



The Largest Power Boat Show in Northern California.
March 7-10, 2013 • Cal Expo



BOAT SHOW HANDBOOK

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PLEASE READ CAREFULLY

LOCATION

Sacramento Boat Show & Off-Road Exposition is held at Cal Expo
The address is:
California Exposition & State Fair
1600 Exposition Blvd.
Sacramento, CA 95815

CONTACTS

Show Manager: [Jorgen Bateman](#) (916) 826-0454

OFFICIAL SERVICE CONTRACTORS

Boat Show Operations: Jorgen Bateman
NorCal Management Services LLC.
Tel: (916) 372-4239
Cell: (916) 826-0454
Fax: (916) 371-8555
jorgen@norcalmgmt.com

Decorator: Sacramento Theatrical Lighting Ltd.
Tel: (916) 447-5000
Fax: (916) 447-1133
expo@stlltd.com
www.stlltd.com

SHOW DATES AND TIMES

Thursday March 7 th	12:00 PM to 8:00 PM
Friday March 8 th	12:00 PM to 8:00 PM
Saturday March 9 th	10:00 AM to 8:00 PM
Sunday March 10 th	10:00 AM to 6:00 PM



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DIRECTIONS

Northbound

Northbound drivers to Sacramento can take either Interstate 5 or Highway 99. From I-5, take the Capital City Freeway East exit from Downtown Sacramento, follow the signs to Reno. The Cal Expo exit is just Northeast of the American River. Highway 99 becomes the Capital City Freeway just North of the 12th Avenue exit. Continue over the river to Cal Expo.

Southbound

Southbound drivers to Sacramento can arrive via Interstate 5, Highway 99 or Highway 70. Highways 99 and 70 join I-5 just North of Sacramento. From I-5, take the I-80/Reno exit East and continue to the Capital City Freeway exit just past Watt Avenue. Continue toward downtown Sacramento until you reach the Cal Expo exit.

Eastbound

Eastbound travelers to Sacramento should take Interstate 80 to Sacramento, taking the Capital City Freeway exit in West Sacramento (following the signs to Lake Tahoe). Continue on Capital City Freeway, through downtown Sacramento and make the turnoff to Reno. The Cal Expo exit is just Northeast of the American River.

Westbound

Westbound travelers can take Interstate 80 or Highway 50 to Sacramento. From I-80, take the Capital City Freeway exit to Downtown Sacramento just beyond Madison Avenue. Continue to the Cal Expo exit. From Highway 50, take the Reno turnoff just past Stockton Boulevard to the Cal Expo exit just Northeast of the river.

MOVE IN DATES AND TIMES

Tuesday March 5 th	08:00 AM to 7:00 PM – BULK EXHIBITORS ONLY
Tuesday March 5 th	12:00 PM to 7:00 PM – BOOTH EXHIBITORS
Wednesday March 6 th	08:00 AM to 7:00 PM – ALL EXHIBIT SPACE
Thursday March 7 th	08:00 AM to 11:00 AM – ALL EXHIBIT SPACE

If you have any questions regarding the move-in schedule, please contact Jorgen Bateman at jorgen@norcalmgmt.com or (916) 826-0454.



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MOVE OUT DATES AND TIMES

Sunday, March 10th
Monday, March 11th

6:00 PM to 10:00 PM
8:00 AM to 07:00 PM*

* All show materials must be removed from the show grounds by 7 pm Monday, March 11th. If you are shipping your materials make sure your carrier checks in before 2pm. After 6pm, all remaining materials will be forced onto other carriers. Please plan accordingly.

EXHIBITOR PARKING

THE PARKING FACILITIES ARE NOT CONTROLLED BY SHOW MANAGEMENT
Normal daily parking is \$10.00, however the exhibitors can purchase parking from show management at a discounted rate of \$5/day.

Please complete the Parking Pass Order Form to pre-order your Parking Passes.

[Parking Pass Order Form](#)

The Parking Passes will be mailed to you or you can elect to pick them up at the show office.

