

HARVEST FESTIVAL®

ORIGINAL ART & CRAFT SHOW

Art . Craft . Vintage



2023 Exhibitor Kit

Ventura • Del Mar • Pleasanton
San Mateo • Sacramento • Pomona

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*Thank you for joining us for the
51st annual fall tour!*

Harvest Festival® Original Art & Craft Show

1145 Second Street, Suite A332

Brentwood, CA 94513

Phone: (925) 392-7300 Fax: (925) 392-7303

info@harvestfestival.com

www.harvestfestival.com

SALES/OPERATIONS: Tony Glenn - tony@harvestfestival.com

FINANCES/WEB: Jordana Glenn - jordana@harvestfestival.com

ADMIN/HEALTH PERMITS: Gillian Glenn - gillian@harvestfestival.com

Show Planning Checklist

☐ **Make sure all items you are selling have been juried. Harvest Festival® staff reserves the right to ask any exhibitor to remove ANY non-juried, commercial, buy-sell or imported items at any time.**

☐ Market yourself and your business in the months leading up to the shows.

- List shows and booth numbers on your website.
- Send VIP tickets to your best customers.
- Create a newsletter or mass email with dates, booth numbers and locations.
- Utilize social media outlets such as Facebook, Twitter and Instagram to entice potential shoppers with product shots and even contests.

☐ Make arrangements for shipment of your booth and inventory.

☐ Obtain current California seller's permit (as required) by the State. Report your seller's permit number to Harvest Festival® at 925-392-7300 or email info@harvestfestival.com. **You will not be able to exhibit without a current seller's permit. APPLY HERE www.cdtfa.ca.gov/services/**

☐ Food Exhibitors only; complete health permit applications. Forms will be emailed to exhibitors in July/August for each show city. Return to Harvest Festival® with fees by the specific due date or a \$50 late fee will be assessed.

☐ **NO OPEN FLAME ALLOWED.**

☐ Plan your festival attire; be sure to comply with Harvest Festival® dress code (see page 6).

☐ If you are exhibiting in any November or December shows, remember to decorate your booth with holiday décor and lighting; and wear festive holiday attire!

☐ Make your hotel, air, or RV park reservations early for best pricing. Harvest Festival® obtains discounted rates at local hotels for your use if available. Note cutoff dates on the show specific pages in this kit or visit www.harvestfestival.com.

☐ Order pipe and drape sidewalls and additional electrical as needed. 5 amps/500 watts included with each 10' space. Please note that electrical is included with Cart spaces. HOWEVER, electrical is not included or is it available for Makers Market booths. Pipe and drape may be ordered directly from Harvest Festival using the form attached to the move-in email or under FORMS on our website. Additional electrical may be ordered directly from ELECTRICAL CONTRACTOR listed on each show specific page. Discounts apply if pre-ordered by deadline noted.

☐ Do a test run of your booth setup, erect the booth, set up lighting, sidewalls and flooring. Take a picture of how you want it to look and bring it with you to the shows. Make sure you bring ample lighting to illuminate your booth.

☐ Check the show specific pages herein for setup and tear down times and show hours.

☐ Review your latest invoice for booth size, location and notes. Bring it with you.

BRING TO THE SHOW:

☐ Your seller's permit.

☐ This exhibitor kit for reference and directions.

☐ Dolly, hand truck, and ladder. They are not available at the halls.

☐ Booth or table covers – bring tarp or drape to close off your booth at night.

☐ **PLEASE NOTE – EARLY TEAR DOWN OF BOOTHS IS NOT ALLOWED – THIS POLICY WILL BE STRICTLY ENFORCED. FAILURE TO COMPLY MAY JEOPARDIZE FUTURE PARTICIPATION IN SHOWS. IT IS UNPROFESSIONAL AND DISRESPECTFUL TO CUSTOMERS AND FELLOW EXHIBITORS.**

Rules, Resources & Reminders

SET-UP/TEAR-DOWN

Exhibitors will not be allowed to set-up Friday morning prior to show open. Dates and times for Exhibitor move-in/move-out are detailed on each show page. This policy allows ample time for set-up and tear-down and gives our team a chance to make adjustments as needed. This policy **MUST** be adhered to or future placement may be affected.

PAYMENTS OF FEES

Full booth fees are due for all shows by August 1st. Thereafter, a late fee of 10% of the entire booth fee is applicable. Booths assigned after August 1st must pay **FULL FEES** at time of application. Booths will be revoked if balance due is unpaid 30 days prior to show move-in date.

CANCELLATION POLICY

BOOTH DEPOSITS are non-refundable. Cancellations prior to August 1st will result in your booth deposit being forfeited. All cancellations after August 1st will result in 100% of booth fee forfeited. An additional \$50 processing fee will be charged on **ALL** refunds.

PETS/SMALL CHILDREN

Pets (**EXCEPT** service animals trained to aid with medical conditions) are strictly prohibited on the show floor at **ANY** time. Small children are not allowed on the show floor during move-in and move-out.

STORAGE

Exhibitor storage may not be available at all facilities. Please have a plan for your boxes and back-up inventory prior to your arrival at show-site.

SECURITY

24 hour security is provided by Harvest Festival® during show days. However, all of the exhibitor's property at the show shall be at the sole risk of the exhibitor. Exhibitor's are responsible for obtaining their own general liability insurance for the event.

FREIGHT DELIVERY AT SHOW SITE

Exhibitor **MUST** be present to accept freight delivery and is responsible for transporting shipment to their booth. Forklifts will be available for additional fee.

SHIPPING SHOW TO SHOW

Contact Chris Armstrong to reserve space for shipping product and/or booth display between venues on the Harvest tour. Fees are charged per cubic foot (height x width x length). Phone number is 559-790-2835.

CREDIT CARD SERVICES

Accepting credit cards can double your sales. Hand-held terminals do not require a phone or electricity. Square and PayAnywhere devices can be connected with mobile devices and don't always require WiFi/data in order to use them.

FLAME PROOFING

Every craft show booth must comply with local fire regulations. Fabric used in your display (curtains, drapes, backdrops, table coverings and banners) must be flame-proofed or fire-resistant. It is critical that your material has been treated, as a Fire Inspector may approach your booth before and sometimes during a show to inspect and test for fire hazards.

The easiest materials to fire-proof are those of natural fibers including; jute, burlap, linen, cotton, rayon, wool and silk. Materials containing polyester are difficult to treat effectively and may have to be totally immersed in fire-retardant rather than just sprayed. Know the content of your fabrics and its resistance to melting rather than bursting into flames and how to treat it.

Use only flame proofed fabrics for display. To test yourself, you can hold a lighted match to the fabric and the material may char but should not burst into flames.

We recommend using Flame Retardant Spray or Liquid from one of the following companies:

www.turningstar.com	(718) 254-0534
www.flamestop.com	(877) 445-8804
www.coldfiredirect.com	(561) 247-4027
www.dharmatrading.com	(800) 542-5227

Ventura Information

OCTOBER 6-8, 2023

Ventura County Fairgrounds
10 W. Harbor Blvd.
Ventura, CA 93001
805-648-3376, Fax: 805-648-1012
www.venturacountyfair.org

SHOW DAY HOURS

Friday: 10am to 5pm
Saturday: 10am to 5pm
Sunday: 10am to 4pm

EXHIBITOR MOVE-IN

Thursday, October 5
8:00am-7:00pm

EXHIBITOR MOVE-OUT

Sunday, October 8
4:15pm-Midnight

SHOW DECORATOR

Harvest Festival
jordana@harvestfestival.com
Deadline: October 2, 2023 (PAID IN FULL)

ELECTRICAL

Ventura County Fairgrounds
805-648-3376, Fax: 805-648-1012
Deadline: October 5, 2023 (PAID IN FULL)

SHOW HOTEL

None - Please use [hotels.com](https://www.hotels.com) or other hotel booking site.

TAX RATE:

7.75% Ventura County (*SUBJECT TO CHANGE*)

SHOW OFFICE CELL PHONE

415-830-2964 (operates Wed-Sun of show)

Please do not enter the Show Office without permission. In some locations, we only have drape to block us from view. We are often meeting with Facility Staff, on-site decorators/electricians or having our own meeting in regards to onsite issues. If you need assistance please call or text the show office cell phone.

DIRECTIONS

South on Ventura Freeway (134)

Take Ventura Ave off-ramp
Take a right on Thompson
Take a right on Figueroa to Fairgrounds
Enter through Gate 1, continue to behind the Derby Club. Pull up to Commercial/Youth Building and unload.

