

**The Fred Hall Show, Long Beach
Exhibitor Information and Instructions**

Long Beach • March 3-7, 2010

Long Beach Convention Center and Arena
300 E. Ocean Blvd
Long Beach, CA 90802

Welcome to the 2010 Fred Hall Show season. By exhibiting in the Fred Hall shows, you are already supporting the fishing tackle and boating industries. The Fred Hall Shows are a partnership between the American Sportfishing Association and Fred Hall & Associates. When you choose to participate, you are helping to perpetuate America's sportfishing heritage. Thank you!

The following information will help you prepare for the upcoming Fred Hall show in Long Beach, California. It is important that you read this information completely and return any required order forms immediately.

The show decorator is GES. The electrical contractor is TSE. They are responsible for all move-in, freight shipments, booth furniture rentals, electrical usage, etc.

Get your orders into GES/TSE early for discounted prices!

This checklist will help you determine if you completed the necessary order forms for the services you require. The exhibitor badge/pass list is the only form that you will return to Fred Hall & Associates. All of the other order forms need to go directly to GES as noted on their information.

Return to Fred Hall & Associates

____ Exhibitor Badge/Pass List

Return to GES Exposition Services

____ Electrical Order Form (Only for bulk space exhibits or booth exhibits needing more than the 500 watts provided)

____ Telephone Line Order Form

____ Furniture, Carpet Order Form

____ Sign, Banner Order Form

____ Shipping/Dryage Order Form

____ Labor Order Form

IMPORTANT NOTICE

When ordering services from GES, please use your **company name** as it appears on your Fred Hall & Associates contract. Booth numbers will not be available until you check in at the show office. All service orders will be processed using you company name.

Show Hours: Wed–Friday 2:00 PM to 9:30 PM
Saturday 10:00 AM to 9:30 PM
Sunday 10:00 AM to 7:00 PM

It is required that you staff your exhibit during all show hours. Leaving your booth un-manned is in violation of your show contract.

Move-in and Set-up: Please check-in at the show office before you begin setting up. Move in begins Monday, March 1st at 12:00 Noon and continues until 9:00 PM. Tuesday, March 2nd, move-in will continue from 8:00 AM until 9:00 PM. Wed, March 3rd from 8:00AM until 1:00 PM. **All exhibits** should be ready one hour before show time. The show will open at 2:00 PM.

To assist booth exhibitors moving in displays, we have paid to have the first 400 lbs of freight per booth to be delivered to your exhibit location. In most cases, this should eliminate you having to pay for Union labor to move you in. If you would like assistance moving in, contact GES Exposition Services when you arrive at the show to request help.

Driving In: On Monday, March 1st, if you would like to drive your vehicle into the building to unload at your booth location, you must first check in at the Fred Hall show office. You will then be directed to the GES desk to obtain a POV permit. They will charge a flat rate of \$145.00 per vehicle. **You must unload immediately and remove your vehicle from the building.** (This option is only available on Monday, not before 12:00 noon and will depend on your booth location).

Move-out: All exhibits **MUST** remain intact until the final show closing at 7:00 PM. Sunday, March 7th. Immediately after closing, exhibitor's crates will be delivered to the booths as quickly as possible. The hall will remain open until midnight Sunday night for moving out your exhibit. The hall will reopen on Monday, March 8th at 8:00 AM. All exhibits **MUST** be removed **NOT LATER THAN 12:00 NOON**, Monday, March 8th.

Drayage: Drayage service is provided by GES Exposition Services. Refer to the information in provided or call them at (800) 475-1437.

Parking: Parking fees are not included in your exhibit fees. Parking is the responsibility of each exhibitor. We have arranged for an all-week, in-out event pass to be made available for sale to exhibitors by the convention center. You will need to purchase this from the parking attendant at the parking lot gates.

Note* Daily parking permit does not allow for in-out privileges. Please plan accordingly.

Fire Department Rules: To comply with the fire department regulations, all motors may not contain gasoline. All gas caps must be locked or taped closed.

Health Department: If your exhibit involves food preparation or handling, you will be required to meet specific standards and acquire a permit from the County of Los Angeles Environmental Health Division. Their phone number is (562) 570-4132 ext. 0.

Security: We believe we have sufficient guard service. However, if you display small items, we suggest they be wired or otherwise fastened to your display. Further, if you have larger loose items, bring a footlocker or other box with a clasp and lock to store them after show hours. We advise that your exhibit materials be covered by your insurance since show management is not responsible for loss and or theft.

Sublet of Space: No exhibitor may sublet space to anyone. Subletting will result in forfeiture of your booth space for the balance of the show along with all fees. No refunds will be given.

Removing Merchandise, Equipment: You will be required to provide a receipt or carry-out pass when removing any merchandise or equipment from the show. If needed, the show management will provide you a written pass. (See show office for details).

Payment: Final payment for all exhibit space is due at this time. **All contracts must be paid in full before an exhibitor can move in.**

Exhibitor Passes: VERY IMPORTANT, PLEASE READ CAREFULLY. The Fred Hall Show name badge will be your exhibitor pass. These passes are issued for the exclusive use of your company. **Do not distribute these passes to anyone outside of your company. Any guest apprehended with these passes in their possession will be escorted from the show! The exhibitor to whom these passes belong will be asked to leave the show! No refunds will be given!**

(Please read the enclosed badge/pass form for additional details).

VIP Guest Passes: We have a one-time use VIP Guest Pass. This is the appropriate pass for distributing to your customers, friends, etc. (Please read the enclosed badge/pass form for additional details).

Exhibitor Admission: Exhibitors with proper credentials will be permitted into the building one and a half (1 1/2) hours before the show opens with specific guidelines. Exhibitors must have and wear their badge/pass. Exhibitors must remain in their respective exhibit areas during this time. For security reasons, browsing and walking the aisles during this time is not permitted. This time is provided solely for the purpose of preparing exhibits for the show opening. Security guards and show management will enforce this rule for your own protection.

Additional Questions: If you have any questions or special needs, please contact our office. Our office number is (805) 389-3339. Our office fax is (805) 389-1219. You can also email us at email@fredhall.com. Once the show office is set-up, you will be able to access us by calling our regular office phone number.

Fred Hall & Associates
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