



SEPT. 20, 21, & 22, 2024

EXHIBITOR KIT

**Gold Country Fairgrounds
& Event Center
209 Fairgate Road
Auburn CA 95603**



**PRODUCED
BY
PATTERSON
EVENTS**
auburnshows.com



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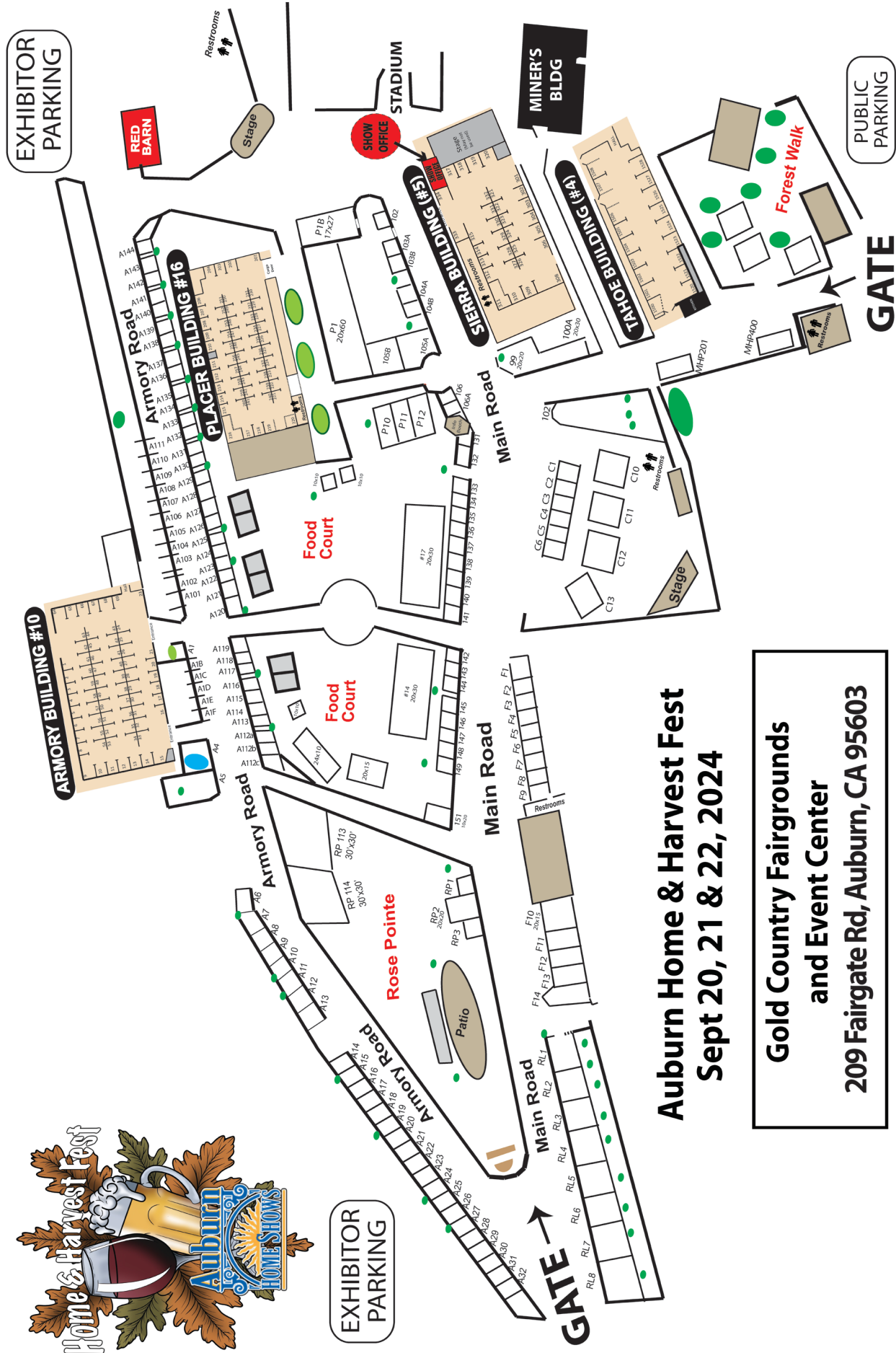
SET-UP, SHOW & MOVE-OUT HOURS

BEFORE SETTING UP your booth, YOU MUST **CHECK IN** at the *Show Office*:

- *Show Office Location:* Inside the **SIERRA BUILDING** on Main Road
- *Show Office Hours:* Sep 18, Wed. Noon–10pm Sep 19, Thur. 8am-10pm

All Exhibitors must check-in with Show Management and set-up no later on Thursday, if not we reserve the right to release your booth space without refund.

