



**Fine Living**  
**EXPO**

**EXHIBITOR MANUAL**

**Sacramento Convention Center**

**August 12, 13, & 14, 2022**

**NEW SHOW HOURS**  
**Fri – Sun: 10a-5p**

*Produced by*

**Cal State Shows**

PO Box 2190  
Clovis, CA 93613  
559-322-2211

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# IMPORTANT INFORMATION

Please read this manual carefully!

## Highlight of Manual:

- ❑ **NEW SHOW HOURS: OPENING AT 10am – 5pm**
- ❑ **MOVE-IN and MOVE-OUT:**
  - **Move-In - THURSDAY ONLY**
  - **Move-In times will be assigned:** Exhibitors will be allowed to move-in ONLY during their assigned move-in time or after 4:00 pm
  - **MOVE-OUT ON SUNDAY – 5:01pm to 8:00 pm**
    - **ONLY LARGE BOOTHS WILL MOVE-OUT ON MONDAY MORNING- 7:30 am - noon**
- ❑ **Decorator:**
  - Sacramento Stage Lighting**
  - Mailing Address**
  - 410 North 10<sup>th</sup> St.
  - Sacramento, CA 95811
  - Contact: Troy Patton**
  - Email: [info@sacstagelight.com](mailto:info@sacstagelight.com)**
  - (916) 447-3258
- ❑ **DEADLINE TO ORDER FURNITURE AND SERVICES: Aug. 5<sup>th</sup>**
- ❑ **NO CLEAR TAPE OR DUCT TAPE ALLOWED** on Convention Center floor. Gaffer tape is approved and the no-residue painter's type tape is also acceptable. If renting carpet from the Decorator they will install your carpet with the approved tape. See page 7 for more info.
- ❑ **CONTRACT & RESALE NUMBERS** must be on file **before** you will be allowed to move-in.
- ❑ **Fork lift hours:** **THURSDAY** 8 am to 5 pm and Monday 8am to noon
- ❑ **No banner hanging** from ceiling. If you wish to have a banner over your booth, contact the Decorator to rent tall poles and stretcher.
- ❑ **PARKING:** **PRE-PURCHASE PARKING** See page 8

# General Information

**Location**.....SAFE Credit Union Convention Center  
J Street and 14<sup>th</sup> Street  
Sacramento, CA 95814  
Loading Docks are at 14<sup>th</sup> & K St., enter from L & 14<sup>th</sup> St.

**Show Dates**.....Aug. 12, 13 & 14, 2022

**Move-In** THURSDAY, Aug. 10<sup>th</sup> ONLY – 11 am to 7 pm.  
**Move-In times will be assigned** from 11 am to 3 pm  
**SEE MOVE-IN SECTION**  
**ABSOLUTELY - NO FRIDAY MOVE-IN**

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

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

**Admission Price**..... \$8.00 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 3798  
Clovis, CA 93613  
Tel: (559) 322-2211

**Decorator & Electrician**.....**Sacramento Stage & Lighting**  
410 North 10<sup>th</sup> St.  
Sacramento, CA 95811  
(916) 447-3258

**Directions** .....From **San Francisco:** 80 east to Business 80 to I-5  
North, Exit onto J Street.  
From **Reno:** 80 west to Business 80 west.  
Follow to 160 downtown. Follow to J Street  
and turn left.  
From **Redding & Airport:** I-5 south, exit J Street  
From **South on I-5:** Take J Street exit.  
From **South on 99:** Take Redding turnoff. Travel 1 mile  
to J Street exit. Travel east on J Street to the  
Convention Center at 1400 J Street. Please  
enter at the rear docks – right on 15<sup>th</sup> St., right on  
L St., then right on 14<sup>th</sup> St. to docks. There will be  
a traffic control officer on duty at 14<sup>th</sup> & L St. You  
will not be allowed to enter the dock area prior to  
your specified move-in time or without a  
completed dock pass – see page 10 for Move-in  
Dock Pass.

## 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 the Convention Center **approved tape** that can be purchased from the Decorator or with a painter's type of 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 8:00am 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 Convention Center.
- ❑ No food from outside may be brought into the Convention Center during show hours.

