

AUBURN HOME SHOW

Exhibitor Final Instructions

At the Gold Country Fairgrounds
1273 High Street, Auburn, CA 95603
iani@AuburnHomeShows.com
(530) 887-3616

This handbook provides the final instructions and answers questions regarding setup, display, and move out. **This is an addendum to the exhibitor agreement and in effect for all participants in the show.**

[Please read thoroughly!](#)

Welcome and thank you for being part of the Auburn Home Show. We are pleased to have quality exhibitors like you, with quality products and professional services. With your help, we will present a show that will be exciting to consumers and beneficial to you. This handbook provides the FINAL INSTRUCTIONS and gives detailed information. Should you have any questions or concerns during the show, please come to the Show Office located in the outside corner of the Sierra Building. We look forward to working with you to have a tremendous show.

[SHOW HOURS:](#)

Friday: 11 am - 7 pm; Saturday: 10 am - 7 pm; Sunday: 10 am - 6 pm

Exhibitors will be allowed in the fairgrounds during non-show hours with acceptable ID.

[EXHIBITOR CHECK-IN / MOVE-IN:](#)

Exhibitors may set-up only after checking in at the show office located at the Pleasant Street Gate (see Map).

Exhibitor Badges / Parking Passes obtained at check-in and are for exhibitor use only.

Badges: 2 badges per company

YOU MUST CHECK IN BY 7 pm THUR or it is assumed you are not exhibiting. If you do not check in by that time, you forfeit your space and it will be reassigned. **ALL PAYMENTS ARE NONREFUNDABLE/NON TRANSFERABLE.**

If you are unable to check-in by 7 pm on Thur you must call the Auburn Home Show Office for approval to hold your space. Late arrivals may be re-assigned a different location.

[BOOTH SET-UP:](#)

Set-Up Hours: Wed: 8 am - 10 pm; Thur 8 am - 10 pm. There is **NO** Fri Set-Up. Companies may be contacted for specific move-in times depending upon booth size and location. All booths **MUST** be set up by Thur night. If you have not set up by then, we reserve the right to have another company occupy your space.

Indoor booths and Pavilion Tents are equipped with:**

8 ft curtain backdrop, 3 ft curtain side dividers

Single, 500 watt outlet

Sign (white cardboard, black block letters) with your company name

***Pavilions will be either on asphalt/concrete or a lawn/field surface. The ground is fairly level, however, if you feel your items need to be perfectly level, please bring shims. If you have items*

that could be damaged by moisture, please place them on a pallet or otherwise raised off the ground. Please note that the Home Show is not responsible for any damage to your display items.

Outdoor Booths:

No curtain, drape, sign, tables, tent or electricity provided (may be ordered separately). Booth spaces are specifically designated and marked. If you expand beyond your designated area, you will be charged accordingly.

Concession Booths are equipped with:

Sinks, counters, and pass through windows. There are shared refrigerators and some booths may have ovens, ranges, or stove tops. Electricity IS NOT provided

When planning for and setting up your display:

All displays must be professional in appearance. Flea Market/Garage Sale displays. Do not build your booth so that it blocks the view of your neighbor. (See Exhibit Display Policy). Place objects taller than 3 ft in the back half of your booth and shorter/smaller items in the front. Corner/end cap booths must comply with the Exhibit Display Policy. "Sides" may not be used as "back" to block visibility of neighboring booths by bringing the display height higher than 3 ft from the aisle.

All exposed carpet edges and extension cords must be secured down.

There are no ladders, dollies, brooms, pencils, etc. available. Please bring these with you.

As room allows, you can drive into Bldg #16 (Placer Hall) and #10 (Armory) to unload.

Vehicles are allowed onto the fairgrounds to unload. Please move them to a parking lot after unloading.

A forklift with operator is available on a first come, first served basis during regular work hours (no weekends or Sun eve). Charges and availability are determined by the Fairgrounds and are not responsible for any incurred damage.

