

EVERETT FALL HOME & GIFT SHOW

**COMCAST ARENA AT EVERETT
SEPTEMBER 30TH - OCTOBER 2ND**

2011 EXHIBITOR BOOK

**BE SURE TO BRING YOUR OWN
HAND TRUCKS OR CARTS FOR
MOVE -IN MOVE OUT**

For questions contact Bill Bradley: 206-248-8430
or for quickest response: email bbwestlake@seanet.com

**EVERETT FALL HOME & GIFT SHOW
COMCAST ARENA AT EVERETT**

2011 EXHIBITOR BOOK

**Friday, September 30th 12pm - 6pm
Saturday, October 1st 10am - 6pm
Sunday, October 2nd 10am - 5pm**

THIS BOOKLET INCLUDES:

Action Items

Booth Exhibit Details and Restrictions

Frequently Asked Questions

Concourse Move-In /Move-Out Schedule

Main Arena Move -In /Move-Out Schedule

Exhibitor Badge Info

Directions to Arena

Pay Once Parking Passes

(download & print)

Fire Marshal Regulations

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ACTION ITEMS

1. Please read through this information carefully as you will need to know what is in this Booklet.
2. Give copies of this information, particularly Discount Parking Passes (Make as many copies as you need), Show Hours, and Badge Information.
3. Review Move In/ Move Out Schedule and call if there is a problem so we can make an adjustment if possible.
4. Plan for your set up and tear down needs and make sure you have the equipment you need.
If your display cannot be loaded or unloaded without a forklift, contact Bill Bradley (bbwestlake@seanet.com) before September 16th to schedule assistance.
5. Prepare a supply list and have ready other items you may need (marking pens, scotch tape, scissors, garbage bags and broom for cleanup, etc.)

NOTE: Our Show Staff will be on site at the Comcast Arena from Wednesday September 28th until Monday October 3rd. Phone messages at our office will be checked throughout the day but response time during this period will be delayed.

It is critical that you contact Bill Bradley(bbwestlake@seanet.com) before September 16th if you have any questions or needs not addressed in this Booklet.

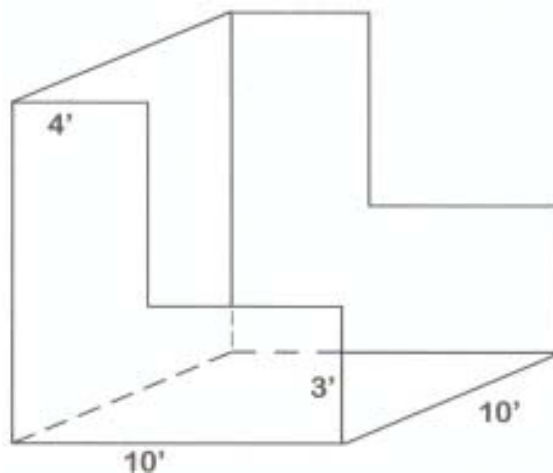
PLAN AHEAD TO AVOID LAST MINUTE FRUSTRATIONS

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BOOTH EXHIBIT DETAILS

1. All Booths have 8 foot high drapes at the back. There is a cross support pole where you may hang banners, etc. Wire hooks are available for no charge at the on - site Show Office during set up.
2. Side Drapes are 3 feet high.
3. No Electric is provided with your booth. Contact Bill Bradley if you need 500 watts or less (\$35 charge).
4. Additional Power beyond 500 watts: Contact our Electrical Contractor Hollywood Lights. Order form and contact info can be found by clicking on the " Information Booklet Tab" on our website at westlakepromo.com Everett Fall Home & Gift Show left side of page.
5. NO POP UP TENTS, AWNINGS, ROOF STRUCTURES, ETC. LARGER THAN 100 SQUARE FEET CAN BE USED TO COVER YOUR DISPLAY UNLESS PRE -APPROVED BY EVENT FIRE MARSHAL. IF YOU HAVE ANY COVERINGS OVER YOUR DISPLAY LARGER THAN 200 SQUARE FEET, CONTACT BILL BRADLEY AT bbwestlake@seanet.com before SEPTEMBER 1st.