North on Ventura Freeway (134)

Take California St. off-ramp
Go left on California
Take right on Harbor
Left on Figueroa to Fairgrounds

If in the San Nicolas Hall: make a right behind the Derby Club, make a left on "Main St" (the building will be straight ahead and to the right)

EXHIBITOR PARKING

No charge with Exhibitor badge

RV CAMPING

Ventura County Fairgrounds
10 W. Harbor Blvd. Ventura, CA 93001
805-648-3376
\$50 per night (dry camping)
\$55 per night (full hook-up)

SELLERS PERMIT

CA Resident: 800-400-7115
Non Resident: 916-227-6600
www.cdtfa.ca.gov/services/

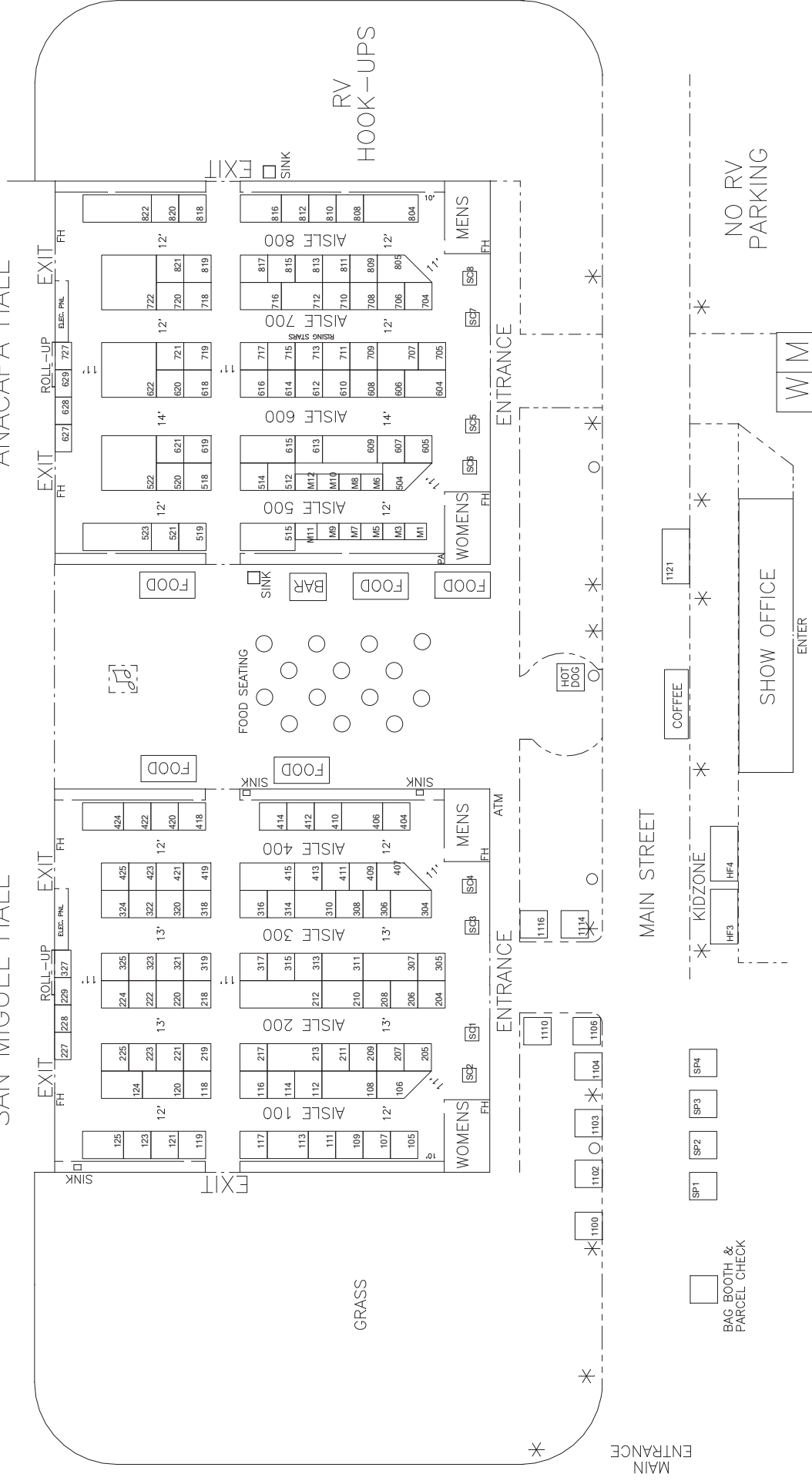
The Show Office is located in the Pro-Arts Building across from San Nicolas Hall.

There is no air conditioning in the halls. Please bring and use your fans before it gets too hot.

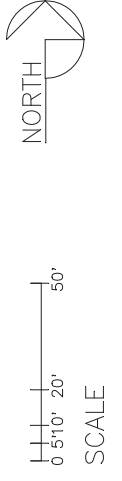
EXHIBITOR PARKING

SAN MIGUEL HALL

ANACAPA HALL



VENTURA HARVEST FESTIVAL
OCTOBER 6-8, 2023
VENTURA COUNTY FAIRGROUNDS / SEASIDE PARK
SAN MIGUEL HALL & ANACAPA HALL



Del Mar Information

OCTOBER 13-15, 2023

Del Mar Fairgrounds - O'Brien Hall
2260 Jimmy Durante Blvd.
Del Mar, CA 92014
(858) 755-116
www.sdfair.com

SHOW DAY HOURS

Friday: 10am to 5pm
Saturday: 10am to 5pm
Sunday: 10am to 4pm

EXHIBITOR MOVE-IN

Thursday, October 12
8:00am-7:00pm

EXHIBITOR MOVE-OUT

Sunday, October 15
4:15pm-Midnight

SHOW HOTEL

Winners Circle
550 Via de la Valle
Solana Beach, CA 92075
Direct: 858-436-9303

SHOW DECORATOR

Harvest Festival
jordana@harvestfestival.com
Deadline: October 8, 2023 (PAID IN FULL)

ELECTRICAL

Edlen Electrical
sandiego@edlen.com
619-696-6625, Fax: 619-696-7762
Deadline: N/A

TAX RATE:

8.75% San Diego County (*SUBJECT TO CHANGE*)

SHOW OFFICE/CELL PHONE

415-830-2964 (operates Wed-Sun of show)

Please do not enter the Show Office without permission. In some locations, we only have drape to block us from view. We are often meeting with Facility Staff, on-site decorators/electricians or having our own meeting in regards to onsite issues. If you need assistance please call or text the show office cell phone.

DIRECTIONS

From Los Angeles/Orange County:
Take I-5 South to Via de la Valle exit Exhibitors go west on Via de la Valle to Solana Gate

From San Diego

Take I-5 North to Via de la Valle exit Exhibitors go west on Via de la Valle to Solana Gate • Enter Solana Gate Follow the road and pull up to Bing Crosby Hall or O'Brien Hall and unload.

*No charge for parking move-in day (Thursday)

EXHIBITOR PARKING

Three-day parking passes, with in/out privileges, will only be sold during move-in on Thursday for \$15. If the three-day pass is not purchased, the regular parking rate of \$15/day applies with NO in/out privileges.

Exhibitor parking for VEHICLES ONLY is open. Trailer parking is available behind the exhibition hall, across from the RV parking.

RV CAMPING

Del Mar County Fairgrounds
2260 Jimmy Durante Blvd.
Del Mar, CA 92014
Manager: 858-755-1161 ext. 2309

Surf N Turf RV Park

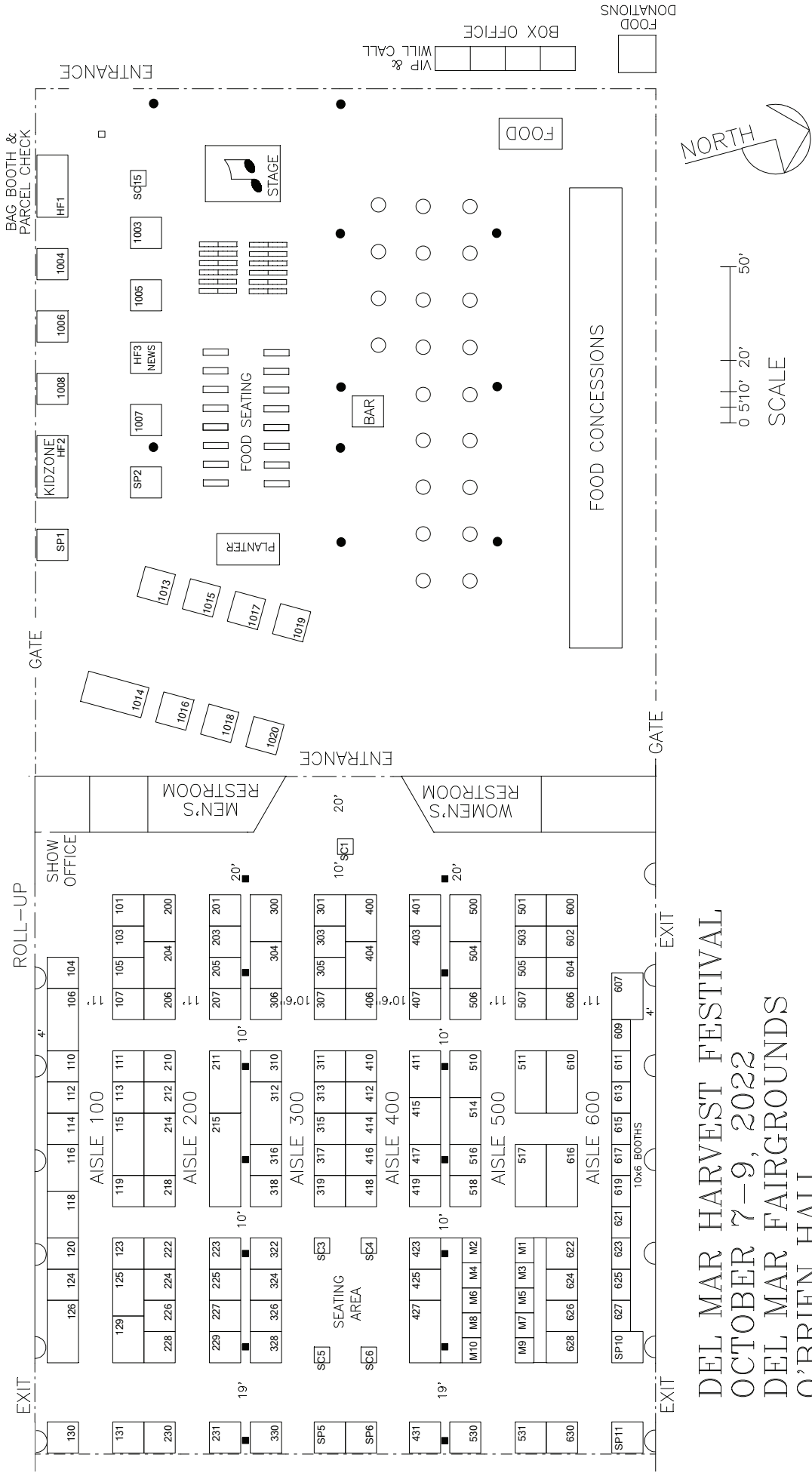
15555 Jimmy Durante Blvd Del Mar, CA 92014
858-509-5140
www.surfandturfvpark.com