OFFICIAL SHOW HOTEL

SVMA Inc. has negotiated a special rate at The Fairfield In by Marriott Hotel for Sacramento Boat Show exhibitors. Special room rates are from \$74/night plus tax.

The Fairfield Inn by Marriott Sacramento Cal Expo and Fair hotel is conveniently located next to Cal Expo home of the Sacramento Boat Show. Each of our spacious guest rooms features a comfortable sitting area, large work desk, two phones with data ports and Marriott bedding. Guests at our hotel can stay connected with complimentary speed internet access in each room and throughout the hotel. In addition, guests hosting business meetings can take advantage of our state-of-the-art conference space and on-site business center.

***ALL Sacramento Boat Show Exhibitors will enjoy:
Free Parking, Internet and Breakfast.

Rates: \$74.00 /night plus tax
CODE: "SBOS"

Reservations: Click on link for [Online Reservations](#)

Contacts: (916) 920-5300



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EXHIBITOR REGISTRATION

Exhibitor Registration will be open daily from 8:00 am to 6:00 pm beginning Tuesday March 5th. Registration will be located in the show office in the Pavilion.

EXHIBITOR BADGES – Deadline February 15th

An Exhibitor Badge allows you to enter the Show during opening hours and one hour prior to the opening of the show during show days. Badges must be worn when entering the show. Please submit an [EXHIBITOR BADGE ORDER FORM](#) by February 15th.

Your company is allotted badges based on the total exhibit area occupied:

200 sq. ft. or less	6 badges
201-500 sq. ft.	10 badges
501-2000 sq. ft.	12 badges
2001-3500 sq. ft.	15 badges
Over 3500 sq. ft.	20 badges

Exhibitor badges are only for company employees working your booth and should not be used for guests, family or friends. Identification will be required when picking up your exhibitor badges. Guest tickets are available for your guests, family or friends.

EXHIBITOR GUEST TICKETS – Deadline February 15th

Make your guests and prospects feel like VIP's!

Exhibitor Guest Tickets : Valid Thursday – Sunday of the Show

- ✓ **Distribute all the tickets you want, pay only for those redeemed (\$3.00 per Tickets)**
- ✓ **Tickets redeemed will be billed at half the daily ticket price.**
- ✓ **Exhibitor Guest Tickets make for great gifts.**
- ✓ **Mail them to prospects or give them out in showroom and be billed for only those redeemed at the show**

Exhibitor Guest Tickets are available in advance by mail. Tickets can be mailed to you or held at the in the show office. Tickets left at "Will Call" must be left in a #10 Business Envelope with the recipient's name (last, first) printed or typed in the upper right hand corner. Your Company's name should appear below the name. Envelopes will be available at the show office for this use. We recommend that you provide your own envelopes in advance to avoid any delays.

Please use the

[**EXHIBITOR GUEST TICKET ORDER FORM**](#)

TICKETS MUST BE ORDERED BY February 15th.

You will be billed after the show for only redeemed tickets at \$3.00 per ticket. (Ticket Face Value \$12.00)



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CONDUCT OF EXHIBITORS

Booths must be manned during all show hours. Buyers are the on floor until the last minute of the show and expect exhibitors to be present. Only companies that have contracted for space are allowed to demonstrate products, solicit orders, or distribute advertising. Confine distribution of literature, signage, models and sales materials to your exhibit space. **ONLY PRODUCTS DECLARED ON YOUR SHOW APPLICATION AND CONTRACT MAY BE EXHIBITED.**

STANDARD BOOTH EQUIPMENT

Each booth space will receive:

- 1 line Identification Sign
- 8' High back drape
- 3' High side drape

No partitions over 4' in height are permitted between booths that extend more than 4' from the back drape.

SVMA Inc. reserves the right to prohibit the use of certain signs, partitions or display content of which, in the sole judgment is not in keeping with good taste, or with the general marine aspect of the show.

CARPET INSTALLATION

Carpet (Blue) is included in displays in the Pavilion and Main Tent. Outdoor exhibitors may bring their own carper or rent carpet from the Decorator. Use the CARPET ORDER FORM in the [DECORATOR'S EXHIBITOR KIT](#).

