



2024 EXHIBITOR MANUAL

April 4 – 7, 2024

ALAMEDA COUNTY FAIRGROUNDS

2005 Valley Ave.

Pleasanton, CA 94566

ENTRY TO THE GROUNDS

GATE 8, VALLEY AVE.

PLEASANTON, CA

A FEW VERY IMPORTANT NOTES

- **Thank you for participating. We look forward to meeting each one of you!**
- **Move-in Days & Times:** Your move-in will be open; you can set-up Wednesday from 8 am to 7 pm. The doors will close **promptly** at 7 pm. There will be no driving into the building.
- **Move-in & Move-out Pass:** **PRINT AND COMPLETE YOUR MOVE-IN PASS, before arriving at the Fairgrounds. The form is on the last page.**
- **Remember To Order** your decorator needs by **March 22, 2024** to receive their discounted prices. See page 4, **Service and Order Forms**, for more information.
- **Check-In at the Show Office** to confirm your booth number and location. The Show Office will be in Sapling Square.
- **Parking** must be purchased in **ADVANCE** at: <https://alameda.saffire.com/p/pages/san-francisco-bay-flower--garden-show-vendor-parking>. Parking will be \$13/day and will include in/out privileges. If you wait until the Show opens parking will be \$15 with no in-out privileges.
- **The following items must be completed before you will receive Move-in clearance:**
 - Your Balance is Paid in full
 - Your **California Seller's** permit number must be on file. For a temporary permit <https://www.cdtfa.ca.gov/services/permits-licenses.htm>
 - Additional Insurance Certificate must be on file
 - If you will be offering tastings of a food or beverage you must submit a copy of your Alameda County Health Permit. Obtain a permit directly from the health department: <https://deh.acgov.org/operations-assets/docs/tff/TemporaryFoodFacilityPermitCateredEventPermitApplication.pdf>
- **PLEASE READ THIS ENTIRE EXHIBITOR MANUAL CAREFULLY**

If you have exhibited before please don't assume everything is the same. Things have changed and you'll find new information within.

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Section 1 – Creating Your Exhibit

Exhibit Guidelines:

Your exhibit space consists of an 8' high pipe drape back and 3-foot high side drapes. All drapes will be black. High wall booths will receive 8' high pipe and drape back and sides. The decorator will install booth numbers on the side drape of the exhibit space. Exhibitors are responsible for all other aspects of their exhibit space, including floor coverings, electricity over 500 watts, lighting, and decoration. Marketplace exhibits should reflect the ambiance of the overall Show – high quality, garden-related, and festive.

Allow 4" leeway when installing hard wall displays. All merchandise and materials must be contained within the exhibit space throughout the Show. There is NO room for creepers!

Fire Safety Regulations:

The San Francisco Bay Flower & Garden Show must pass a fire safety inspection by the Alameda County Fire Marshal in order to open its doors to the public. Strict rules will be enforced regarding display materials in exhibit spaces.

- Tents and canopies will not be allowed indoors.
- All materials in exhibit construction and decoration must be flame retardant. Exhibitors will be required to provide a flame retardant certificate or the label of the product used to treat potential flammable material.
- All exhibitor-supplied electrical power strips must be the GFI type.
- 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.

Services & Order Forms: All orders must be placed using the links below to the Alameda County Fairgrounds order forms. **Order by March 22nd** to ensure equipment is available.

Carpet, Furniture & Accessories: <https://alameda.saffire.com/p/pages/premium-partnership-applicationcopy1>

Electrical Service: All exhibit spaces will include a 500-watt electrical service. Regardless of the size of your exhibit space, you can only use 500 watts. If you need **additional** electrical service use the online order form:

<https://alameda.saffire.com/p/pages/electrical--wifi-form>

Internet: <https://alameda.saffire.com/p/pages/wifi-form>. The Alameda County Fairgrounds has a public Wi-Fi service for the Show. This is an unsecured connection. If you need a secure or faster connection, use the order form to order service:

Parking Pass: <https://alameda.saffire.com/p/pages/san-francisco-bay-flower--garden-show-vendor-parking>. You must purchase no later than April 3rd to get the exhibitor rates and in and out privileges.

