your comfort vs. the concrete floor. The courts are a **medium blue**. If you do not wish to have this color as part of your booth design, please plan to provide your own flooring or rent a carpet from the Decorator.
- ❑ **DRAPE COLOR – the booth drapes will be black.**
- ❑ **MOVE-IN ON THURSDAY ONLY - MOVE-OUT ON SUNDAY ONLY**
- ❑ **Move-In times will be assigned:** Exhibitors will receive an email conformation of their move-in time. Please read the Move-in and Move-out sections for detailed information.
- ❑ Only large or heavy booths will be allow to move-out Monday but **MUST be out by noon.**
- ❑ **NEW Decorator:**
American Exposition Services, Inc.
1341 N. Market Blvd, Ste 300,
Sacramento, CA 95834
Office: (916) 925-3976 x107
Contact: Justine Parker
Email: Justinep@american-expo.com
- ❑ **PLEASE READ NEW DECORATOR INFORMATION ON PAGE 8**
- DEADLINE TO ORDER: **DEC. 29th**
- ❑ **NO CLEAR TAPE OR DUCT TAPE ALLOWED** on the floor. The Decorator will have approved tape available for **purchase**. The no-residue painter's type tape is also acceptable. See page 10 for more info.
- ❑ **CONTRACT & RESALE NUMBERS** must be on file **before** you will be allowed to move-in.
- ❑ **No banner hanging** from ceiling. If you wish to have a banner over your booth, contact the Decorator to rent tall poles and stretcher.

General Information

Location Jackson Sports Academy – McClellan Business Park
5209-A Luce Ave.
McClellan (Sacramento), CA 95652
[CLICK HERE to see online map](#) (at bottom of webpage)

Show Dates Jan. 5, 6 & 7, 2018

Move-In THURSDAY, Jan. 4th – 8 am to 7 pm.
Move-In times will be **assigned** from 8 am to 3 pm
SEE MOVE-IN SECTION
ABSOLUTELY - NO FRIDAY MOVE-IN

Show Hours Friday 10:00am – 6:00 pm
Saturday 10:00am – 6:00 pm
Sunday 10:00am – 5:00 pm

Move-Out Sunday 5:01pm – 8:00 pm
Monday 8:00am – Noon

Admission Price \$6.00 for general admission - 16 and under free
Active Military & First Responders with current ID FREE
Friday Only: Seniors 65+ \$2.00

Organizer CAL STATE SHOWS
P.O. Box 2190
Clovis, CA 93613
Tel: (877) 696-6668 Fax: (559) 322-5598

Decorator & Electrician **American Exposition Services, Inc.**
1341 N. Market Blvd, Ste 300
Sacramento, CA 95834
Office: (916) 925-3976 x107

Directions

From: **I 80 East**, exit Watts Ave. (94A)
Turn left at Watts, left at Peacekeep Way, right on Luce Ave. Parking is on the right, Jackson Sports Academy on the left.

From: **Business 80 East**, exit at Watts Ave. north 14B, follow direction above to Luce Ave.

From: **I 80 West**,
Exit Madison Ave. (96), turn right to Madison, stay in right hand lane merge onto Airbase Dr. use middle lane to turn left onto Watts, turn right onto Peacekeeper Way, right on Luce, parking is on the right.

From: **I-5 North or South**, take **I 80 East** follow direction above.

DECORATOR

American Exposition Service will accept all orders through their online portal. You will receive an email directly from American Exposition Services with instructions on how to access your account through this portal. **Note:** early order deadline is Dec. 29th.

Their email will provide your user name and temporary password (which will be case sensitive). With this information you will be able to use this link to access the portal for all orders: <http://aes.bommerecommerce.com>

Once you use this temporary password, the system will prompt you to change your password to a more permanent one that will be used for all future logins.

All orders and payments can be placed through this online exhibitor kit (electrical, carpet, tables, etc.). If you have any questions or need help ordering, please contact AES at, info@american-expo.com or call to (916) 925-3976.