BOOTH HEIGHT RESTRICTIONS



All Exhibits ,unless pre approved in advance, must observe the Height Restrictions on both sides of your Display. This is to make sure that neighboring Displays are not obstructed.

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FREQUENTLY ASKED QUESTIONS

SHOW HOURS

Open to the Public:

Friday, September 30th	12pm - 6pm
Saturday, October 1st	10am - 6pm
Sunday, October 2nd	10am - 5pm

EXHIBIT STAFFING

All Exhibits must be completely set up a minimum of 2 hours before opening on Friday.

All Exhibits must remain in place and staffed until 5pm on Sunday.

It is your responsibility to plan ahead to meet this requirement.

INSURANCE

Each Exhibitor will assume full responsibility for their participation in the Event. This will include providing your own theft and liability insurance.

SECURITY

There is 24 hour security at the Comcast Arena. Exhibitors must take extra care to remove or store valuables out of sight every evening when the Show closes.

TELEPHONE AND INTERNET HOOK UP

Both are available. See westlakepromo.com - Everett Fall Home & Gift Show- Exhibitor Information Booklet Tab on left side of page

PARKING PAY ONCE DAILY PASS (download and print)

Included in this Booklet is a "Pay Once Daily Parking Pass" with the rates posted on it.

Regular rate applies on weekdays, but Republic Parking has granted us a Discount for Saturday and Sunday. (Make as many copies as you need).

The pass will also give you in/out privileges for each day without having to pay again on the same day.

When parking, place the "Pay Once Daily Pass" on your dashboard.

"Pay Once Daily Pass" valid at the Snohomish County covered Parking Garage and the non-covered surface lot both located on the corner of Wall Street and Oakes.

UPPER CONCOURSE MOVE IN / MOVE OUT INFORMATION

EASIEST ACCESS IS ON THE WALL STREET SIDE OF THE ARENA.

MOVE IN SCHEDULE

<u>BOOTH #</u>	<u>LOAD IN DATE</u>	<u>LOAD IN TIME</u>
ALL # 1 - 88	Wednesday September 28 or Thursday September 29	10am - 8pm 10am - 8pm

MOVE OUT SCHEDULE

<u>BOOTH #</u>	<u>LOAD OUT DATE</u>	<u>LOAD OUT TIME</u>
ALL # 1 - 88	Sunday October 2nd or Monday October 3rd	5pm - 11pm 8am - 11am

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MAIN ARENA MOVE IN SCHEDULE

BROADWAY STREET ENTRANCE

BE SURE TO BRING YOUR OWN HAND TRUCK / CARTS IF NEEDED.

IF YOU CANNOT MEET THE FOLLOWING SCHEDULED LOAD IN TIMES PLEASE CONTACT BILL BRADLEY bbwestlake@seanet.com TO FIND OUT WHAT TIME YOUR BOOTH AREA WILL BE AVAILABLE FOR YOU TO MOVE IN.

SOME BOOTH AREAS WILL NOT BE MARKED OUT EARLIER THAN TIMES SHOWN SO BE SURE TO CHECK WITH US.

THESE ARE ARRIVAL TIMES ONLY. ONCE CHECKED IN, ALL EXHIBITORS WILL HAVE ACCESS TO THEIR DISPLAYS DURING ALL REMAINING SET UP HOURS.

<u>BOOTH #</u>	<u>LOAD IN DATE</u>	<u>LOAD IN START</u>
100-107	Wednesday Sep. 28	4pm
108-131	Wednesday Sep. 28	10am
132-139	Wednesday Sep. 28	4pm
141-175	Wednesday Sep. 28	12 noon
180-209	Wednesday Sep. 28	2pm
210-233	Wednesday Sep. 28	4pm
234-245	Thursday Sep. 29	10am
246-251	Thursday Sep. 29	6pm
252-261	Wednesday Sep. 28	2pm
262-285	Wednesday Sep. 28	10am
286-294	Wednesday Sep. 28	2pm
300-309	Thursday Sep. 29	9am
320-331	Wednesday Sep. 28	2pm
340-367	Wednesday Sep. 28	12noon
400-405	Thursday Sep. 29	9am
406-410	Thursday Sep. 29	5pm

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MAIN ARENA MOVE OUT SCHEDULE

BE SURE TO BRING YOUR OWN HAND TRUCK / CARTS IF NEEDED.