## SHIPPING INSTRUCTIONS

- ❑ **Pre-Shipment can be arranged with the Decorator – Sacramento Stage Lighting** Please contact them directly at (916) 447-3258
- ❑ **Direct shipments to the Show** will be accepted at the Show Office no earlier than **8 am, Thursday, Aug. 11<sup>th</sup>**, provided the following shipping address is **strictly** adhered to:

SAFE Credit Union Convention Center  
C/O Fine Living Expo

**Exhibitor's Co. Name & Booth No.**

J Street and 15<sup>th</sup> Street  
Sacramento, CA 95814

## PLEASE PUT EXHIBITOR CO. NAME ON SHIPMENT

### Insurance

- ❑ All exhibitors must submit an Additional Insured Certification naming the Show and SAFE Credit Union as an additional insured, PROR TO MOVE-IN. This is the exact wording required on the certificate: **Cal State Shows, Fine Living Expo, the City of Sacramento, SAFE Credit Union Convention Center, their agent, officers, director, and employees.**
- ❑ You have the option to purchase "Show only" insurance through Rainprotection Insurance. In many cases you might find that the cost of this coverage is less than the price charged by your agency to generate the Additional Insured Certificate.
- ❑ [Click Here](#) for more information on the policy offered by Rainprotection Insurance
- ❑ [Click Here](#) to purchase coverage for just \$84.

## Move-in

- ❑ **THIS WILL BE A ONE DAY MOVE-IN; THURSDAY, August 11<sup>th</sup> ONLY.**

Approximately 30 exhibitors are scheduled for each 90 minute period. PLEASE PLAN YOUR ARRIVAL WITHIN THE FIRST 60 MINUTES OF THE PERIOD.

### **PRINT AND COMPLETE THE DOCK PASS FOR EACH VEHICLE.**

The pass is on page 10 of this Manual and available on [website](#). Complete the pass before entering the dock area. Each vehicle will need a pass placed on the dash and easily visible. Convention Center staff stationed at the corner of 14<sup>th</sup> & K St. will check your pass before allowing you to enter the docks. We ask that you quickly unload your vehicle and move from the docks to make room for the next group.

- ❑ **Your Move-in time is assigned alphabetically as follows:**

- Companies A through C – move-in at 11:00 am
- Companies D through P – move-in at 12:30 pm
- Companies Q through Z – move-in at 2:00 pm
- All Market Place Exhibitors – move-in at 3:00 pm
- Open move-in for exhibitors that cannot make their assigned time will begin at 4:00 pm

- ❑ If you must drive your display into the Hall **AND** you have not notification us, please **contact Sherry Larsen at [sherry@calstateshows.com](mailto:sherry@calstateshows.com)**. Drive-in time will be Thursday, 7 am to 8 am. There can be **NO EXCEPTIONS**. **All vehicles MUST be out of the hall by 8 am.**

- ❑ There will be **NO Move-In allowed on Friday.**

- ❑ Forklift - if you require more than 15 mins of forklift assistance, please contact decorator **in advance**; [orders@sacstagelight.com](mailto:orders@sacstagelight.com). There could be a **charge** for use of the forklift over 15 minutes.

- ❑ Forklift hours of availability:

- **Thursday:** .....8 am until 5 pm
- Friday - Sunday: .....**NO FORKLIFT AVAILABLE**
- Monday.....8 am until Noon

## PHONES & INTERNET

- ❑ There is no free wireless service inside the Hall. Only public area outside the Hall will have free wireless service. If you need a dedicated wireless connection, it can be purchased through: Smart City Networks, [www.smartcitynetworks.com](http://www.smartcitynetworks.com). They offer a courtesy connection for \$12.95/day.

- ❑ TO ORDER – visit [www.smartcitynetworks.com](http://www.smartcitynetworks.com), under Exhibitors; on the dropdown menu select: “Place Your Exhibitor Order Online”. You’ll be instructed to registrar then once completed you can select the venue; SAFE Credit Union Convention Center and the service you wish to purchase.

## ELECTRICAL

- ❑ **All Exhibitors will receive one - single 500-watt outlet.**

- ❑ The Convention Center **requires** the Decorator to do an electrical audit prior to the Show opening. **Any exhibitor that is found to require additional electricity will be charged the floor rates.** Electrical service will be disconnected until all fees are paid. 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 deadline for payment of advance orders is. Aug. 5<sup>th</sup>.**

- ❑ Order through the decorator, Sacramento Stage Lighting. **CLICK HERE** for a printable order form. It is also available on our website, under Exhibitor. Complete the order form, then email to [orders@sacstagelight.com](mailto:orders@sacstagelight.com).