SCHEDULE AT A GLANCE	BOOTH SET-UP	
BY APPOINTMENT ONLY (530)210-2118	Sep 18 Wednesday Noon – 6pm	Do not block freight doors or entry doors while unloading.
All Exhibitors	Sep 19 Thursday 8am – 10pm	Do not block freight doors or entry doors while unloading.
All Exhibitors	Sep 20 Friday 8:00am – 10:30am	No major set-up is allowed! Roll-up doors will not be opened! Hand-carry items only;
		SHOW HOURS
<u>SHOW HOURS:</u> Exhibitors with proper ID (badges) may enter the buildings after 8:00am. Please note that Security will not let anyone into the buildings until Show Management has arrived.	Sep 20 Friday Noon- 7:00 pm	
	Sep 21 Saturday 11am–6pm	
	Sep 22 Sunday 11am-5pm	
		BOOTH REMOVAL
<u>BOOTH REMOVAL:</u> Security leaves on Monday, 9/23 at 8:00am. Any exhibits not completely dismantled by Monday are subject to additional Fairground fees!	Sep 22 Sunday 4:00pm–Midnight Sep 23 Monday 7:00am–5:00pm	



**Gold Country Fairgrounds
and Event Center
209 Fairgate Rd, Auburn, CA 95603**

EXHIBITOR CHECK-IN INFORMATION

EXHIBITOR CHECK-IN:

Before starting any booth construction, please check-in at the Show Office.

The **Show Office** is located inside the **Sierra Building** which is on the Main Rd. Exhibitors may enter the Fairgrounds through the High Street Gate or the Auburn/Folsom Gate. (Please refer to the floor plan).

ALL EXHIBITORS must check-in no later than 6pm on Thursday, Sept. 19th

Please call **(530) 210-2118** to request Late Check-In. However, no late check-in privileges will be granted if all paperwork and payments are not in order. If we don't hear from you by 6pm on Thursday, Sept. 19th we reserve the right to reassign and/or resell your booth and no refunds of any kind will be given.

EXHIBITOR PAYMENTS:



All final exhibitor payments should arrive at our office well in advance of the show. If there is an outstanding balance the week of the show, we do not guarantee the booth space and all prior payments will be non-refundable and non-transferable. **Any late payments we have agreed to accept must be in the form of a credit card, Venmo, cash, money order, or cashier's check.** **NO CHECKS ACCEPTED ON SITE.**

EXHIBITOR INSURANCE REQUIREMENTS:

All exhibitors are required to provide proof of insurance that covers their display area. "**Patterson Events**" and the "**Gold Country Fairgrounds and Event Center**" must be listed as additional insured.

EXHIBITOR BADGES:

Show Management will provide five (5) badges to all participating merchants and/or organizations. Requests for additional badges will be considered on a case-by-case basis. Badges are for designated personnel *actively* working in exhibitor booths. They are not to be given to anyone else. Please recycle and return badges at the close of the show.

Starting at 8am on Friday, 9/20 all exhibitors are required to wear their badges for the duration of the event.

BOOTH SET-UP & CONSTRUCTION

INDOOR BOOTHS (excludes Foyers and Crafter/Market Booths):

Each booth will include an 8 ft. curtained backdrop, 3 ft. side divider(s), an exhibitor booth ID sign, and upon request, a single electrical outlet (500 watts), **No canopies or awnings may be used in buildings.**

OUTDOOR BOOTHS

No pipe, drape, table, chairs, tent, or electricity are provided. These may be ordered separately through the show office. Booth spaces are specifically marked. Please note that if you expand beyond your designated area without approval, you may be charged an additional booth fee.

CONCESSIONS

Sinks, counters and pass through windows are provided. Some booths may have ovens, ranges, refrigerators, or stove tops. Electricity is NOT provided.

DELIVERIES:

Shipping Address: **Gold Country Fairgrounds & Event Center
c/o Auburn Home Show
1273 High Street, Auburn CA 95603 Phone: (530)210-2118**

There is no freight office on the fairgrounds. For deliveries, direct the carrier to the show office if it is scheduled to arrive before move-in begins. On Wednesday, deliveries should be directed to the Home Show Office. Once the show opens, shipments may be accepted only at the gates. **Be sure to include your Company's name on all parcels.** Show Management accepts no responsibility for damaged or missing items. Exhibitors are responsible for getting any/all deliveries to their respective booths. Exhibitors must make their own arrangements for delivery pick-up after the show closes.

UNLOADING:

Exhibitors may drive into the Armory Building (#10) and Placer Building (#16) to unload. Vehicle(s) are prohibited from parking in FIRE LANES and may be ticketed or towed without warning. **After your vehicle is unloaded, please move it immediately to make room for other exhibitors to unload.** Please move vehicles to designated parking areas until the completion of booth set-up.