When you have a moment, please add info@american-expo.com to your safe sender list so when you are emailed with invoices and discount reminders, you won't miss any important emails.

SHOW RULES

- ❑ If you distribute **any type** of food or beverage sample, you **must** register with Cal State Shows, who is legally required to obtain your permit through the Health Department. **See Health Permit Section.**
- ❑ All booth carpet **must be taped** to the floor with an **painters tape or a non-residue type tape**. **No duct tape or clear tape!** See p.10 for more information.
- ❑ No open flames are allowed.
- ❑ In consideration of your neighbors, microphone volume will be monitored and noise discipline will be maintained.
- ❑ All Garden Landscape displays must have plastic placed down before setting up any display, concrete blocks or bricks.
- ❑ Spa companies and all displays requiring water must have everything filled by 9:00 am Friday, **NO EXCEPTIONS**. If you need to refill your display, it must be done after the show closes each evening.
- ❑ No consumption of alcoholic beverages during move in, move out or published show hours.
- ❑ No smoking in the building.
- ❑ No outside food may be brought into the Jackson Sports Academy during show hours.

SHIPPING INSTRUCTIONS

- ❑ **Pre-Shipment can be arranged with the Decorator**
- ❑ **Direct shipments to the Show** will be accepted at the Show Office no earlier than **8 am, Thursday, Jan. 4th**, provided the following shipping address is **strictly** adhered to:

Jackson Sports Academy
C/O California State Home & Garden Show
Exhibitor's Co. Name & Booth No.
5209-A Luce Ave.
McClellan, CA 95652

Move-in

- ❑ **THIS WILL BE A ONE DAY MOVE-IN; THURSDAY, Jan. 4th ONLY.** We are asking for your cooperation with implementing our move-in schedule. Approximately 30 exhibitors are scheduled for each 2 hour period. PLEASE PLAN YOUR ARRIVAL WITHIN THE FIRST 90 MINUTES OF THE PERIOD.
- ❑ You will receive an email conformation of your move-in time with a **PARKING PASS that you MUST complete and present to the TMP staff.** We ask that you quickly unload your vehicle and move from the load-in spaces, to make room for the next group.
- ❑ **NOTE:** There are no elevated docks at this facility. All load-in points and the Show floor are at ground level. Please keep this in mind when selecting your delivery vehicle or method of unloading.
- ❑ Your Move-in time is assigned alphabetically as follows:
 - Companies A through C – move-in at 8:00 am
 - Companies D through K – move-in at 10:00 am
 - Companies L through R – move-in at 12:00 pm
 - Companies S through Z – move-in at 2:00 pm
 - Open move-in for exhibitors that cannot make their assigned time will begin at 3:00 pm. THE HALL WILL CLOSE **PROMPTLY AT 7:00 PM**
- ❑ If you must drive your display into the Hall **AND** you have not received notification of a drive-in time, please **contact Sherry Larsen at sherry@calstateshows.com.**
- ❑ There will be **NO Move-In allowed on Friday.**
- ❑ Pallet jacks will be available for your use. A driver's license will be required to check them out.
- ❑ Forklift - if you require more than 15 mins of forklift assistance, please contact the decorator **in advance** (559) 495-3300. There will be a **charge** for use of the forklift over 15 minutes.
- ❑ Forklift hours of availability:
 - **Thursday:**8 am until 5 pm
 - **Friday:****NO FORKLIFT AVAILABLE**
 - **Sunday**5:01 PM – 8 PM
 - **Monday**.....8 am until Noon

INTERNET

- ❑ Your booth includes a wireless connection for **ONE** device only. If you need to connect more than one device, additional connections can be purchased for \$10 for the duration of the Show.