(Note: See Sample Booth Display at end of Instructions)

MOVE-OUT / TEAR DOWN

Nothing will be allowed to leave the facility until after 6 pm on Sun. You must clean your area and dump garbage in the proper receptacles; you will be charged if you leave it. Removal of exhibits will be: Sun 6 pm – Midnight and Mon 7 am - 5 pm. The Forklift is not available on Sun evening without prior arrangements. **Note:** We are not responsible for any exhibit still at the facility after 5 pm on Mon. Any items remaining after the 5 pm deadline may be removed by the Fairgrounds at the prevailing wage and stored at their current storage rate.

WATER / ELECTRICITY / DECORATOR / TELEPHONE / INTERNET

Water is available on site at no charge. Faucets are shared with no exclusive vendor use. You must bring your own hoses, buckets, etc and are responsible for any leaks, spills etc. or damage done as a result including draining pools and spas at tear-down.

Electrical: Inside booths (excluding foyers) automatically have 500 watts provided.

Concessions, outside exhibits, or inside booths needing additional power may order electrical through the show Electrician, Lights West (209) 333-0996, fax (209) 333-2312. You must order electricity least 10 days before show for a discount. Generators are not permitted. Also see the **FORMS** section of the Exhibitor Information portion of our website

Decorator: Tables, chairs, carpet etc. may be ordered from Lights West. Contact them directly at (209) 333-0996 or go to the **FORMS** section of the Exhibitor Information portion of our website. The decorator will be onsite from move-in through noon Fri and will not return until Mon. Rental items will be removed on Mon morning.

Telephone: Building telephone lines are handled directly by AT&T convention services at 800-339-3204.

Internet: Wireless Internet is not available at this time

PARKING & PARKING PASSES

During Set-Up

Parking passes are not needed during set-up/tear-down

Enter through any gate to access location.

Do not remain parked in the fairgrounds during set-up/tear-down because of congestion. Use any parking lot.

During Show

There are 3 lots for exhibitors to park: Front #1, Overflow #2, and Ball Field #3

Lots #1 and #2 are free. Lot #3 is \$2 daily.

Lot #1 is full by 9:45 am. If you arrive after that, go directly to another Lot.

Vehicle storage and oversized vehicle parking is available in Lot #2 only.

No vehicles can be stored in Lot #1.

As a courtesy to YOUR customers, do not park in the public parking lot.

Paid exhibitor parking will be available on the Ball Field (Model Home Park) at a first come first serve basis. Charge for parking is \$2.00.

Do not block gates or other vehicles.

Violations of any of the above may result in vehicles being towed at owner's expense.

During Move-Out / Tear Down

Only bring your vehicle in after your booth has been "torn-down" and ready for loading.

Traffic will be directed entering the Fairgrounds. Roads will have only one-way traffic with limited "loading only" parking. Specific Move-Out traffic instructions will be provided on Sun.

No vehicles will be permitted onto the Fairgrounds until after the show has closed and attendees are not on the roads. This is usually around 6:15 pm.

Vehicles may not block the road for other vehicles. Oversized trucks/trailers may be required to wait.

RESTOCKING / DELIVERIES

Restocking: You may drive into the Fairgrounds before and after the show to restock. All vehicles must be out of the fairgrounds one-half hour before the start of the show.

Deliveries: The fairgrounds does not have a freight office. For deliveries, direct the carrier to the show office. We accept deliveries on you behalf but are not responsible for damaged or missing items. You are responsible for getting your delivery to your booth. You must make your own arrangements for delivery pick-up after the show.

The shipping address is 1273 High Street, Auburn, Ca 95603. Deliveries made prior to Fri may be directed to the Auburn Home Show Office (Pleasant St gate); thereafter, shipments may only be accepted at the gates.

SECURITY

Security is provided beginning at noon on Wed through 8 am on Mon. We advise that each night you cover your booth and remove any small items, money, leads, laptops, etc. We are not responsible for any missing or damaged items. Please refer to your exhibitor agreement and your insurance coverage.