SELLERS PERMIT

CA Resident: 800-400-7115
Non Resident: 916-227-6600
www.cdtfa.ca.gov/services/

Show Office is located in the Bing Crosby Building.

Halls are not air-conditioned. Please bring your personal fan for your booth.



DEL MAR HARVEST FESTIVAL
OCTOBER 7-9, 2022
DEL MAR FAIRGROUNDS
O'BRIEN HALL

Pleasanton Information

OCTOBER 27-29, 2023

Alameda County Fairgrounds (Bldg. A&B)
4501 Pleasanton Ave., Pleasanton, CA 94566
www.alamedacountyfair.com

SHOW DAY HOURS

Friday: 10am to 5pm
Saturday: 10am to 5pm
Sunday: 10am to 4pm

EXHIBITOR MOVE-IN

Thursday, October 26
8:00am-7:00pm

EXHIBITOR MOVE-OUT

Sunday, October 29
4:15pm-Midnight

SHOW DECORATOR

Harvest Festival
jordana@harvestfestival.com
Deadline: October 23, 2023 (PAID IN FULL)

ELECTRICAL

Alameda County Fairgrounds
925- 426-7600, Fax: 925 426-5141
Deadline: October 23, 2023 (PAID IN FULL)

SHOW HOTEL

Courtyard by Marriott
5059 Hopyard Rd., Pleasanton, CA 94588
Reservations: 800-321-2211 or 925-463-1414
Exhibitor Rate: \$139
Free WiFi, Free Parking \$7.50 per day
Code: Harvest Festival Block
Cut-off Date: October 3, 2023

TAX RATE:

10.25% Alameda County (*SUBJECT TO CHANGE*)

SHOW OFFICE CELL PHONE

415-830-2964 (operates Wed-Sun of show)

Please do not enter the Show Office without permission. In some locations, we only have drape to block us from view. We are often meeting with Facility Staff, on-site decorators/electricians or having our own meeting in regards to onsite issues. If you need assistance please call or text the show office cell phone.

DIRECTIONS

From 680 (North or South)
Take Bernal Ave. Exit
East (right) on Bernal, then
left onto Valley Ave.

Exhibitors are to enter through the Gate 12 entrance. You may unload next to the buildings but please do not block the roll up doors. Unload your vehicle completely and then move before setting up your booth. Do not drive onto the grass or patio. Only small light loads can enter thru glass doors.

EXHIBITOR PARKING

Three-day parking passes, with in/out privileges, will only be sold through a direct link for \$39. If the three-day pass is not purchased, the regular parking rate of \$15/day applies with NO in/out privileges.

Exhibitor parking is located behind BLDG A. ALL VEHICLES MUST BE OFF SHOW GROUNDS BY 9AM EACH MORNING, OTHERWISE THE SHOW CANNOT OPEN!

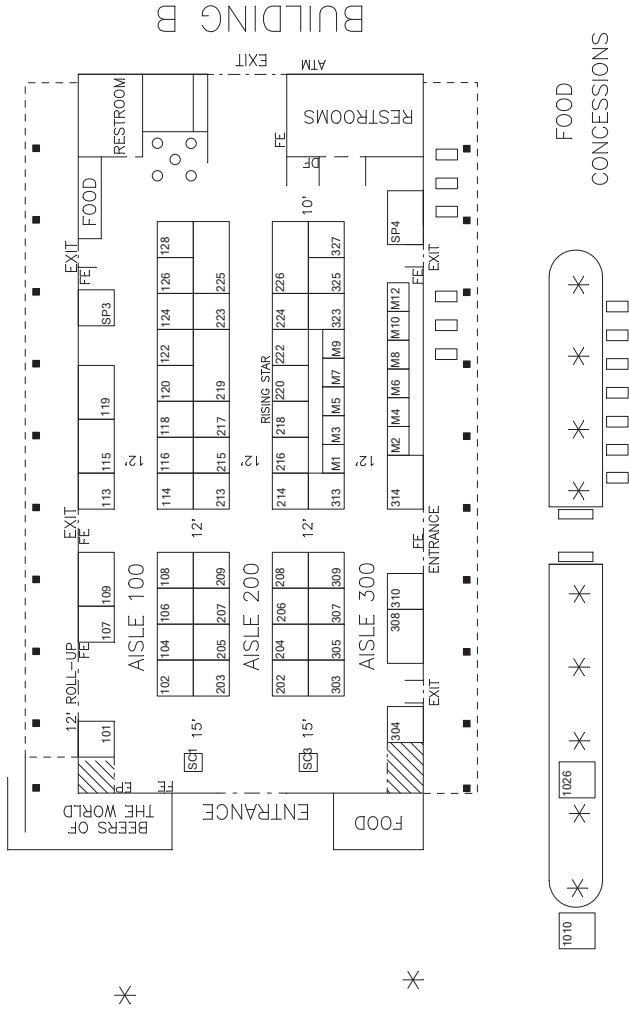
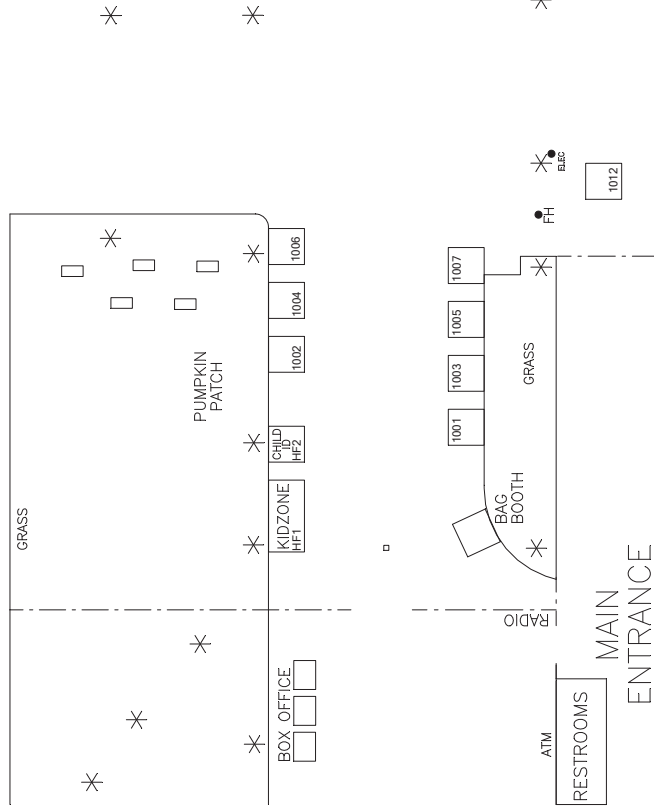
RV CAMPING

The Fair Park RV
4501 Pleasanton Avenue
Pleasanton, CA 94566
925-426-3340
www.thefairparkrv.com

SELLERS PERMIT:

CA Resident: 800-400-7115
Non Resident: 916-227-6600
www.cdtfa.ca.gov/services/

The Show Office is located in Building A.



San Mateo Information

NOVEMBER 10-12, 2023

San Mateo County Event Center - Expo Hall
1346 Saratoga Dr., San Mateo, CA 94403
(650) 574-3247 or (800) 338-EXPO
www.sanmateoexpo.org

SHOW DAY HOURS

Friday: 10am to 5pm
Saturday: 10am to 5pm
Sunday: 10am to 4pm

EXHIBITOR MOVE-IN

Thursday, November 9
8:00am-7:00pm

EXHIBITOR MOVE-OUT

Sunday, November 12
4:15pm-Midnight

SHOW DECORATOR

Harvest Festival
jordana@harvestfestival.com
Deadline: November 6, 2023 (PAID IN FULL)

ELECTRICAL

Edlen
650-255-0900
Deadline: October 21, 2023 (PAID IN FULL)

SHOW HOTEL

Courtyard by Marriott
550 Shell Blvd., Foster City, CA 94404
Reservations: 650-377-0600
Exhibitor Rate: \$139
Code: HarvestFestival
Cut-off Date: October 17, 2023

TAX RATE

9.625% San Mateo County (*SUBJECT TO CHANGE*)

SHOW OFFICE CELL PHONE

415-830-2964 (operates Wed-Sun of show)

Please do not enter the Show Office without permission. In some locations, we only have drape to block us from view. We are often meeting with Facility Staff, on-site decorators/electricians or having our own meeting in regards to onsite issues. If you need assistance please call or text the show office cell phone.