- ❑ 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 are **not allowed** in the Convention Center. **NO EXCEPTIONS.**
- ❑ **Structures must comply with the State Fire Regulations for percentage of open space for the total area of the roof. If you have any questions please call Sherry Larsen at 559-322-2212. Exhibitors who have covered or enclosed displays must have a fire extinguisher on hand during the entire show.** If your display requires a special type of fire extinguisher, you must make prior arrangements at your own cost for this equipment.
- ❑ 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 **Convention Center**

**approved tape can be used** - **NO DUCT TAPE and NO CLEAR TAPE.**

The Convention Center is very specific as to the type of tape permitted. It must be a no residue tape, such as Gaffer's tape, which 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 J Street lobby one hour before the show opening who will allow you to enter the hall and pick up your badges. **You can no longer enter the Hall through the dock area – all entry must be through the North Lobby at J & 14<sup>th</sup> Streets.**

## **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 or email to: sherry@calstateshows.com
- ❑ 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 the Sacramento, California area is 8.75%.**

## **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.
- ❑ 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 by the Convention Center 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 security is provided by the SAFE Credit Union Convention Center for the entire Convention Center. All exterior doors into the Convention Center and the exhibit halls 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**

### **PRE-PURCHASE PARKING ONLINE – and SAVE!!!**

The City of Sacramento offers reduced parking rates at **Memorial Garage**, if parking is pre-purchased online.

**Memorial Garage (Lot C): 801 14<sup>th</sup> St.** Garage entrance is on **14<sup>th</sup> St.** between **H & I St.**

All parking rates listed are for all-day parking. Click on the type of parking to pre-purchase.

- **Friday, Only \$3 Commuter Parking** rate is available – pre-purchase online and enter the **before 10am**. Currently the system does not read exit time, so the stated requirement to exit after 4pm is not enforced.

**Event Parking Rates** is \$7.50 per day if pre-purchased and \$10 at the gate. Pre-purchased each day separately online by clicking on the day

- **Event Parking - Friday**
- **Event Parking - Saturday**
- **Event Parking - Sunday**

There are a number of other private, City, and State owned lots and garages in the area that **may** provide discounted parking on the weekend. The Hyatt, Sheraton and Marriott hotel garages **DO NOT** offer event parking and charges are from \$25-35.

**East End Garage: Opens at 11 am Saturday & Sunday** (not available Friday) Entrance is on 17<sup>th</sup> between L and Capitol. **\$2/day**

**Street parking is free on Sunday.**

- ❑ Absolutely no vehicles are allowed to park in the loading dock area during show hours. The Convention Center will have your vehicle ticketed and towed.
- ❑ RV parking is available at Cal Expo.



## **TEMPERATURE**

- ❑ Because of the fluctuation in temperature from air-conditioning, heat, the season and weather, 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 Stacey Barrett at (559) 322-2211 ext. 205 or [stacey@calstateshows.com](mailto:stacey@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.

**Dock Pass** – permits you to bring your vehicle into the loading dock area. If the docks are full, you will be asked to wait in a single line for the next available dock. **NO vehicles will be permitted in the loading dock area or in line without a “Dock Pass”.**

- Show Staff will verify your booth is packed and ready to be moved out prior to giving you a **“Move-Out Pass”**, which will be checked by prior to entering the dock area.

### **Move-out hours:**

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

### **SUNDAY MOVE-OUT INSTRUCTIONS: 10X10 BOOTHS – MOVE OUT SUNDAY**

- The Convention Center’s staff will verify your dock pass prior to allowing you to enter the docks.
- Only hand carry items will be allowed across the North Lobby carpet (to J St.). Hand trucks will not be allowed across the Lobby carpet.
- The halls will be open until 8:00 pm Sunday night. Historically, there is no line at the docks 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:

- Place your move-in pass on the dash of all vehicles. TMP will direct you to a dock as space becomes available. If you need a crew and/or tools to disassemble your booth, please drop them off before entering the dock area. Your time at the dock will be limited.

## **REMEMBER**

**You must have a “DOCK PASS” at Move-in & Move-out**

# MOVE-IN DOCK PASS

**PLACE THIS PASS ON THE DASH**



**SAFE Credit Union  
Convention Center  
AUG. 12-14, 2022**

**COMPLETE PASS IN ADVANCE OF ARRIVAL**

For **MOVE-IN** only.

Enter the dock area at L and 14<sup>th</sup> St. The TMP will check you in and direct you to a dock as space becomes available.

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

You will have approx. 30 mins. to unload and move your vehicle, depending on the demand for dock space.

**UNLOAD BEFORE SETTING  
UP YOUR BOOTH.**

Exhibitor:

Booth #:

Driver's Cell #

Driver's Name:

**LEAVE THIS PASS IN THE VEHICLE**