LICENSE / PERMITS

Exhibitors must comply with any and all Federal, State and local laws, statutes, ordinances, rules and regulations. Any Company exhibiting without appropriate licenses and/or permits may be removed from the show without.

State Tax: To sell products or take leads to sell you must have a valid CA Resale Number from the Bd of Equalization (800-400-7115). Please send it to us at least 3 weeks before the show. Placer Co tax rate is 8.25%. Seller's Permit forms are available under the **FORMS** section of our website.

Contractors License: Those companies required by law must have a current, valid license with the California Department of Consumer Affairs. 1-800-952-5210 dca@dca.ca.gov

Health Permits: If you distribute any type of food, prepare and/or serve food or beverages, you must apply through the show, who is required to process your permit through the Placer Co Environmental Health. An application is on the website under **FORMS**. Your completed application and fees must be received by our office 4 weeks before the show or else be charged a \$10 late fee. You will not be allowed to distribute food if the application and fees have not been received.

Fire Marshal Checklist: The State Fire Marshal requires that all pavilion, concession, and outside exhibitors comply with its checklist distributed at check-in (building exhibitors are exempt). The checklist must be posted at your booth by Friday at 11 am. The checklist can be found under the **FORMS** section of the Exhibitor Information portion of our website.

INSURANCE

The show has a general liability policy for attendees **only**. *You are required to carry liability insurance* (See Agreement Terms on your contract) for you, your employees and/or agents. You must include coverage for theft or damage of your exhibit/products etc. The show is not responsible for any loss or damage that may occur. Please contact the Gold Country Fair Office if you need to purchase insurance at 530-823-4533.

ATM's:

There is an ATM machine located on the grounds for you and your attendee's convenience.

SHOW RULES

We all need to use common sense and work together to have a successful show. If you have a problem, please let us know during the show. We cannot handle it after the show. Please observe these rules:

Exhibits: You may only exhibit or display product(s)/service(s) listed on your exhibitor agreement. If not specified or specific, the Show may disallow a product/service including piggy-back companies.

Signs: Unless specifically approved in advance, all signs, literature, etc., are limited to your exhibit booth space.

Soliciting: Promote your company in your booth only. Do not stand outside your booth perimeter, walk the aisles or entrances handing out information or soliciting business. Calling out into the aisles for customers is also prohibited.

Noise/Odors: No alarms, bells, televisions, music, microphones, etc. that are disruptive or annoying. Microphones may be used with prior approval and quiet enough not to disturb other exhibitors. No odors that are offensive/annoying to exhibitors or attendees may be used.

Pets: No pets, animals, live creatures of any kind allowed on the show grounds without prior approval.

Exhibitor Disputes: Do not bring disputes to the show. Never, EVER, malign a competitor.

Unprofessional Behavior: Exhibitors will behave in an orderly and professional manner at all times. Unprofessional behavior will not be tolerated including loud voices, arguing, vulgar language, disorderly conduct, intoxication, etc.

Leaky Booths: If your booth leaks including outside area, it must be cleaned up immediately and the leak fixed.

No Early Tear Downs: The show ends Sun at 6 pm. You may not tear down before then.

Parking: During the Show, do not park in attendee lots or store vehicles in exhibitor or attendee lots.

Damage: You are responsible for any damage you cause to the Fairgrounds, Show equipment, other exhibits, or injuries to others.

Non-Compliance: Non-compliance with Show policies may result in removal from the Show and forfeiture of booths.

Complimentary Passes: Complimentary passes may not be distributed to "in-coming" attendees. These are to give to your clients prior to the show.

Interpretation: Management has the full right to interpret and/or amend these rules/policies and retains sole and unconditional discretion to rule on any and all situations which may arise.

Hold Harmless: Exhibitor hereby covenants, warrants and agrees to hold Management and Gold Country Fairgrounds harmless from any and all liability arising out of or related to maintenance, use, transport of vehicles, equipment, etc. Exhibitor hereby covenants, warrants and agrees to indemnify and hold Management and Gold Country Fairgrounds harmless from any and all claims, injury, damages arising out of, related to or resulting from the act or failure to act by Exhibitor, employee/agent/officer, as well as Exhibitor's conduct and activities and which arise out of or relate to any product/service or statements made by Exhibitor or Exhibitor's authorized agents/employees.