DIRECTIONS

From 101 Northbound or Southbound:
Take the Hwy 92 W Exit
Merge onto CA-92 W
Take the exit toward Delaware St
Keep Right at fork
Turn Right onto Delaware St. Then left on Saratoga.
Turn right at Main Gate entrance and proceed through the parking lot to the Expo Hall - (on the left) park in the East lot.

On show days, please do not park in the area nearest the show entry. We would like to save this parking for our customers.

*No charge for parking on move-in day. (Thursday).

EXHIBITOR PARKING

Three-day parking passes are no longer being sold. \$10 per day, per vehicle. No in/out privileges.

RV CAMPING

Nesh Pal (Assistant Parking Manager)
650-931-3345
1346 Saratoga Drive San Mateo, CA 94403

SELLERS PERMIT

CA Resident: 800-400-7115
Non Resident: 916-227-6600
www.cdtfa.ca.gov/services/

Sacramento Information

NOVEMBER 17-19, 2023

Cal Expo-Pavilion
1600 Exposition Blvd., Sacramento, CA 95815
916-263-3000 or 877-CAL-EXPO
www.calexpo.com

SHOW DAY HOURS

Friday: 10am to 5pm
Saturday: 10am to 5pm
Sunday: 10am to 4pm

EXHIBITOR MOVE-IN

Thursday, November 16
8:00am-7:00pm

EXHIBITOR MOVE-OUT

Sunday, November 19
4:15pm - Midnight

SHOW DECORATOR

Harvest Festival
jordana@harvestfestival.com
Deadline: November 13, 2023 (PAID IN FULL)

ELECTRICAL

Sac Stage & Lighting (Form will be emailed)
Deadline: November 12, 2019 (PAID IN FULL)

SHOW HOTEL

Hilton Sacramento Arden West
2200 Harvard St., Sacramento, CA 95815
Reservations: 916-922-4700
Exhibitor Rate: \$129 - Free WiFi (15% off Food & Beverage Discount)
Group Code: 905
Cutoff Date: November 2, 2023

TAX RATE

9.75% Sacramento County (*SUBJECT TO CHANGE*)

SHOW OFFICE CELL PHONE

415-830-2964 (operates Wed-Sun of show)

Please do not enter the Show Office without permission. In some locations, we only have drape to block us from view. We are often meeting with Facility Staff, on-site decorators/electricians or having our own meeting in regards to onsite issues. If you need assistance please call or text the show office cell phone.

DIRECTIONS

From the Bay Area

Take Highway 80 (East) to Capitol City Freeway (Business 80) (North). Exit Exposition Blvd to Ethan Way /Gate 12.

From Stockton

Take Highway 5 (North) to Highway 50 (East) or Highway 99 (North). Travel Capitol City Freeway (Business 80) (North). Exit Exposition Blvd. to Ethan Way/ Gate 12.

From Tahoe Area

Northshore, take Highway 80 (West) to Capitol City Freeway (Business 80) (South). Exit Exposition Blvd. Southshore, take Highway 50 (West) to Capitol City Freeway (Business 80) (South). Exit Exposition Blvd to Ethan Way/Gate 12.

EXHIBITOR PARKING

Three-day parking passes, with in/out privileges, will only be sold via a link on our website in the Exhibitor Portal for \$15. If the three-day pass is not purchased, the regular parking rate of \$10/day applies with NO in/out privileges.

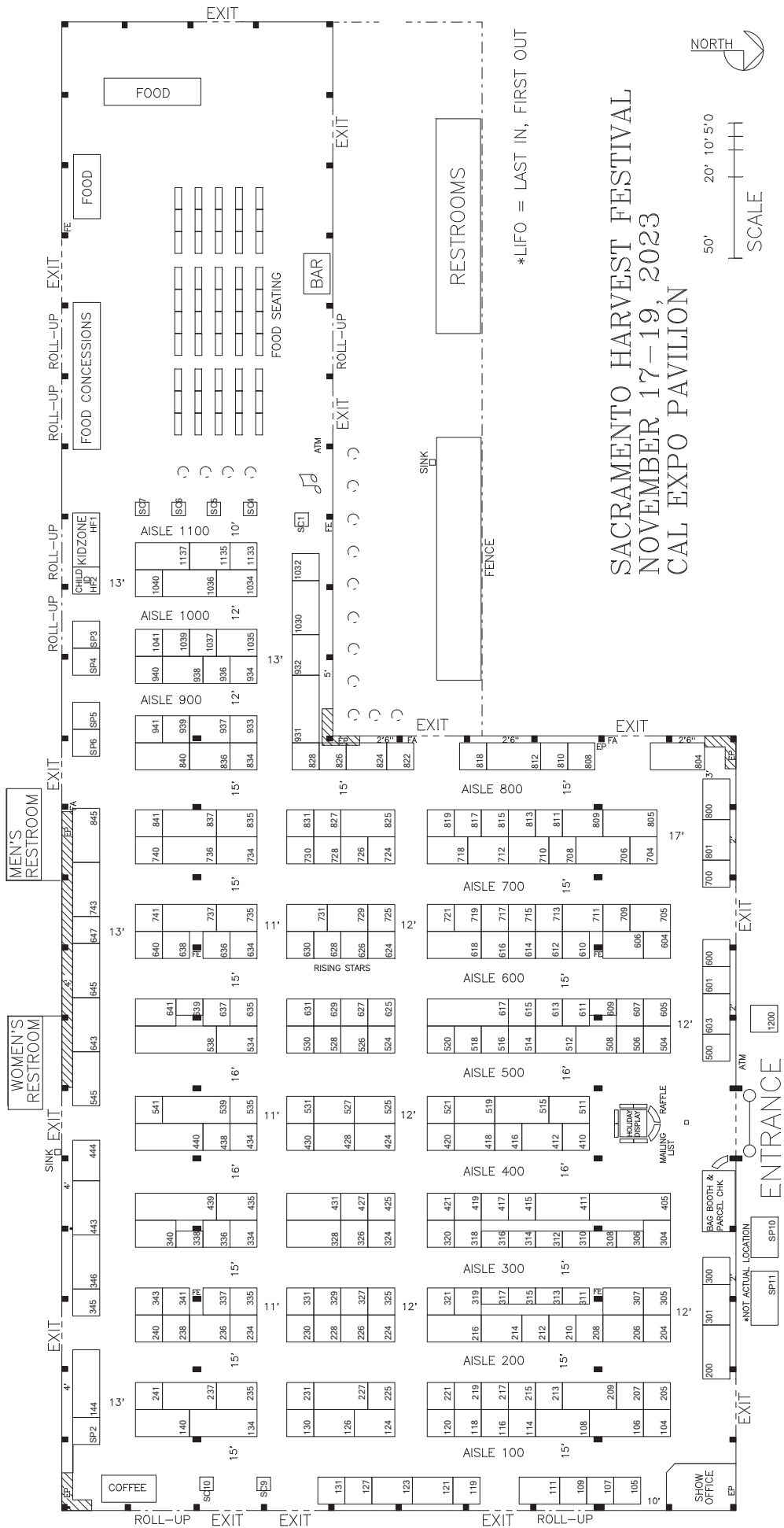
RV CAMPING

Cal Expo RV Park

1600 Exposition Blvd.
Sacramento, CA 95815
916-263-3187
rvpark@calexpo.com
<https://calexpostatefair.com/attractions/rvpark/>

SELLERS PERMIT:

CA Resident: 800-400-7115
Non Resident: 916-227-6600
www.cdtfa.ca.gov/services/



Pomona Information

DECEMBER 1-3, 2023

Fairplex 4
1101 W. McKinley Ave, Pomona, CA 91768
909-623-3111, Fax: 909-623-9599
www.fairplex.com

SHOW DAY HOURS

Friday: 10am-5pm
Saturday: 10am-5pm
Sunday: 10am-4pm

EXHIBITOR MOVE-IN

Thursday, November 30
8:00am-7:00pm

EXHIBITOR MOVE-OUT

Sunday, December 3
4:15pm - Midnight

SHOW DECORATOR

Harvest Festival
jordana@harvestfestival.com
Deadline: November 27, 2023 (PAID IN FULL)

ELECTRICAL

Edlen Electrical
714-985-1480 / anaheim@edlen.com
Deadline: November 22, 2023

SHOW HOTEL

Sheraton Fairplex
601 West McKinley Avenue, Pomona, CA 91768
Reservations: 888-627-8074
Exhibitor Rate: \$169 Single/Double, Free WiFi
Group Code: Harvest Festival Group Rate
Cut-off Date: October 28, 2023

TAX RATE

10.25% Los Angeles County (*SUBJECT TO CHANGE*)

SHOW OFFICE CELL PHONE

415-830-2964 (operates Wed-Sun of show)

Please do not enter the Show Office without permission. In some locations, we only have drape to block us from view. We are often meeting with Facility Staff, on-site decorators/electricians or having our own meeting in regards to onsite issues. If you need assistance please call or text the show office cell phone.