BOOTH SET-UP & CONSTRUCTION (Cont'd)

FORKLIFT SERVICES:

Show Management will have forklift services available during set-up and removal hours. **A charge will apply and service is *first-come, first-served*.**

To arrange service, contact Paul at (530) 210-2118 before show. Exhibitors may use their own forklift equipment to unload from the exterior of the buildings when the following documentation is provided in advance: **1) Liability insurance; 2) Auto insurance, and, 3) Forklift operator's certification.**

Exhibitors may not be allowed to operate equipment within inside building exhibit areas.

ELECTRICAL SERVICE:

Electrical service will be available for indoor booths. Exhibitors who require more wattage need to contact Show Management *before* setting up your booth.

Generators may be permitted, upon approval.

WATER

Water is available on site at no charge. Faucets/spigots are shared so bring your own hoses, buckets, etc. Exhibitors are responsible for draining pools and spas, and for any leaks, spills, or resulting damage. Show Management must approve hose hook ups required during show hours, and they must have an attached splitter.

WI-FI & TELEPHONE SERVICES:

The Fairgrounds will provide Wi-Fi at no additional cost this year. Please ask for password upon check in. Exhibitors are responsible for coordinating any additional services need with Show Management.

OPEN VIEWING DISPLAY POLICY:

Please review the *Exhibit Display Graphic* (on the last page.) Unless Show Management has approved an exception, exhibitors must comply with the "Open Viewing Display Policy". Anything higher than 8 feet requires prior approval by Show Management. This includes banners hung over your booth. The side panels of the display may not be higher than 8 feet for one half of the distance or 5 feet measured from the back of the booth. The remainder of the side panel out to the aisle may only be 3 feet. Please contact Show Management, if you have any questions related to this policy.

BOOTH SET-UP & CONSTRUCTION (Cont'd)

BOOTH APPEARANCE & TABLE SKIRTS:

A presentable finished appearance is required on all areas of the display visible to the public. **Any unfinished, exposed portion of the exhibit must be draped and all tables in visible booth areas must be skirted to the floor *using fire retardant materials*.**

TABLES & CHAIRS:

Tables and chairs may be rented from the Fairgrounds. Check with Show Office.

CARPETS & FLOORING:

Carpets and raised flooring must be sized to fit within the booth area and not intrude into aisles. All exposed carpet edges, raised flooring, exposed extension cords must be taped down or configured in such to prevent any tripping hazards. Inside the Armory Building, ensure that no damage or sticky substance is left behind by using painters tape or masking tape.

SIGNAGE:

Signs must be professional, of an appropriate size and nature, and displayed within the limits of the booth. Show Management reserves the right to remove any signed that is deemed unacceptable.

FIRE MARSHALL INSPECTIONS:

All exhibits must comply with Fire Marshall rules and regulations. Tents, Canopies/Pop-Ups must display the appropriate seals, and decorative materials shall be made of non-flammable or fire-resistant materials. All pavilion, concession, and outside exhibits must complete and post the Fire Marshall checklist (provided at check-in) by Friday at 11am.

ELECTRICAL CORDS/POWER STRIPS:

Only the large orange industrial-strength power/extension cords in good condition are to be used. Surge protectors should be plugged in directly into Fairground provided receptacles. Cube or multi-plug adapters are prohibited and cords shall never be kept in a pinched position.

SUPPLIES & SERVICES:

The Show Office ***will not*** be able to provide you items such as: ladders, dollies, hammers, brooms, vacuums, cleaners, pencils, paper, staplers, rulers, etc. During set-up, be sure to have all of the supplies and equipment you will need with you.

PARKING/BOOTH REMOVAL/SECURITY

PARKING:

During set-up/booth removal no parking passes are required. Exhibitors are welcome to UNLOAD/LOAD but may not remain parked in the fairgrounds after completion. Do not block gates, dumpsters or other vehicles. **Fire Lanes may not be blocked at any time. Violations may be subject to tow.**

During show hours, there are two exhibitor lots:

- **Front Lot (off High Street)** No vehicles or trailers may be parked overnight.
- **Overflow Lot (off Pleasant St behind stadium)** is a FREE parking lot and accommodates oversized vehicle parking and vehicle storage.
- **Baseball Field (By 7-11)** FREE parking for vendors ONLY. Permit required and available at check in

RV PARKING:

Please contact the Fairgrounds at (530) 823-4533 to make arrangements for available RV Parking.

BOOTH REMOVAL (TEAR DOWN):

The show officially closes at 4:00pm on Sunday, Sept 22nd. Prior to that time, Show Management requests that no product or equipment be removed from any booth, inside or out. This is essential for public safety reasons and to allow other merchants the opportunity to conclude ongoing business. Any company that does not comply will be fined \$100 and/or excluded from participating in future events.