ELECTRICAL

- ❑ **All Exhibitors will receive one - single 500-watt outlet, regardless of your booth size.** Please assess your electrical needs and **if you require additional outlets or a larger service please order it from the Decorator in advance to avoid additional cost.**
- ❑ The Decorator order forms are only available through their online portal at: <http://aes.boomerecommerce.com/>. See page 7 for instructions.
- ❑ **Any exhibitor found to be using additional electricity will be charged the floor rates.** Electrical service will be disconnected until all fees are paid. **The deadline for payment of advance orders is. DEC. 29th.**
- ❑ Do not “plug-in” to any additional outlets without ordering and paying for electrical. Your tools or products could be destroyed due to power surges.

FIRE MARSHALL REQUIREMENTS

- ❑ Tents and canopies **must have** an official listing number, a California State Fire Marshall Seal of Approval and a dated registration number attached to the unit. **NO EXCEPTIONS.**
- ❑ **Exhibitors who have covered or enclosed displays must have a fire extinguisher on hand during the entire show.**
- ❑ 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.

CARPET — All booth carpet must be taped to the floor. Only **approved tape can be used**

- **NO DUCT TAPE and NO CLEAR TAPE.** The type of tape permitted must be a no residue tape. It is not available at standard retail outlets. As a substitute you may use a no-residue painters-type tape. If you elect to use this tape it must be repaired or replaced immediately if torn during the course of the Show to avoid creating a tripping hazard.

EXHIBITOR ATTENDANCE - At **NO TIME DURING SHOW HOURS** should you leave your booth unattended. Exhibitor's booths must be manned during the entire period of the show.

EXHIBITOR BADGES

Exhibitor badges will be available at the show office when you check in Thursday. All exhibitors are required to wear badges. If you do not pick up your exhibitor badges during move in, on Friday there will be an attendant at the entrance one hour before the show opening who will allow you to enter the hall and pick up your badges.

SELLER'S PERMIT

- ❑ You **must** have a seller's permit if you will be selling merchandise, booking orders or taking leads at this show.
- ❑ A link to [California State Board of Equalization](#) is available on our website, under Exhibitor Services. Temporary resale permit form number is BOE-400-SPA
- ❑ If we do not have your resale number on your contract, please fax it to:
Fax: (559) 322-5598
- ❑ You may also request the required form directly by calling State of California State Board of Equalization by calling (800) 400-7115.

HEALTH DEPARTMENT PERMIT

- ❑ If you offer food samples to the general public, Cal State Shows is required to collect a Food Service Fee by the State of California and Sacramento County Health Department. Your fees will be \$145 for low risk and \$215 for high-risk products as determined by the Sacramento County Health Department.
- ❑ The Sacramento County Health permit can be [download](#) on the Show's website.
- ❑ Notify your Show Manager **immediately** if you will be serving food products.
- ❑ You **will not** be allowed to set-up if permit fees have not been paid.

LOCAL SALES TAX – Sales tax for McClellan, California is 7.75%.

SHOW VEHICLES – All vehicles that will be on display must adhere to the following:

- ❑ Keys must be left at the show office.
- ❑ There can only be ¼ of a tank of gas in the vehicle and the gas cap must be secured. If gas cap does not lock, tape must be placed to secure it.
- ❑ Battery must be disconnected. If your vehicle can not have the battery disconnected due to the vehicle electronics system, please notify the Show immediately.
- ❑ Protection must be placed under the oil pan and transmission to catch any spills or leaks.

BOOTH DISPLAY

- ❑ Oversized items in booths that block the view or viewing angle of other booths are not allowed and will be removed. See [Display Policy](#) on website.
- ❑ Nothing may be attached to the wall or columns of the building. Exhibitors will be charged for any building damage to the due to their actions.
- ❑ Do not block, solicit or sell in the aisles. All materials, merchandise and personnel must be within your booth.
- ❑ We recommend you do not consume food in your booth. Alcohol in your booth during show hours is strictly prohibited.
- ❑ Signs can be hung from booth piping only with “S” hooks provided by the Decorator.

SECURITY

- ❑ 24-hour outside security is provided by the McClellan Business Park for the entire Business Park. All exterior doors into the building and the exhibit hall are closed and locked during non-show hours. However, small, easily removed, or fragile articles should be removed nightly.
- ❑ Cal State Shows does not assume any responsibility for loss, stolen items or damage to the property of any exhibitor.