DIRECTIONS

Santa Clarita/San Fernando Valley

South on Fwy (5) to (134). East to Foothill Fwy (210) exit at Foothill Blvd. Turn right on Wheeler Ave., go south to Arrow Hwy. and turn left. Enter at Gate 17.

Los Angeles/Beach Cities Going East

East on Fwy (10) to Pomona and exit at Fairplex Drive. Turn left on Fairplex Drive and proceed to the Fairplex grounds. Or, exit at White Avenue, turn left to fairgrounds. Enter at Gate 17.

Victorville and High Desert

South on I-15 to the (210). Go west, exit at Fruit St. Turn left on Fruit St. and go south. Fruit turns into White Ave. Enter at Gate 17.

San Bernadino/Riverside/Orange County

West on Fwy (10) to Pomona. Exit at Garey Ave. Turn left and go under freeway to McKinley Ave. and turn right. Continue on McKinley to Fairplex and proceed as above. Enter at Gate 17.

EXHIBITOR PARKING

Three-day parking passes, with in/out privileges, will only be sold during move-in on Thursday for \$30. If the three-day pass is not purchased, the regular parking rate of \$12/day applies with NO in/out privileges.

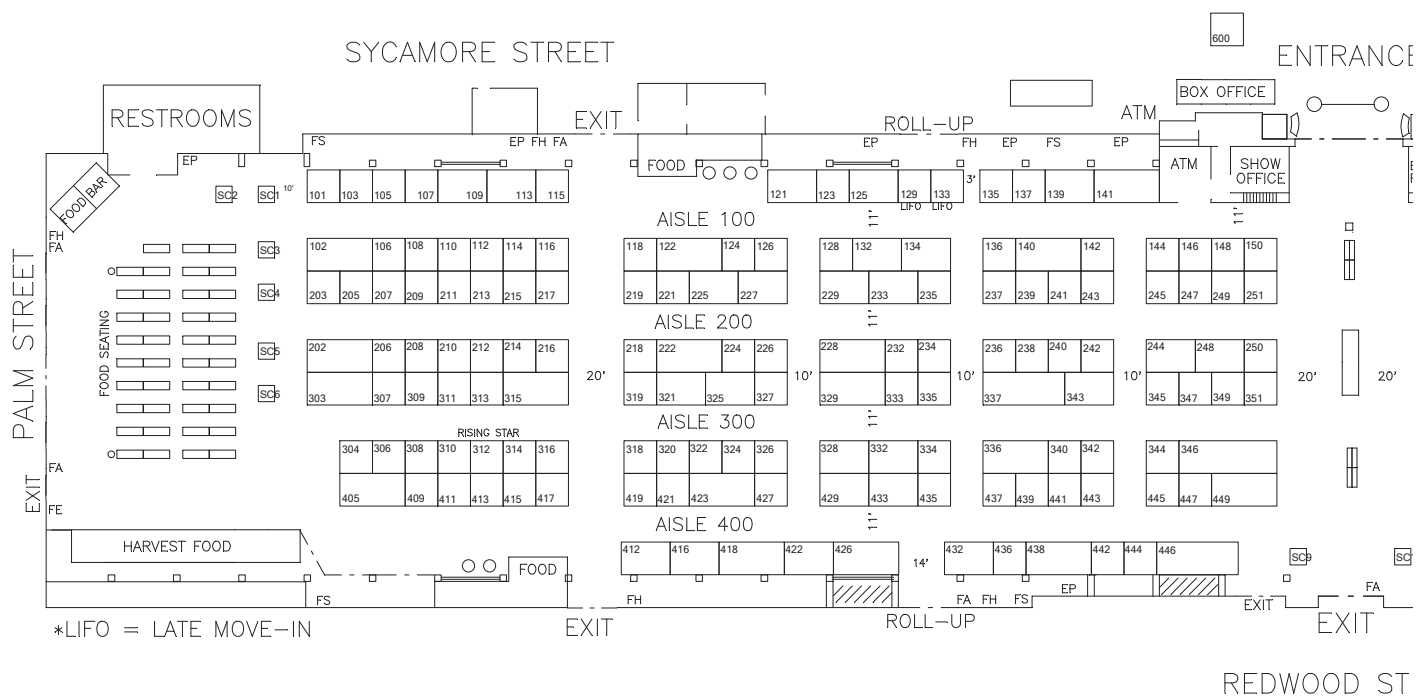
RV CAMPING

Fairplex RV Park

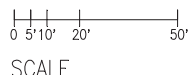
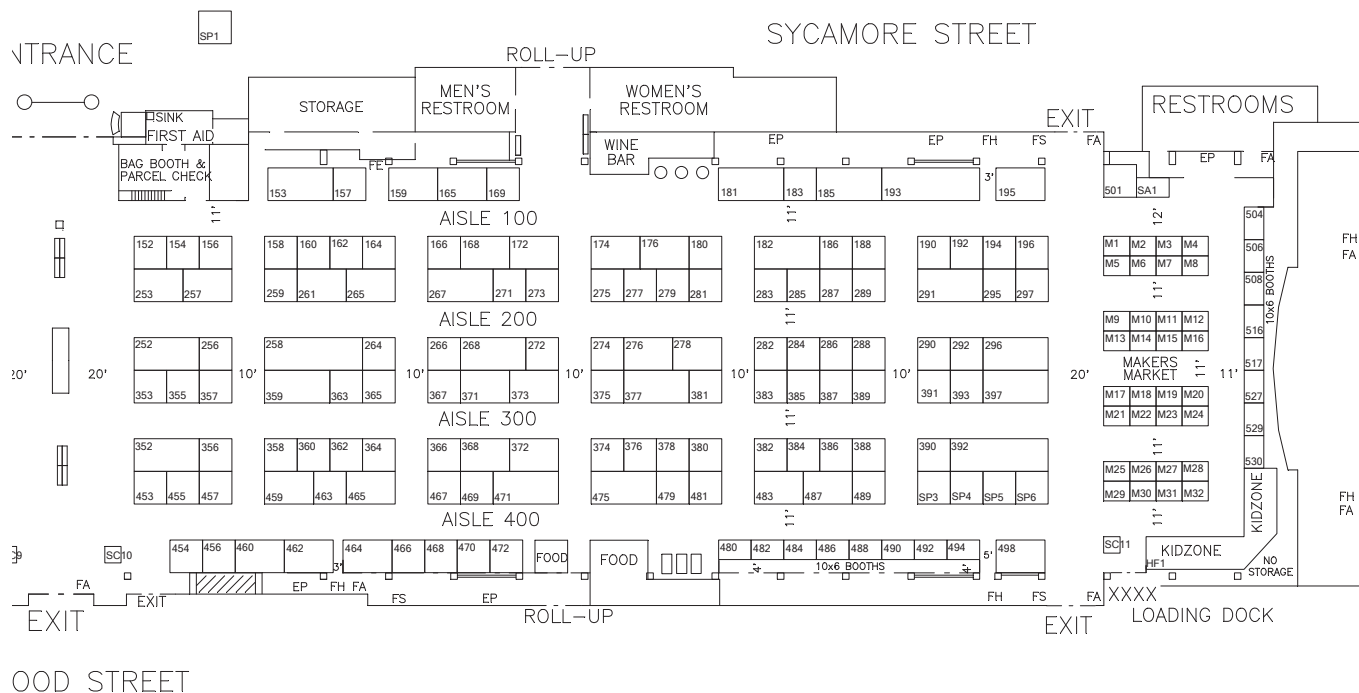
2200 North White Ave. Pomona, CA 91768
909-593-8915
<https://www.fairplexrvpark.com/>

SELLERS PERMIT

CA Resident: 800-400-7115
Non Resident: 916-227-6600
www.cdtfa.ca.gov/services/



POMONA HARVEST FESTIVAL DECEMBER 1-3, 2023 FAIRPLEX, EXPO HALL 4



Important Show Information

ON-SITE SHOW OFFICE CELL NUMBER

Any last minute problems/questions should be directed to the on-site show office (which is open the Wednesday before each show thru the Sunday night of each show). Please call the show phone at: **(415) 830-2964**

PRIOR TO SHOW

Review your invoice. Your invoice will include booth location, booth size, indoor or outdoor location and cost. If your invoice shows that you have an outdoor booth (Pleasanton, Del Mar & Ventura only), bring your outdoor set-up, E-Z up or canopy. *Outdoor canopies **MUST** be securely anchored to the ground. Remember, you must have sidewalls and lighting. Please note that inclement weather will not be a reason for us to move outdoor exhibitors inside the building(s).

SHOW CHECK IN

- Prior to setting up, go to the Show Office.
- Verify your booth placement.
- Get a Welcome Letter for show details.
- Pick up your ID badges. For security reasons, we require that all badges have names on them and are worn during set-up, tear-down and each show day. Additional workers/booth personnel **MUST** have first and last name.

EXHIBITOR BADGE POLICY

At every show, each exhibiting company will get a maximum of 4 badges at check-in. A \$4.00 charge will be collected for additional or lost badges. Badges are to be used only by exhibitors & their booth personnel.

LOADING & UNLOADING

Normal set-up time is 8am-7pm Thursday (any exceptions are listed on show specific pages). No early or Friday set-ups are permitted. Load-in closes promptly at 7:00pm. Call the Show Office, (415) 830-2964 to notify if arriving late. If you do not arrive by 6 pm of set-up day, your booth space is subject to cancellation without a refund. Please refer to your contract.

