

**The Fred Hall Show, Del Mar
Exhibitor Information and Instructions**

Del Mar • March 22-25, 2012

Del Mar Fairgrounds
2260 Jimmy Durante Blvd.
Del Mar, CA

Welcome to the 2012 Fred Hall Show, the Ultimate Outdoor Experience. By exhibiting in the Fred Hall shows, you are directly supporting the recreational fishing, boating, and hunting communities including dozens of non-profit organizations that participate each year. The Fred Hall Shows are owned by The American Sportfishing Association, the fishing tackle manufacturer's trade group. Every dollar generated goes to protect and enhance recreational angling and boating throughout the country. When you choose to participate in the Fred Hall Shows, you are helping to perpetuate America's outdoor recreational heritage. The member companies of the ASA thank you for your support.

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

The show decorator is Raphael's Convention Services. The electrical contractor is Edlen. They are responsible for all move-in, freight shipments, booth furniture rentals, electrical usage, etc. Included in this packet are their printed material and order forms.

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 Raphael's or Edlen as noted on their information.

Return to Fred Hall & Associates

_____ Exhibitor Badge/Pass List

Return to Raphael's Convention Services

_____ Furniture, Carpet Order Form

_____ Shipping/Dryage Order Form

_____ Labor Order Form

Return to Edlen Electrical Services

_____ Electrical Order Form (**500 watts is provided to all 10x10 booths. You only need to order electrical if you need more than that or if you are in a bulk display area**)

Telephone/ Internet Service

_____ The Del Mar Fair Grounds has its own telephone service. You will need to send the order form directly to them.

Drayage: Drayage service is provided by Raphael's Convention Services. 8606 Miramar Road, San Diego, CA 92126. (858) 689-7368, Fax (858) 689-8040. Information for Drayage and show equipment rental services is provided in this package.

Parking: We have arranged a discounted price for a week-long parking pass for our exhibitors. This pass will be available for sale at the Solana Beach gate Wednesday and Thursday with proper exhibitor credentials. Price has yet to be determined.

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 Health Department. Contact Fred Hall & Associates for details.

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 in their booth to anyone. Subletting will result in forfeiture of your booth space for the balance of the show along with all fees.

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.