**BEGINNING SUNDAY, OCTOBER 2nd AT SHOW CLOSE TO
MONDAY OCTOBER 3rd, 11AM DEADLINE**

THE TIMES SCHEDULED BELOW ARE ONLY FOR THOSE EXHIBITORS THAT
NEED TO PULL A VEHICLE INTO THE LOADING DOCK PARKING AREA.

THOSE **NOT** NEEDING VEHICLE ACCESS TO THE LOADING DOCK AREA MAY
MOVE OUT ANYTIME BEGINNING 5PM SUNDAY.

<u>BOOTH #</u>	<u>LOAD OUT DATE</u>	<u>LOAD DOCK ACCESS</u>
100-107	Sunday October 2nd	Begin 6pm
108-131	Sunday October 2nd	Begin 7pm
132-139	Sunday October 2nd	Begin 6pm
141-175	Sunday October 2nd	Begin 7pm
180-209	Sunday October 2nd	Begin 6pm
210-233	Sunday October 2nd	Begin 5pm
234-245	Sunday October 2nd	Begin 5pm
246-251	Sunday October 2nd	Begin 5pm
252-261	Sunday October 2nd	Begin 6pm
262-285	Sunday October 2nd	Begin 7pm
286-294	Sunday October 2nd	Begin 5pm
300-309	Sunday October 2nd	Begin 6pm
320-331	Sunday October 2nd	Begin 5pm
340-367	Sunday October 2nd	Begin 6pm
400-405	Sunday October 2nd	Begin 5pm
406-410	Sunday October 2nd	Begin 5pm

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EXHIBITOR BADGE INFO & BADGE QUESTIONS

BADGES WILL BE AVAILABLE FOR PICK UP DURING MOVE IN AT THE SHOW OFFICES LOCATED ON EACH FLOOR OF THE BUILDING AND ALSO AT THE MAIN TICKET ENTRANCE ON ALL DAYS WE ARE OPEN TO THE PUBLIC.

EXHIBITOR BADGES ARE ONLY FOR THOSE THAT ARE STAFFING AN EXHIBIT AT THE SHOW. WE ARE UNABLE TO GIVE OUT BADGES FOR FRIENDS, FAMILY, OR OTHER NON- EXHIBIT STAFF.

NUMBER OF FREE BADGES PROVIDED

Each 10x10, 8x10, or 5x10 Exhibit will receive **FOUR (4)** Exhibitor Badges at no charge.

Larger Exhibits will receive **SIX (6)** Exhibitor Badges at no charge.

Booths with volunteer staff working short shifts may drop off their badges at the Main Entrance when leaving and we will re-distribute your Badge to the next people coming in.

Badges will have the name of the Event and your Company Name on them and will grant you access to the Building during all Show Hours.

TO ORDER ADDITIONAL BADGES AT A DISCOUNTED PRICE OF \$5 EACH

Contact Bill Bradley bbwestlake@seanet.com before September 16th.

Payment for Additional Badges must be made in advance or by check or cash at the time of pick up.

BADGES ARE NOT NEEDED FOR MOVE IN DAYS OF THE SHOW

However they can be picked up at either of the Show Offices during move in days if you would like.

BADGE PICK UP DURING THE SHOW

You will **NOT** need to wait in line at the Main Ticket Entrance.

Use the Express Exhibitor Entrance on Hewitt Ave next to the Main Ticket Office. There will be an Exhibitor Service Desk just inside the doors.

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DRIVING DIRECTIONS

Comcast Arena at Everett

NORTH TOWARDS EVERETT

Take I-5 North to the Pacific Avenue Exit Number 193.

Stay to far right on ramp.

Turn left onto Pacific Avenue towards the City Center.

Turn right onto Maple Street.

Turn left onto Hewitt Ave.

Proceed to Hewitt and Broadway and Comcast Arena.