ELECTRICAL SERVICE

Electrical Service will be provided as follows:

Booth: 500 watts of power for each 10' x 10' booth.

Bulk: 1000 watts of electricity for each full 2,000 sq. ft. of space.

Exhibitors requiring additional electrical service must complete the

[ELECTRICAL ORDER FORM](#)



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INSURANCE REQUIREMENTS

All exhibitors at the Sacramento Boat Show are required to provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 in all.

Please forward this information to your insurance agent, broker or company in order that they can issue the proper policy to SVMA Inc. Your normal business insurance should meet the requirements without any need for a special policy. Make sure that the policy covers all days of the show plus move in and move out days. Your Insurance Company should be able to issue the proper certificate at no charge or a nominal fee.

Description: Sacramento Boat Show & Off-Road Exposition, March 7-10 2013
Event Address: Cal Expo 1600 Exposition Blvd. Sacramento, CA 95815
Amount Insured: \$1,000,000 per occurrence and 2,000,000 aggregate
Dates of Coverage: February 5th - 11th, 2013 Includes move-in and move out dates

Additional Insured:

The certificate must name the following as additional insured

- Cal Expo
- State of California
- NorCal Management Services LLC.

EXHIBITORS MAY NOT MOVE INTO THE SHOW UNTIL THESE REQUIREMENTS ARE MET.

[Insurance Requirements](#)
[Sample Insurance Certificate](#)

PLEASE FAX A COPY OF YOUR INSURANCE CERTIFICATE TO: (916) 371-8555
or mail to: SVMA Inc. P.O. Box 672 West Sacramento, CA 95691

If you do not have insurance coverage in place, exhibitors can buy insurance online by clicking on the below link. Please click the link below and complete a short questionnaire to obtain the required coverage.

You may purchase insurance, if you do not have insurance or it does not comply with the requirements above. Click the below link to purchase insurance.
<http://www.exhibitorinsurenw.com>



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CA SELLERS PERMIT REQUIREMENTS

Most vendors are required to hold a CA Sellers Permit. Please read the California State requirement carefully and adhere accordingly.

[CA SELLERS PERMIT REQUIREMENTS PERMIT FORM BOE-410-D](#)

TELEPHONE & U-VERSE DSL SERVICE

AT&T will handle the installation of phone lines, T1 or U-Verse lines. To order service, download the [TELEPHONE ORDER FORM](#) from this kit.

WI-FI SERVICE

Unfortunately Cal Expo does not have any WI-FI service available.

WATER DAMAGE

March can be rainy and damage to outdoor display can occur. Make sure that you protect your display by keeping boxes, brochures and merchandise off the floor. Use of pallets or plastic sheeting to help is permitted. When heavy rain occurs, the outside tent areas may flood. Make sure that your insurance is in effect during all periods of the show including move in and move out. Show management cannot be held responsible for any damage caused due to nature.

SECURITY

There is 24-hour security starting from the first day of move in to the last day of move out. All exhibitors will have access to the show areas 1 hour before opening and 1 hour after close. If you need access more than 1 hour, please let Show Management know to make arrangements.

CRADLES, SCAFFOLDING & STAIRS

All the above must be approved by Show Management and comply with OSHA standards including dual upper and lower hand rails if steps are over 2 feet. On docks, stairs must be wider than 24".

DUMPSTER & TRASH REMOVAL

Please dispose of all refuse in trash receptacles or larger items in the dumpster. It is your responsibility for maintaining neat, clean orderly displays. Please cooperate as best as you can.

ANIMALS PROHIBITED

Pets are not permitted within the show areas. Guide dogs for the blind or hearing impaired are exempt.



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EXHIBIT REMOVAL

All exhibits must remain staffed and intact until the official show closing at 6pm on Sunday March 10th. Once the public has safely left the show grounds, breakdown of displays can commence. Hand carried items may leave the floor after 5pm Sunday night. You must wear your exhibitor badge to hand carry items out.

**All Exhibit Materials must be off show grounds by 6pm. Monday, March 11th.
Please plan accordingly.**