PARKING

Parking for everyone is **FREE!** Parking is located across the street from the Jackson Sports Academy. We ask that you **park at the back of the lot** to allow our attendees to park nearest the building. There is no parking directly in front of the building.

TEMPERATURE

- ❑ Because of the fluctuation in temperature it is strongly suggested that you wear layered clothing and bring a light jacket.

QUESTIONS

- ❑ During move-in, move-out, or during the show concerning your electricity or booth furnishings, please contact the **Show Decorator** at their booth.
- ❑ Call or email Heather Cobb at (559) 322-2211 ext. 207or heather@calstateshows.com

MOVE-OUT PROCEDURES

DO NOT BREAK DOWN YOUR BOOTH/DISPLAY UNTIL AFTER THE SHOW CLOSSES AT 5:00PM, SUNDAY. NO EXCEPTIONS.

ALL exhibitors are required to move out on Sunday.

Contact your Show Manager if this is an issue. Only large booths or heavy items will be allowed to move-out on Monday morning.

SUNDAY MOVE-OUT INSTRUCTIONS:

- You will not need a pass if you wish to load-out to your vehicle parked in the parking lot across the street.
- If you need to parking directly in front of the building to load, you will need a parking pass. Show Staff will verify that your booth is packed and ready to be moved out. Only then will they give you a "Parking Pass".
- There will be a queue lane in the parking lot across the street for access to the load-out area in front of the building. Once you have your pass proceed to this lane and present your parking pass to the TMP Staff. As space is available you will be directed to a load-out space in front of the building. **NO vehicles will be permitted in the parking area without a "Parking Pass"**.
- The halls will be open until 8:00 pm Sunday night. Historically, there is no line at the by 7:00 pm, so you are encouraged to take advantage of this situation.

LARGE BOOTHS MOVING OUT ON MONDAY:

Sunday night PLEASE:

- Remove any signs from the pipe and drape – all pipe and drape will be removed early Monday morning and your sign will be left on the floor if you do not remove them.
- **SPA DEALERS – Start emptying your spas using hoses only – NO PUMPS**
- Disassemble your booth as much as possible Sunday night.

Monday:

- **FOR LARGE HEAVY BOOTHS ONLY** - Move-out will begin at 7AM. We **must** be out of the building by **NOON**. If you need a crew and/or tools to disassemble your booth, please drop them off and park in the lot across the street until you are ready to load your truck.

Move-out hours:

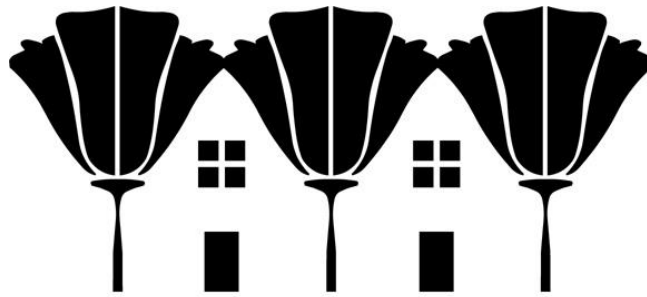
- Sunday from 5:01pm until 8:00 pm (later with prior arrangements).
- Monday from 8:00 am to noon.

REMEMBER

YOU MUST HAVE A "PARKING PASS" TO DRIVE YOUR VEHICLE INTO THE LOADING AREA IN FRONT OF THE BUILDING.

ALL SINGLE 10X10 BOOTHS – MOVE OUT SUNDAY

THANK YOU FOR CHOOSING



CALIFORNIA STATE
**HOME &
GARDEN**
SHOW

**NOW IS THE TIME TO
BOOK YOUR NEXT SHOWS**

UPCOMING SHOW DATES:

Aug. 10, 11, 12, 2018

Jan. 11, 12, 13, 2019

**CALL YOUR SHOW MANAGER TODAY!
(559) 322-2211**