LOADING & UNLOADING (*CONTINUED*)

Bring a dolly, hand truck, and ladder. The halls do not provide these for exhibitor use. You will not be able to bring your vehicle into the hall to unload.

Loading/unloading procedures differ in each city due to hall access regulations. See show specific pages.

FOR MOVE-IN

1. Unload booth and merchandise quickly.
2. Remove your vehicle immediately to allow others to have hall access.
3. Return to construct booth and arrange stock. As you set up, please be courteous to your neighbors and keep the aisles clear.

FOR MOVE-OUT

Tear-down begins after closing time Sunday. There are absolutely no early tear downs! Be considerate of our paying customers and fellow artists by observing this rule.

Packing materials, carts, hand trucks, etc. are not allowed onto the show floor until customers have left the hall.

Exhibitors who leave early may not be invited to future shows. Remember, your last sale may be your best sale!

1. Pack your merchandise.
2. Tear down your booth.
3. Check with Harvest Festival® show team to see if a loading pass is required.
4. Retrieve your vehicle, load your booth and stock quickly. Move-out must be completed by midnight Sunday.

Important Show Information

INSURANCE

Show Management, Contractors, Subcontractors and/or the facility assumes no responsibility, under any circumstances, for any merchandise or displays lost, stolen or damaged.

- While carrying insurance is not required, we do strongly recommend it. You must carry your own insurance in order to protect your property.
- Food Exhibitors have additional requirements. A policy of insurance shall provide coverage of at least \$1,000,000 for each separate occurrence and naming Harvest Festival® as additional insured. Chad Glenn will email notices.

INSURANCE COMPANIES

ACT Insurance Program

888-568-0548

www.actinspro.com

info@actinspro.com

Lindbergh Insurance Agency

1-844-249-2684

www.insuremyhomebiz.com

FESTIVAL ATTIRE

When choosing your attire, be creative - wear something that stimulates sales and encourages customers to stop and interact with you.

Proper business casual dress code is always encouraged. Absolutely no short shorts, tank tops, swim trunks, or flip flops.

BOARD OF EQUALIZATION – TAX INFORMATION

CA: 1-800-400-7115

www.cdtfa.ca.gov/services/

NV: 1-775-684-2160

http://tax.nv.gov/Boards/State_Board_of_Equalization_Forms/State_Board_of_Equalization/

HEALTH PERMITS – FOOD EXHIBITORS

Applications & fees for all shows are due based on due dates provided. Please read each application carefully and in its entirety as each health department may have specific requirements. Health Permit applications for each show are available at www.harvestfestival.com.

EXHIBITOR ENTRANCE

On Show Days, exhibitors may enter 2 hours before show opening for restocking. You may not enter another exhibitor's booth unless invited by the exhibitor. You will need your badge to gain entry.

HARVEY BUCKS

Harvey Bucks are RED dollars used for media promotions. They are just like cash that customers are to spend in your booth. We will reimburse you at the Show Office for all Harvey Bucks spent in your booth. Harvey Bucks expire on December 3, 2023. You may not turn them in for cash after this time.

FACEBOOK

Follow us on FaceBook. If we don't already have your FB handle, please provide it to us so that we may tag you in photos throughout the season.

<https://www.facebook.com/HarvestFestivals/>

FACEBOOK GROUP

We have started a new FB Group just for our Exhibitors called Harvest Festival® Family. We will do our best to invite everyone, but in case we can't find you, please request to join if you would like. This will be a good source for newer exhibitors who would like to get in touch with veteran exhibitors for tips, advise and otherwise. We will also post show specific information, coupons, show hashtags, forms etc.

INSTAGRAM

We are going to be doing huge marketing pushes to try and build and Instagram following in the future. Please follow us on Instagram so that we may more easily tag you. Please also remember to tag us in your posts and stories.

<https://www.instagram.com/originalharvestfestival/>

Booth Set-up and Requirements

EACH 10 x 10 BOOTH INCLUDES

- 8' high back wall drape in black
- 500 Watts of electricity
- Booth number sign - It makes it easier for attendees and the show decorator to find you.
- Show Directory listing with your company name and booth number (application must be received by one month prior to actual show date)
- Discounted group rates at nearby hotels. It helps us maintain good rates if our exhibitors utilize these hotels.

HEIGHT RESTRICTION:

Signage/Products must not exceed 8' high along side and back wall. Header or booth signage along front/aisle can not exceed 10'. **Height limits will be strictly enforced.**

YOU ARE REQUIRED TO PROVIDE:

Flameproof Certificate or proof of flame proofing is required by Fire Marshall. *See page 2 for flame proofing resources.*

Sidewalls or Drapes: Must be a minimum of 7' high and a maximum of 8' high. Must be fabric or opaque walls. If you use lattice, or grids, you must use fabric to cover the back. Side drapes can be ordered through Lights West. Side drapes are included with 10' x 6' and Rising Star booths.

Lights: We dim the overhead lights in most shows. Be prepared with sufficient lighting to display your booth and product under dimly lit conditions. Lighting is MANDATORY for all booths.

- Extension cords must be heavy duty, 3-prong/grounded cords. Flat cords are recommended. Power strips with a circuit breaker and six outlets are required. (In Las Vegas, use one extension cord from main floor power to lights).

ALL LIGHTS MUST BE TURNED OFF AT THE END OF THE DAY.

See page 23-24 for more information on booth display.

SUGGESTIONS

- Use your company signs in your booth. **Signs must not exceed 8' side and back wall heights** and cannot be hand-written.
- Floor Covering: Use rugs, carpet, linoleum or other material to cover floor of booth.
- Display photos of product featured in booth.
- Signage for indoor shows should be smaller and have a softer decorative look like wood, fabric, felt, foam core or sailcloth.
- Use a tarp or bed sheet to cover the front of your booth at night when you leave for additional security.
- Have a flexible set-up. Your booth structure must be flexible to allow for a 4-6" deviation from the width of the assigned space to allow for pillars and unforeseen floor plan irregularities.

NOT ACCEPTABLE

- No fully enclosed roofs are allowed as per Fire Marshal regulations.
- **No spreading of your product and/or display into the aisles.** AISLES MUST REMAIN EMPTY OF MERCHANDISE PER FIRE MARSHAL.
- All exits and aisles must be kept clear of all displays and equipment. Entrance and exit doors shall remain unobstructed at all times. Fire extinguishers and fire hose cabinets shall remain visible and accessible at all times.
- No exposed metal of Canopies for indoor booths. Cover or wrap the metal with fabric or decorative material. E-Z ups or canopies are allowed for outdoor set-ups in Pleasanton, Del Mar and Ventura. **You must have sidewalls.**
- No hand-written sale signs. If you reduce the price of an item during the show, replace the price tag!

STATIONARY CARTS

Carts can be no larger than 4' wide x 4' long x 6' tall and must have lighting that complies with Fire Marshal code (see pictures on page 9). Harvest Festival® will provide 500W of electrical power at no additional charge. Failure to comply may jeopardize future placement.

A table does NOT constitute a cart. No additional props or displays may be placed outside of your cart space. Cart spaces will be marked on the floor and Exhibitors are required to stay within the marked space.

FOOD EXHIBITORS

All food vendors must submit health permit applications and payment to Harvest Festival® for each show and city in which you participate. All Health Permit forms are available at www.harvestfestival.com in the Exhibitor Portal. Please request the login information.

Forms must be submitted WITH FULL PAYMENT BEFORE THE DUE DATE OR A \$50 LATE FEE WILL BE ASSESSED IN ADDITION TO THE COUNTY LATE FEE. Please review each individual county requirements for food handling, waste and cleaning. The health departments have the authority to close your booth if minimum requirements are not met.

You must have the following:

