

39TH ANNUAL WESTERN POOL & SPA SHOW March 9 - 11, 2016

7210 Jordan Ave. Ste. A5 Canoga Park, CA 91303 / (800) 746-9772

EXHIBITOR BENEFITS & GUIDELINES

Your booth space includes:

- ⚙ 8' high back wall and 3' high side rails (except island booths)
- ⚙ ID sign
- ⚙ 4 complimentary name badges for booth personnel for each 100 square feet of booth space reserved and paid in full
- ⚙ Online booth with active link, company description and searchable by category
- ⚙ Listing in three areas of the Show program guide
- ⚙ Mailing and email lists available for pre-show and post show advertising.
- ⚙ Free parking for one day during exhibitor move-in
- ⚙ 10' Carpeted aisles
- ⚙ Janitorial service for aisles
- ⚙ 24-hour general security

EXHIBITOR INFORMATION SHEET

Long Beach Convention Center "Hall C"
300 East Ocean Boulevard, Long Beach, CA 90802

PLEASE MAKE COPIES FOR STAFF AND READ

2017 Exhibition and Seminar Schedule:

EXHIBIT HOURS:

Thursday 6:00pm - 9:00pm
Friday 2:00pm - 6:00pm
Saturday 1:00pm - 6:00pm

Seminar Hours:

Thursday 1:00pm - 6:00pm
Friday 8:00pm - 3:00am
Saturday 8:00am - 2:00pm

2017 Exhibition Set-Up Schedule:

Setup

Targeted Exhibitors Only 8:00 a.m.-4:30 p.m. Wednesday, March 8, 2017

All Exhibitors 8:00 a.m.-4:30 p.m. Thursday, March 9, 2017

No set up is permitted Friday, March 10.

All materials must be unloaded on Thursday, March 9. Setup within your space may continue until 4:30 p.m. No set up is permitted Friday, March 10.

OPENS TO ATTENDEES AT 6:00 p.m. Thursday.

Shipping and Storage (Drayage):

Refer to page entitled "Material Handling Order for Service" in Blaine Information Pack.

Unloading & Loading

All unloading of exhibit material will be handled in the south dock area of West Hall C. LBCC provides a free short term parking pass *on the day of move-in so you can unload your materials*. Then you must move to the LBCC parking lot and then set-up your booth. If you will be unloading your own material you will have thirty (30) minutes to unload and remove your car from this area.

Vehicles are staged in an area outside of the loading docks. A map for this area will be provided by Blaine Convention Services in the exhibitor services manual. LBCC does not permit booth materials to be carried through the front doors of the exhibit hall.

Because of local Union Rules exhibitors will need to contact Blaine Convention Services for move-in, set-up and moving-out of booths. Refer to page entitled "Display Labor" in Blaine Information Pack. Blaine Convention Services may be reached at **(714) 522-8270**. Some exhibitors will be asked to set-up early due to their need for a forklift. These exhibitors will be notified by mail or phone.

Exhibitors may set-up their own display, if one person can do such set-ups within a half-hour's time, without the use of tools. See page entitled "Union Labor Questions" in Blaine Information Pack. Blaine Convention Services may be reached at **(714) 522-8270**.

If you have any additional questions outside of Blaine Convention Services, please contact Eric Nielson **800.746.9772**

Floor Covering

Each exhibit is REQUIRED to have some form of floor covering whether it is rented through Blaine Convention Services or provided by the exhibitor.

Booth Specifications

Convention Center ceiling clearance is 25' from the floor. Please see booth size guidelines.

Display materials should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors and should not project beyond booth space allotted.

The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

Exhibits exceeding eight feet (8') in height must be approved by Show management in advance.

All exposed parts of any display must be finished or covered with drapery at the exhibitor's expense.

Breakdown of Booths:

Dismantling of exhibits shall begin at the close of the show, 6 p.m., Saturday, March 11, 2017. The Exhibit Hall will close at 10 p.m. Exhibits requiring more time for tear down must make arrangements with Blaine Convention Services.

Freight Entrance:

Truck Entrance to "**Hall C**" at the Long Beach Convention Center is off Seaside Way at the exhibit building. Parking is restricted to drop of and pick-up of freight. Exhibitor vehicles left in the South Dock are subject to being towed.

Exhibit Booth Staff Pre-Registration:

(To complete your exhibit booth purchase you must REGISTER YOUR SHOW BOOTH STAFF!)

Exhibitor Booth staff registration is available online at www.westernshow.com > registration.

REGISTRATION BOOTH will be in the lobby of the convention center.

NO BADGES ARE MAILED

PERMANENT EXHIBITOR badges will be available after **8 a.m., Thursday** at the Exhibitor Registration Booth located in the Arena Lobby. ***BOOTHS MUST BE PAID IN FULL BEFORE BADGES WILL BE ISSUED.***

Water Services:

Exhibitors that require spas or equipment to be filled and drained must fill out the **WPSS Water Fill** form available online at westernshow.com > [exhibitor resources](#) to make arrangements in advance. There will be an extra charge for this service. Water will not be filled without the required form and payment.

BOOTH PURCHASE DOES NOT INCLUDE SEMINARS

Special price for company employees with proof of employment - \$50.00: Includes all three days of show

For Additional Information:

If you have any questions regarding your exhibit space at the 39th Annual Western Pool & Spa Show, please contact **Eric Nielson**, Western Pool & Spa Show Exhibitor Sales Office at **800.746.9772** or email **exhibitsales@westernshow.com**

Exhibitor Mixer Welcome Party:

We will be having the popular **Exhibitor Mixer** on **Thursday, March 9, 2017** between **4:00 AND 5:00 p.m.** Mixer will include delicious finger food and drinks. The mixer is being held in the waterscape area on the exhibit floor before the opening ceremony. We will be previewing our 40th anniversary party plans so come and enjoy.