SOUTH TOWARDS EVERETT

Take I-5 South to US-2/Everett Avenue Exit Number 194 (towards Wenatchee).

Stay far right to take the Everett Avenue off ramp.

Turn right onto Everett Avenue towards City Center.

Proceed 1 mile to Broadway Street and turn left onto Broadway Street.

Proceed 2 blocks to Comcast Arena

WEST TOWARDS EVERETT

Take US-2 West.

Stay in right lane approaching Everett.

Go under I-5 in center lane.

Turn left at first traffic light.

Proceed one block and turn left onto Hewitt Ave. towards City Center.

Proceed to Comcast Arena at the Intersection of Broadway and Hewitt.

**MAKE COPIES AS
NECESSARY FOR
YOUR STAFF**

EVERETT FALL HOME & GIFT SHOW

PAY ONCE DAILY PARKING PASS

THIS IS FOR THOSE WHO NEED TO GO IN AND OUT OF THE
PARKING LOT DAILY WITHOUT BEING CHARGED AGAIN

PARKING COST (per day) **\$6 WED. THUR. & FRI.**

PARKING COST (per day) **\$3 SAT. & SUN.**

With this pass placed on Dashboard, once you have paid for parking each day, Exhibitors will be able to go in and out of parking lots listed below without having to pay again.

VALID AT:

**THE COVERED SNOHOMISH COUNTY PARKING GARAGE
AND NON-COVERED PARKING LOT BOTH LOCATED ON
CORNERS OF WALL STREET AND OAKES**

**THE PARKING GARAGE AND SURFACE LOT DO NOT BELONG TO COMCAST ARENA.
REPUBLIC PARKING HAS AGREED TO LET HOME SHOW EXHIBITORS
HAVE IN/OUT PRIVILEGES AS A COURTESY ONLY.**

FIRE MARSHAL REGULATIONS

POP UP TENTS, AWNINGS, OR STRUCTURES OF ANY KIND LARGER THAN 100 SQUARE FEET MUST BE PRE- APPROVED BY SHOW MANAGEMENT

ALL VEHICLES AS PART OF A DISPLAY MUST BE
PRE - APPROVED BY SHOW MANAGEMENT

1. No display or exhibit shall be installed or operated that will interfere in any way with access to any exit or any exit sign. No display shall block access to fire fighting equipment, such as fire extinguisher stations, fire hose cabinets, or fire hydrants.
2. Any displays, exhibit booth or temporary construction in connection therewith shall not be built of highly combustible material. The use of any combustible construction material shall be approved by the Fire Marshal prior to use.
3. Any paper or fabrics used in construction of displays or exhibits shall be fire resistive or treated with an approved fire retardant solution prior to use in displays.
4. All electrical extension cords must be of the three wire #14 grounded hard usage type. No two wire extension wiring will be allowed. All extension wiring shall be protected from physical damage.
5. The use, storage and handling of all flammable and combustible liquids shall be subject to written approval from the Fire Marshal.
6. The use and storage of Liquified Petroleum Gas portable containers inside buildings or tents is prohibited.
7. All Liquified Petroleum Gas Tanks located on the exterior of building or tents shall be secured in an approved manner, rigidly supported by brackets or chains.
8. Commercial cooking will only be allowed in approved locations, with approved equipment, and prior approval from the Fire Marshal.
9. The use or exhibiting of **motorized vehicles** powered by gasoline internal combustion engines inside shall require the following:
 - all gasoline must be drained from the tank allowing only enough gasoline to enable vehicle to drive in and out of building.
 - The battery or batteries must be disconnected and terminals taped.
 - Vehicles must be inspected by Fire Marshal
10. Trash receptacles used in displays and exhibits shall be constructed of a non combustible material.
11. Any display or exhibit requiring use of any type of open flame heating device is prohibited in any tent or building. All units are required to be inspected prior to use. Any other open flame equipment must be used in an approved outside location. All such locations shall be provided with a minimum of 2A, 10BC rated fire extinguisher mounted in a location accessible to occupants.

NO SMOKING IS ALLOWED INSIDE THE BUILDING