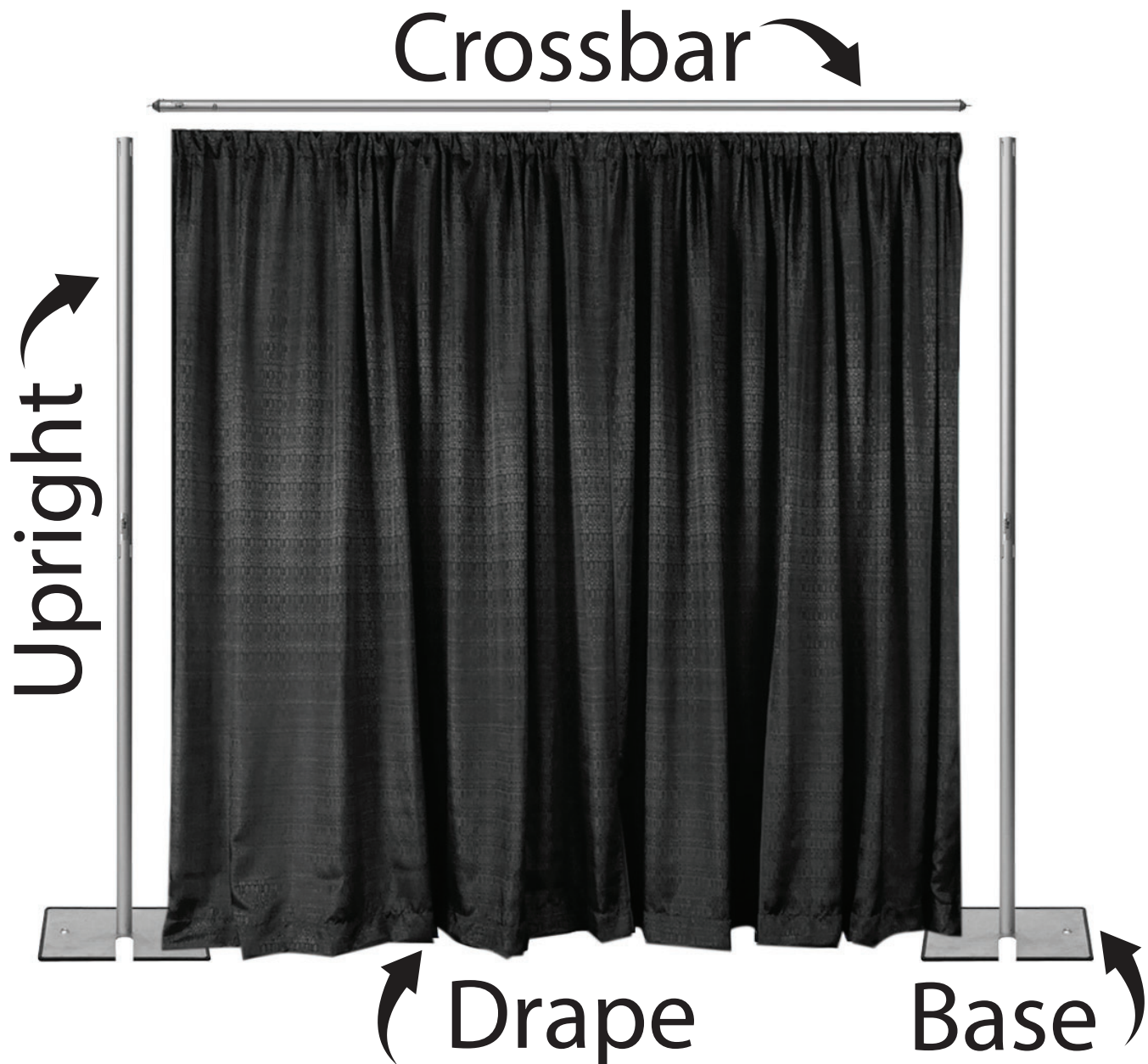
1. Washable floor covering
2. Hand-washing station
3. If using utensils - you must have a three compartment utensil washing sink with bleach
4. Covers for open food samples
5. Waste basket

Note: These are minimum requirements, each county may have additional requirements. Please review the individual city permit applications for more information.

Pipe & Drape Guide

Back Wall

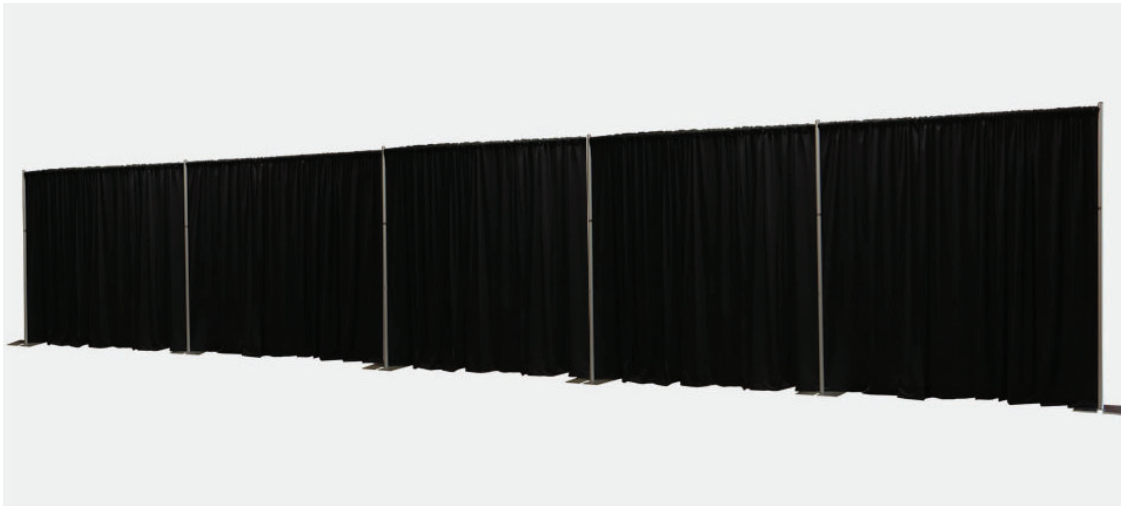
All standard booths (10x10 through 10x30) come with a back wall.



Pipe & Drape Guide

Row of Back Drape

This is what a row of backdrape looks like upon move-in. The floor will be chalked in the front denoting where your booth starts and ends and an ID sign will be hanging on the back with your booth number printed on it. Sidewalls don't always align with the back wall (connecting upright) as we do offer 15' booths. Keep this in mind when planning your side walls.



Makers Market Booths

This is what a row of Makers booths looks like upon move-in. The sidewalls are 3ft high and are not to be removed. Makers booths are 8ft wide by 6ft deep and come with a table. Makers booths do not come with power.



Pipe & Drape Guide

10x6 Booths

All 10x6 booths come with a back wall and side walls. 10x6 booths are limited and pre-determined. "Front of show" and corners are not options.



Crossbar

If you would like to close off the front of your booth, say to hang a banner or put lights on, you would also need to order a crossbar to go across the front of your booth.



Pipe & Drape Guide

Side Wall

Each Exhibitor is responsible for their own side wall. You can purchase your own or rent it from us. This is your opportunity to make your booth shine and decorate it as your own using colorful panels, curtains or fabric, or you can use hard wall, grids, propanels, etc. Sidewalls may not be transparent/see through. If you do decide to order side drape from us, please see below.

Sidewall (complete) = Consists of black drape, one cross bar, one upright and one base. Pre-order is \$60, onsite is \$80. You may however wait to order until you get to showsite. If your neighbor also needs a sidewall, then you could both split the cost.

Pipe Only = This means the components only, minus the drape. You would order one base, one upright and one crossbar. You would only do this if you have your own drape but just need something to hang it up.



Electrical Guidelines

ELECTRICAL USAGE – HOW TO AVOID POWER FAILURES . . .

Each 10 x 10 booth comes with 500 watts of electrical. Overloading electrical outlets can cause power outages, not just for you, but for your neighbor or an entire section of booths. Order additional power through the designated service provider, Edlen, LightsWest, or the facility. Power used by common appliances:

- 1 regular light bulb = 60 watts; (LED - 11 watts)
- A microwave or 4 slot toaster = 650-2000 watts
- Coffee maker = 900-1200 watts
- Crock Pot = 1000-1500 watts
- Fan = 100 watts
- Hot plate = 720-2000 watts
- Laptop computer = 45 watts
- Vacuum cleaner = 700-1400 watts

DO NOT connect (daisy chain) one power strip to another – this can overload circuits. Power strips must have a circuit breaker. (See picture on right.)

DO NOT put rounded power cords under carpet or other floor covering – flat power cords 14 gauge or larger may be put under floor coverings.

DO NOT hang power strips from drapes or poles. All 110-volt electrical extension cords must be 3-wire (grounded). Fire Marshals in Las Vegas and San Mateo strictly enforce these rules. (See picture on right.)

CONDITIONS AND REGULATIONS

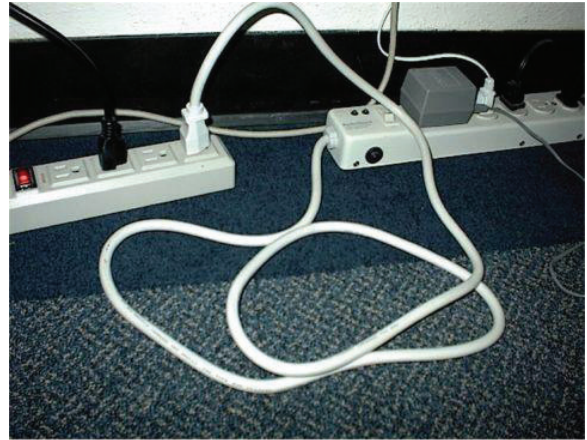
Building utility outlets are not part of booth space and are not to be used by the exhibitors unless specified otherwise.

All equipment, regardless of source of power, must comply with all federal, state, and local safety codes.

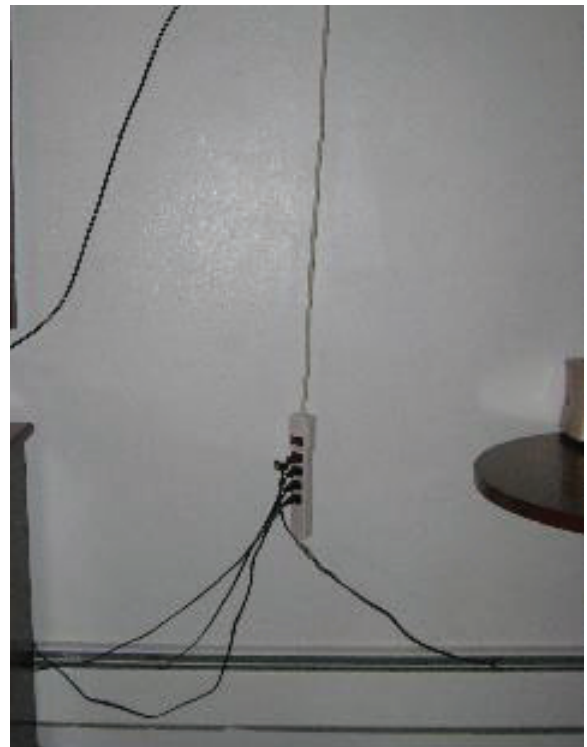
All exhibitor's equipment shall meet N.E.C. and be clearly labeled as to type of current, voltage, phase, cycle, horsepower, etc.

