

## ***Welcome to the 2008 Southwest California Home and Living Expo!***

We are pleased your company is participating in the 2008 Southwest California Home and Living Expo in beautiful Temecula, California. On March 28 – March 30, 2008, Preferred Home and Living Magazine presents the largest sales promotional event ever to come to the Valley. This show is designed to educate buyers and sell your products and services in a fun environment.

This Exhibitor Manual will help you get the maximum benefit from your participation. Please take the time to familiarize yourself with the contained information. The manual contains detailed information and instructions for exhibiting. By adhering to the noted specifications, you will save significant time and expense and have a better prepared, less-stressful and highly successful show!

Please be sure to share the information in this Exhibitors Manual with others in your organization who will be involved in setting up and staffing your exhibit.

In preparing for your travel to Chaparral High School in Temecula, remember to check the hours for move-in and move-out. If hotel accommodations are needed be sure to book it as soon as possible as there will be limited availability. Additional details and preferred hotels are in this manual.

Producing a successful event is a partnership between Show Management and you, our valued customer. Our show is the most heavily advertised sales event in the Valley. We encourage you to invite your key customers and prospects. Be sure to let your customers know you are a part of this exciting event! As you are planning your own company advertising in publications, newspapers, radio, etc., be sure to put in your ad that you can be found at the event and what booth to find you in. You will find that this will increase the exposure you receive at the show.

Should you have any questions regarding the show that may not be clearly outlined here, feel free to call our Show Management Team at (800) 577-8210.

We look forward to seeing you at the Show!

Sincerely,

The Southwest California Home and Living Expo Team

## QUICK REFERENCE

Description	Company Name	Phone Number
Show Management	Preferred Businesses of America	800-577-8210
	Big Top Rentals (Tent, Pipe &	
Decorating Contractor	Drape)	714-630-0661
Electric Service	Edlen Electric	714-985-1480
Hotel	Embassy Suites	951-676-5656
Publicity	TVP Group	951-693-1680
Show Guide Publication	Preferred Home & Living Magazine	800-577-8210
Health Permit	Environmental Health Office	951-694-5022
Sellers Permit	State Board of Equalization	951-680-6400
Fire Permit	Temecula Fire Prevention Office	951-694-6405

## SHOW LOCATION

Chaparral High School  
27215 Nicolas Road  
Temecula, CA 92591

## DRIVING DIRECTIONS

**From the I-15 South:** take the I-15 south to the Winchester exit. Take a left and Chaparral High School will be about a 1.5 miles on the left.

**From the I-15 North:** Take the I-15 north to the Winchester exit. Take a right and Chaparral High School will be about a 1.5 mile on the left.

## SHOW DATES and HOURS

Day	Start Time	End Time
Friday – March 28th	1:00 PM	7:00 PM
Saturday – March 29th	10:00 AM	7:00 PM
Sunday – March 30th	10:00 AM	5:00 PM

## MOVE-IN TIMES

Thursday, March 27 9 AM - 5PM  
Friday, March 28 8 AM - 12PM

## MOVE-OUT TIMES

Sunday, March 30 5 PM - 8PM

- Exhibitors may enter one hour prior to show opening each day to re-stock booth
- No handcarts allowed during show hours

## CHECK-IN/REGISTRATION

- **Exhibitors must first check-in and register with show management located at the front of the tent prior to moving in and setting up exhibit.**
- Exhibitors will receive their move-in/move-out tags and 3-day Exhibitor badges at registration.
- Exhibit space contracts must be paid in full prior to show date. Balance due in full on or before March 1, 2008. If payment is not received by March 5, 2008, your booth may be considered a cancellation and may be resold.

## MOVE-IN / MOVE-OUT INFORMATION

- No removal or dismantling of exhibits prior to final show closing day and time
- Removal of portable items/stock each night is recommended to safeguard against pilferage
- Show Management may adjust move-out date/times for specific Exhibitors based on floor location. Effected Exhibitors will be contacted in advance
- All displays must be removed by 8 PM Sunday, March 30. Show Management assumes no responsibility for any and all display/materials or other property left in the facility after that time
- Friday move-in is for final exhibit touch ups. No heavy moving Friday, period!
- Forklift and driver services are only available for Thursday move-in between 9 AM and 7 PM and Sunday move-out from 5PM and 8 PM

## EXHIBITOR PARKING

- Parking for Exhibitors is available anywhere on the school grounds and it is on a first come first serve basis
- There are no fees for parking

## **EXHIBIT SPACE ALLOTMENT**

- Show management will provide an 8ft. high back drape and 3 ft. high side drape.
- **YOU MAY NOT EXHIBIT OUTSIDE YOUR DEFINED AREA.**
- 3 ft. high side drape will extend 10 ft. out from back drape. If you have a corner booth, you may opt out of the 3 ft. high side drape so as to have your booth open to the aisle and more accessible to attendees.
- Equipment on display is exempt from the height limit within height restriction of the tent itself
- Any portion of an Exhibitor's display extending beyond 5 ft. from the back drape may only be 4 ft. in height – unless you have submitted plans for approval prior to the show
- (1) 6' Table, (1) Tablecloth and (2) Chairs are provided. This must be noted on your exhibit space contract. If you declined the "Table Package", you will not be able to receive these at the show.