During move-out/tear down, tear down your booth first, then bring in your vehicle to load. Specific Move-Out instructions will be provided on Sunday. Vehicles will not be permitted into show areas until they are clear of all attendees. Vehicles may not block the road, and larger vehicles/trucks may be required to wait.

SECURITY:

Security Services start at 8am on Thursday, 9/19 and end at 8am on Monday, 9/23. Show Management will not assume responsibility for any loss due to fire, theft, damage, etc. Exhibitors are reminded not to leave unattended personal valuables in their booth(s) during set-up, show hours, or during move-out.
Exhibitors assume all responsibility for their displays.

RULES DURING SHOW HOURS

EXHIBITOR ACCESS:

Exhibitors may enter all show areas starting at 8am on all show days.

RESTOCKING:

Exhibitor may restock their booths through walk-in doors from the hours of 8am to 9am on Saturday and Sunday. After 9:30am, all vehicles must be removed from all show areas.

BOOTH STAFFING:

Exhibitors must staff their booth during all show hours, and Show Management reserve the right to limit the personnel in the exhibit space.

PROHIBITED ITEMS

Exhibitors may only display or exhibit products/services as listed on their Exhibitor Agreement. Show Management may disallow additional products or services including piggy-back companies, not contracted for this show.

NOISE LEVELS:

Noise levels in each exhibitor's booth may not be so loud as to interfere with adjacent exhibitors. The noise levels from any electronic devices, instruments or other equipment must be regulated in a way that prevents said use from creating a distraction to nearby exhibitors. Should sound complaints occur, exhibitors will be expected to decrease volumes to acceptable levels.

SOLITICING OUTSIDE OF BOOTH AREAS:

Demonstrations and distribution of products and materials are restricted to each exhibitor's assigned space. Exhibitors must refrain from soliciting in aisleways. No Exceptions!

PETS

No pets (except service), animals or live creatures are allowed on fairgrounds without prior approval.

ATMs

ATMs are located throughout the Fairgrounds.

GOVERNMENTAL/REGULATORY INFORMATION

HEALTH PERMITS

All exhibitors distributing food and/or beverages, including pre-packaged items, must obtain a Placer County Health Permit (530-745-2309). Show Management requires a copy of your permit two weeks prior to the start of the show. Failure to do so will mean that nothing ingestible will be allowed to be shared with attendees or other exhibitors.

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 refund.

CONTRACTORS LICENSE:

For those companies required by law to have a current, valid Contractor's License, must provide their current license number to Show Management.

CALIFORNIA BOE REQUIREMENTS:

The California State Board of Equalization requires that all exhibitors who sell merchandise during the show (cash and carry) provide Show Management with a California Seller's Permit Number and conspicuously display their permit in their booth during show hours.

LOCAL SALES TAX RATE:

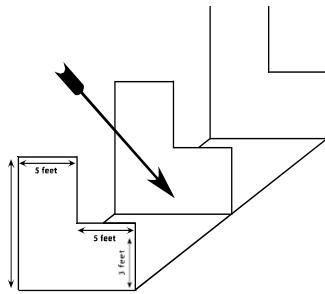
The current sales tax rate in Placer County is 7.25 %.

MUSIC REGULATIONS:

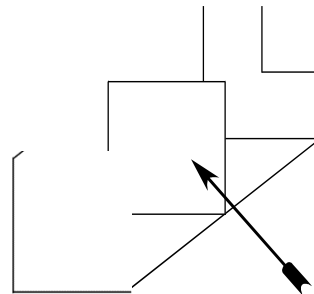
Live or taped music is prohibited as part of an exhibit or display without written permission from an appropriate licensing source (i.e., BMI, ASCAP). Evidence of such an agreement must be available for review upon request. In the event written confirmation cannot be documented, the exhibitor agrees to cease playing the music.

Exhibit Display Policy

- Open Viewing -

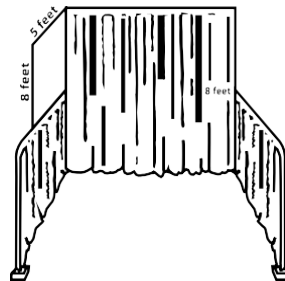


Correct Set-up



Incorrect Set-up

- Booth Specifications -



Booths will be cloth with 8-foot-high backdrop and 3-foot-high side panel drapes. The side panels of the display may be no higher than 8 feet for one-half of the distance measured from the rear drape. The remainder of the side panels, out of the aisle, may be no higher than 3 feet. The backdrop of the display may be no higher than 8 feet without the approval of show management.

A presentable finished appearance is required on all areas of the display visible to the public. Any unfinished, exposed portion of the exhibit must be draped at the exhibitor's expense. Exhibitor provided tables must be skirted to the floor and have a professional-looking appearance.

Any exemption from the above must be approved by the Show Management. For all questions or information regarding booth display specifications, please contact Paul Patterson, Show Manager at 1-530-210-2118