Under no circumstances shall anyone other than "house electrician" make special or direct electrical connections.

DO NOT DAISY CHAIN



DO NOT HANG STRIPS FROM POLES



COMMONLY ASKED QUESTION - WHERE WILL MY OUTLET BE LOCATED?

All power and outlets will be installed on the floor along the back wall.

Booth Display

GENERAL

Booth Display is a vital part of effective selling. Providing a welcoming booth and compelling display for your product is a potent tool for creating a profitable show experience. An effective use of booth space, good lighting, floor covering, and proper signage, all contribute to a great display and the bottom line.

Below are just a few examples of some standard booth and cart displays. Seeing other booth displays are worth a thousand words. Harvest Festival® encourages new exhibitors to visit other art & craft shows ahead of your participation so that you can discover what will work best for your product.

LIGHTING LEADS TO BETTER SALES - ILLUMINATE AND SELL!

Create light that complements your display and showcases your product. A brightly lit space will attract customers and make your display stand out from the rest.

- Use the right bulbs for your merchandising needs. If people cannot see it, they will not buy it. (LED bulbs reduce wattage usage).
- Most craft artists report a noticeable increase in sales when they add the appropriate lights.

CONSIDER THE FOLLOWING:

- Invest in your booth and it will pay off.
- Don't overcrowd your booth. More is not always better. Customers actually see more if there are visual resting spaces between your objects. Make it easy for the customer to enter your space.
- Use multi-levels in your display. Levels create interest and attract people to your booth.
www.displaystar.com

ON-SITE DEMONSTRATIONS ARE LOVED BY BUYERS.

- Demonstrate the making of your craft. If you are unable to do on-site demos, have photos of your process in the booth or better yet - have a video of the making of your product running continuously.
- Wear appropriate attire (please see "Festival Requirements" page 31).
- Encourage gift-buying by decorating your booth for the seasons and being festive!
- Harvest Festival® sparkles with Holiday decor in Sacramento, San Mateo and Pomona. Make your booth glow with Holiday spirit. If you use Holiday lights please prearrange with the electrician for additional electrical wattage.



Booth Display



Harvest Festival® Makers Market



NEW TO HARVEST FESTIVAL®

We are pleased to be offering a brand-new section to all 6 of our current locations. This is a unique area specifically catered to break-out makers eager to join large-scale, indoor art & craft shows. Space and categories are limited.

2023 SHOW LOCATIONS:

Ventura, CA	Sept. 30 - Oct. 2
Del Mar, CA	October 7-9
Pleasanton, CA	October 28-30
San Mateo, CA	November 11-13
Sacramento, CA	November 18-20
Pomona, CA	December 2-4

INCLUDED IN BOOTH FEE

- 6' x 8' booth space
- Pipe and drape (8' back drape/3' side drape)

ELECTRICAL

Electrical is not included nor is it offered. Electrical adds a substantial price increase to the booth fee and not providing it is how we keep the Makers area less expensive. If you need or want Electrical, you will need to upgrade to a standard 10x6 booth.

MARKET YOURSELF:

Market yourself and your business in the months leading up to the shows.

- List shows and booth numbers on your website.
- Send VIP tickets to your best customers.
- Create a newsletter or mass email with dates, booth numbers and locations.
- Utilize social media outlets such as Facebook, Twitter and Instagram to entice potential shoppers with product shots and even contests.

BRING TO THE SHOW:

- ☐ Your seller's permit.
- ☐ This exhibitor kit for reference and directions.
- ☐ Dolly, hand truck, tools, ladder and anything else you may need to set up your booth. These items are not available at the halls.

BOOTH DISPLAY/DECOR

Harvest Festival® strives to offer a cohesive and clean look throughout the entire show. The intention is for every Exhibitor's booth to demonstrate individuality and a "shop like" appearance. Be sure to bring signage, display stands and anything else you may need to decorate your little "shop." Black tablecloths are included but you welcome to bring your own table covers to complete your booths look.

OBTAIN YOUR SELLERS PERMIT

CA Resident: 800-400-7115

Non Resident: 916-227-6600

www.cdtfa.ca.gov/services/

SHOW CHECK IN

- Prior to setting up, go to the Show Office.
- Verify your booth placement.
- Get a Welcome Letter for show details.
- Pick up your ID badges on-site at the show office. For security reasons, we require that all badges have names on them and are worn during set-up, tear-down and each show day. Additional workers/booth personnel MUST have first and last name.

Harvest Festival® Makers Market Booth Display



Maximize Your Sales, VIP Tickets & More

EXHIBITOR APPRECIATION PROGRAMS

We want to remind you of the programs available to you and how you can earn booth credits.

- **Recruit an Artist** – Receive a \$100 credit! Harvest Festival® strives to offer quality events with an emphasis on continual growth. We are committed to adding NEW and UNIQUE products to our shows and to our shoppers. Our best advertising strategy is YOU and your personal endorsement is by far the most effective recruitment tool we have. We encourage you to assist us in reaching our objectives by recruiting fellow artists and TOGETHER, we will continue to make Harvest Festival® the best art & craft shows in the West.

The program is easy! Just call or email us with the name, company and contact information of the artist you are recruiting. If they apply and exhibit with us, you will receive \$100 account credit for the following year.

VIP PASSES

VIP PASSES ARE GOOD FOR TWO YEARS, which doubles their value! Use Harvest Festival VIP passes as a marketing tool for your best customers. Each exhibiting company receives four complimentary VIP passes per show. Additional passes may be purchased for \$4.00 in advance or \$5.00 on-site. Give VIP passes to gallery owners and media and use in mailings to increase your visibility at the show and beyond. If you purchase more than 50 VIP tickets, we will give you additional free.

MARKETING PHOTOS

The Harvest Festival® is continuously looking for your product photos to use for marketing and advertisements. Please send high resolution photos (300dpi, JPEG, BMP) via email to jordana@harvestfestival.com.

HARVEY BUCKS

Harvey Bucks are dollars given out for media promotions and given away daily in our Grab Bag Drawing. They are just like cash that customers are to spend in your booth.

Exchange them at the Show Office for cash at the end of each day.

PRESS RELEASES

Send press releases to Harvest Festival describing new products, products that may be of particular interest, or are newsworthy. Agencies are listed below.

TOP TEN TIPS TO MAXIMIZE SALES

1. Greet each customer that comes into your booth. Avoid eating, reading and cell phone usage in your booth. It discourages interaction.
2. Make your customers feel special, like good friends or family.
3. Ask questions that invite a real live response. Start your sentence with “Would you rather...”
4. Educate your customers by offering information about your product, how it’s done, the instruments used and the length of process.
5. Emotions drive buying. A story has more impact than any amount of facts and builds value.
6. An attractive booth, effective lighting, festival attire and demonstrations of your craft will encourage customers to stop at your booth and converse.
7. Make sure your company or product name is clearly visible, have business cards with your contact information within reach and promote your website.
8. Always, always, get your customer’s name, address and e-mail address and put this information in a format that allows you to easily, inexpensively and effectively contact them.
9. Take advantage of marketing tools available from the Harvest Festival, many of which are at no cost to you, such as postcards and VIP Passes.
10. Develop your own marketing plan with e-blasts, social networking sites, participation in charitable events in your home area that put your name front and center, even create your own newsletter.

Freight / Shipping

Armstrong Family Transport

Phone: 559.790.2835

ARMSTRONGFAMILYTRANSPORT@GMAIL.COM

2023 HARVEST FESTIVAL TOUR SIGN UP SHEET

Chris Armstrong of Armstrong Family Transport is providing transportation services for the 2023 Harvest Festival Tour. He will be moving crafters and exhibitors from show to show. Space may be limited and is on first-come, first-serve basis. Please fill out the form below and return to Chris Armstrong/Armstrong Family Transport.

Company Name: _____

Date: _____

Contact Name: _____

Phone: _____

E-Mail: _____

Fax: _____

Please mark which shows you will be attending

_____ Ventura

_____ Del Mar

_____ Pleasanton

_____ San Mateo

_____ Sacramento

_____ Pomona

_____ Estimated number of pieces

We are offering a forklift service at each show for \$25.00 per pallet. We will move your product from your vehicle to your booth. The same service is also available for move out.

Base Rate: \$250 per pallet, per show, as long as there is no overhang on any side.

\$350 per pallet for any overhang exceeding 12 inches on any side.

Minimum shipping charge of \$150 for anything under one pallet, meaning anything that can be stacked in various locations on trailer.

*****Please note, this year, there will be storage charges if you skip shows. Rates will depend on size.*****

PLEASE NOTE: We will not be accepting credit cards. Checks can be made payable to Armstrong Family Transport for Ventura, Del Mar, Pleasanton, San Mateo and Sacramento. No checks will be accepted in Pomona. Cash, CashApp or Zelle accepted at six shows. If paying by Cash/CashApp/Zelle, a 10% discount will be given on all transactions.