## **BOOTH SIGNS**

- Booth signs may be displayed above on the back drape
- Exposed backs of all booth signs must be completely and attractively covered
- No wording or graphics are allowed on the backs of exposed signs
- The sides of all booth signs must be attractively finished
- Compliance with booth and sign regulations shall be at the sole cost of the Exhibitor

## **BOOTH REGULATIONS**

- Exhibitors may not obstruct the view or operations of another exhibit
- Exhibitors may not transfer, assign or sublet any of their contracted space without written authorization from Show Management
- Non-exhibiting companies may not use booth space jointly with an Exhibitor without written authorization from Show Management. If authorized, additional fees would apply.
- Exhibitor must only promote brand names or items written in Exhibitor's contract
- Exhibitors are responsible to keep their booth space safe, clean and tidy
- Show Management will clean aisles each evening in preparation for the next day
- Show Management reserves the right to enforce and/or modify all rules and regulations that are in accord with the best interest of the show

## **BADGES**

- Each Exhibitor will receive 3 Exhibitor Badges per 10' x 10' booth space. These badges will be received at Exhibitor Registration during Move-In.

## **TAX AND LICENSE INFORMATION**

- Exhibitors directly selling products must have a California Sellers Permit
- Exhibitors with no permit may request an application form from the Board of Equalization
- Exhibitors are not required to have a City of Temecula License for the show

## **EXHIBIT SALES**

- Be sure to have an adequate supply of product for immediate at-show sales
- Be sure to have an adequate supply of invoices, receipts, charge slips and Business Cards
- Each customer must be issued a Bill of Sale / Receipt for any item purchased
- All demonstrations, advertising, displays, equipment, samples, souvenirs, and sales must be contained within the booth area – NO SELLING IN THE AISLES
- Follow-up and “Lead Cards” are highly suggested as excellent sales tools

## **CONTEST / PROMOTIONS**

- Exhibitors must adhere to all applicable laws
- Contests must be free of any obligation on the part of the winner
- Awards and terms of the contest must be clearly stated on each entry form
- All contests must be approved in advance by Show Management

## **USE OF BALLOONS**

- Helium balloons of any kind may NOT be distributed to attendees
- Air filled balloons must be anchored to the display for the duration of the show
- Helium tanks are not allowed to be in booths by order of the Temecula Fire Department
- Fire Marshall regulations and the Promenade in Temecula Mall prohibit helium use

## **FOOD / DRINK SAMPLES**

- Exhibitors must notify Show Management of their intention to sell or distribute food or beverage of any size or kind which will be consumed on the premises
- Free Samples should be limited to bite-sized portions of 2 oz. in volume

## **GENERAL RULES AND REGULATIONS**

- Wall, floor or black-topped areas may not be painted, drilled, nailed or marred
- Nothing may be attached to the exhibit hall, show decorations, walls, floors or ceilings
- Exhibitors are expected to return space in the condition received
- The State of California has designated public indoor facilities as “Non Smoking”

## SECURITY

- Minimal Security personnel provided 24 hours per day from move-in through move-out for general security needs.
- Exhibitors are responsible for security of their own property
- Show Management recommends that exhibits be occupied by Exhibitor personnel at all times and especially at the close of the show until items have been removed during move-out
- Contact Show Management to report any loss or damage to displays and/or inventory

## INSURANCE

- Show Management is insured against public liability and property damage claims arising out of the conduct of the show
- Exhibitors are encouraged to seek their own insurance to cover their own property and inventory
- Exhibitors are encouraged to seek their own insurance against accidents, injuries and property damage caused to any persons or property which arise out of an Exhibitor's participation or activity in the show

## FIRE AND SAFETY

- The Fire Marshall has the authority to close down or fine exhibits not in compliance with fire/safety regulations
- Please read and comply with all Temecula Fire Department, Show and Exhibit Guidelines as described in this information packet to avoid accidents, injuries and potential litigations

### **VERY IMPORTANT:**

*If you are using your own linens in any part of your exhibit, they must be officially flame proofed and **must** provide a certificate of flame-proofing for all flammable materials, display surfaces and coverings*

**IF YOU CANNOT PROVIDE PROOF OF THIS, YOUR EXHIBIT WILL BE SHUT DOWN!**

- Machinery capable of throwing off chips or splinters must be shielded to protect the public
- Machinery which could catch a person's clothing or limbs must be shielded
- Machinery without adequate shielding must be kept at least 3 ft. away from the public
- Cars on display must have less than 5 gallons of gas in tank and the battery must be disconnected

## **ELECTRICAL SERVICES**

- All booths include 1000 watts (10 amps) of electricity and (2) 110-volt plug-ins per 10' x 10'
- If additional electricity is needed you must contact the Official Show Electrical Company, EDLEN ELECTRICAL at 714.985.1480. Additional Electricity must be ordered by March 15.
- No Electrical Personnel will be available on-site
- Open clip sockets and use of latex cord wire in displays will NOT be permitted
- Porcelain sockets will be accepted
- Only three-wire ground cords of adequate gauge may be used
- Electrical fixtures and fitting must be UL-Listed and approved
- All electrical installations are subject to inspection by the electrical contractor

### **IMPORTANT:**

If 1000 Watts (10 amps) of electricity is all that you require, there is no need to contact Edlen Electrical.

If you require additional wattage, need additional plug-ins, or have special electrical needs, please contact Edlen Electric at 714.985.1480. This form MUST be completed and ordered by March 15, 2007.

## **ACCOMODATIONS**

<b>Reserved Hotel</b>	<b>Phone #</b>	<b>Room Rates</b>	<b>Parking</b>
Embassy Suites Hotel	1-951-676-5656	Starting at	\$0
29345 Rancho California Rd	<b>Fax #</b>	\$143.65 + tax	
Temecula, Ca 92591	1-951-699-3928		

- Hotel is about 3 miles south of Chaparral High School
- Room Rates include a full breakfast

## **ALTERNATE ACCOMMODATIONS**

<b>Ramada Inn Temecula</b>	<b>Rodeway Inn</b>	<b>Palomar Hotel</b>	<b>Temecula Creek Inn</b>
1-951-676-8770	1-951-676-4833	1-951-676-6503	1-951-694-1000