ACCOMMODATIONS

RVs Overnight: Call the Gold Country Fairgrounds 530-823-4533

PHONE NUMBERS

Auburn Home Shows: 530-887-3616 (FAX 530-887-3606)

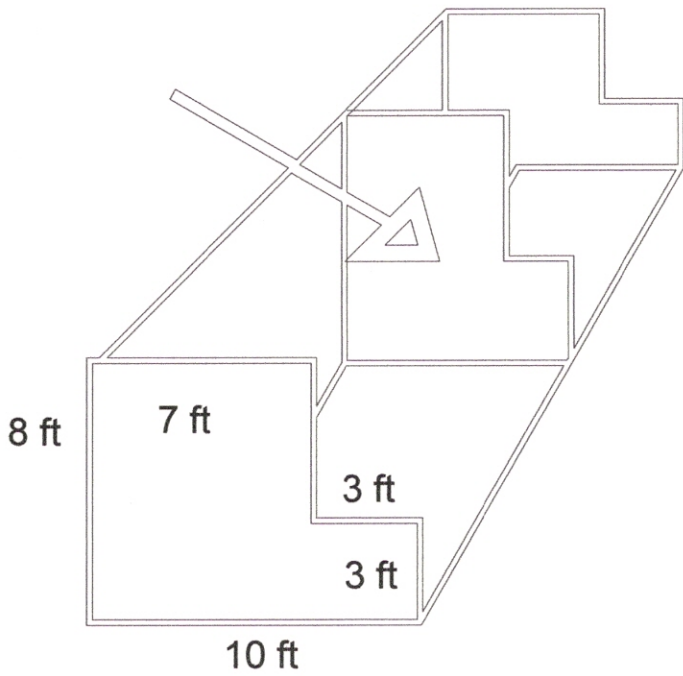
Lights West (Decorator and Electrical) 209-333-0996

Gold Country Fairgrounds 530-823-4533

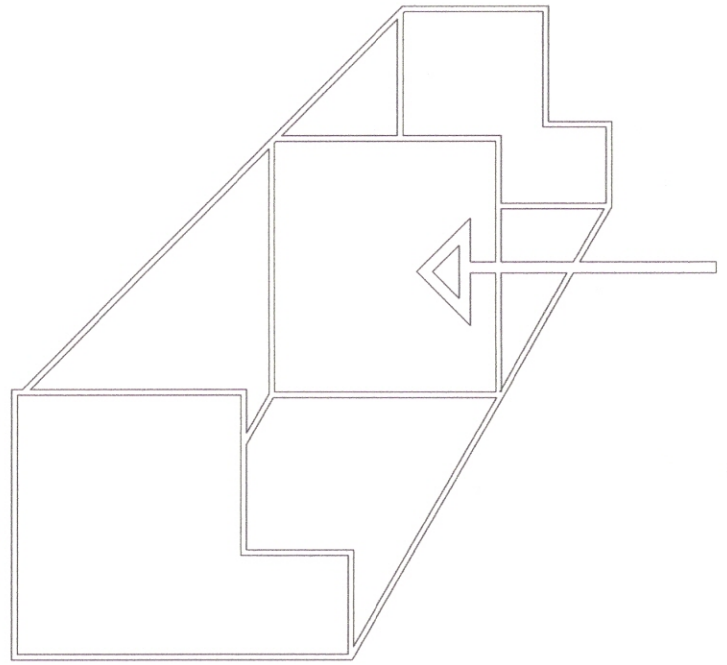
Placer County Dept of Health 530-889-7335

Bd of Equalization (Resale permits) 800-400-7115

Email iani@auburnhomeshows.com



Correct Set-Up
(10x10 Example)



Incorrect Set-Up