Signage:

A sign with your booth number will be hung at the side drape of your exhibit. You may use your own company signage. Your signage can not extend above the height of the back drape. Your booth number must always be visible. Use **professional printed signs only**, **hand-written signs are NOT permitted for your company name or anywhere in your booth.**

Headsets and Microphones:

Headsets and hand-held microphones are **NOT** permitted in any exhibit area.

Noise:

Exhibitors shall not permit continuous sound in any form emitting from his/her booth, which will disrupt the show or interfere with neighboring exhibitors.

Alcohol Policy:

Alcohol consumption in the exhibit space by exhibitors is **strictly prohibited** during Show hours. The Alameda County Fairgrounds prohibits the consumption of alcoholic beverages in the parking lots.

Recycle Cardboard & Garbage:

Cardboard will be picked up each evening—please **break down** the cardboard and place it in the aisle **after** the Show has closed. Please help keep your area and the grounds tidy. Your assistance is appreciated.

Section 2 – Move-In Day and Exhibit Set-Up

Move-In Schedule:

Exhibitor move-in is Wednesday, April 3rd, from 8 am to 7 pm.

Enter the Alameda County Fairgrounds through Gate 8 from Valley Drive, Pleasanton, CA.

Move-In/Out Pass: Print the Move-in Pass, entering the company name, and **cell phone number of the driver**. Each vehicle must have this pass on the dashboard in clear sight. If you will have more than one vehicle, print additional copies for the other vehicle. This pass allows you close access to the parking lot or building **to unload** your vehicle. Please be considerate of your fellow exhibitors, unload, and then move to the parking lot before setting up your booth. Only after moving your vehicle to the parking lot should you begin setting up your exhibit.

Exhibit Set-up Hours:

The Halls will be open until **7:00 pm** Wednesday. All exhibits must be staffed and ready for the public by 9:30 am Thursday.

Exhibitor Check-in:

All exhibitors must check in at the Show Office which will be located in Sapling Square (Building A).

Freight Receiving and Forklift Service:

Direct shipments to the Show will be accepted at the Show Office no earlier than **8 am, Monday, April 1st**. **Strictly** following the shipping address:

**Alameda County Fairgrounds
c/o San Francisco Bay Flower & Garden Show
(EXHIBITOR NAME) - (BOOTH NO.)
4501 Pleasanton Ave.
Pleasanton, CA 94566**

Restocking:

Your inventory may be restocked daily each morning 2 hours before the show and in the evenings for 1 hour after the show. **Hand trucks and dollies are not permitted on the Show floor during Show hours to avoid the risk of injuring attendees.**

You can move your vehicle next to the building to restock only after the Show has closed or before it opens in the morning. Prior to the Show opening all vehicles must be moved to the parking lot. Remember no hand carts or dollies are allowed on the show floor during show hours.

Restocking Hours -

Each morning before the Show opens	-	7:30 am to 9:30 am
Each evening after the Show closes	-	6:00 pm to 7:00 pm

Overnight RV:

Overnight RV parking is available at "The FairPark RV" through the Fairgrounds. Call **925-426-3340**, or click to make an [Online Reservations](#).

Temperature:

Because the temperature inside can fluctuate, it is strongly suggested that you wear layered clothing and bring a light jacket.

Section 3 – Show Time!

Entrance to the Show:

The exhibitor parking is in the lot next to Sapling Square. This parking is for exhibitors only and you will need to show Wristbands are required and must be worn by all exhibitors for admission to the grounds through the entry gate during all hours of the Show. Please note each day's wristband is a different color. You will **NOT** be admitted into the Show without the proper wristband on your wrist. It is not sufficient to show an unattached wristband; it must be properly attached to your wrist or you **WILL NOT** be admitted into the Show.

Security may ask to examine any large bag or parcel brought into the building.

PLEASE man your booth no later than 9:45 am.

Staffing:

Exhibits must be staffed during Show hours. Show hours are 10:00 am to 6:00 pm daily. Exhibitors are expected to have booths open and staffed **on time** each morning. A minimum staffing level of two people per 100 square feet is recommended. Exhibitors are not permitted to vacate their booths until the Show closes each evening. In case of an emergency, please find any show staff member and have them contact the on-site Show Office.

Food Service:

During hours in which the Show is open to the public, Alameda County Fairgrounds operates concession stands throughout the grounds.

We have asked that the concession open at least 30 minutes before the Show opens for your convenience.

Package Check:

The Show offers free Package Check in Sapling Square and Petal Plaza. Signs will be posted. Attendees may take their purchases to Package Check which makes it easier for them to continue visiting the exhibits. You are encouraged to let your customers know about this service. At the time the package is checked, the customer will be given a package claim check.

Large Item Pick-Up Passes:

If you are selling items over 50 lbs, or bulky items that you need to deliver to your customer's vehicle, follow these procedures.

- Arrange a time with your customer to meet you with their vehicle at the designated pick-up/loading near the Exhibitor parking gate. Signs will be posted to identify the location.
- Your customer will not be allowed to drive through the gate but can drive up to the gate for loading.

Photography:

The Show encourages attendees to record their show experience through casual amateur photography. The Show has hired a professional photographer as the official Garden Photographer.

Hotels:

There are a number of hotels conveniently located in Pleasanton, near the Fairgrounds. After contacting many of the hotels I believe you will be able to book a room online at lower rate than what the hotels can offer.

Section 4 - Move-Out

Move-out Instructions: Exhibitors may not dismantle or remove ANY exhibit materials before 6:01 p.m. on Sunday when the Show closes. This policy will be strictly enforced. Any exhibitor violating this rule **will lose seniority** for booth placement for your next exhibiting year.

If you are moving out on Monday, you will need to use the Move-in/Out pass.

Booth move-out hours are:	<u>From</u>	<u>To</u>
Sunday, April 7, 2024	6:01 pm	9:30 pm
Monday, April 8, 2024	8:00 am	Noon

Section 5 – For Your Information

Exhibitor Liability Insurance:

Each exhibitor is required to submit an additional insured certificate listing the following as Additional Insured:

Sherry Larsen, dba/Cal State Enterprises, San Fran Bay Flower & Garden Show, State of California, the California Fair Services Authority, the District Agricultural Association, The Alameda County Agricultural Fair Association, the County of Alameda, their directors, officers, agents, servants, and employees.

If you do not have the ability to provide this certificate through your insurance carrier or you do not carry business insurance, the Show will arrange event coverage through our carrier for the entire event including move-in and move-out. Contact the office to be included in this coverage.

Sales Tax Information:

All retail sales at the Show must include a **10.75% State sales** tax which each exhibitor must remit to the California State Board of Equalization. The State of California is a self-reporting tax state; therefore each exhibitor is responsible for remitting the sales tax to the State. If you are **NOT** already registered to conduct business in California, you must obtain a Temporary Tax Registration before participating in the Show. There is no charge for this Temporary Tax Registration. Exhibitors may obtain a Temporary Tax Registration by contacting the State Board of Equalization.

Web Site

www.boe.ca.gov

To register go to: <http://www.cdffa.ca.gov/services/permits-licenses.htm>

The State of California enforces compliance with its sales tax requirements.

LEAVE THIS PASS ON DASH



**ALAMEDA COUNTY
FAIRGROUNDS
PLEASANTON, CA**

**COMPLETE THIS PASS BEFORE
ENTERING GATE 8.**

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

If you unload next to the building, you will
have 20 mins. to unload and move your
vehicle to the parking lot.

Entry is on a first come first served basis.
You may be required to wait until a space
next to the building is available. There are
door available on all side of the building.

Exhibitor:

BOOTH #:

**DRIVER'S
CELL PH:**

**DRIVER'S
NAME:**

Re-Stocking Times:

Morning:

8:00am – 9:30am

Evening:

6:01pm – 7:00pm

LEAVE THIS PASS IN VEHICLE