

# HARVEST FESTIVAL®

ORIGINAL ART & CRAFT SHOW



## 2019 Exhibitor Kit

Las Vegas • Orange County • Ventura  
Del Mar • Pleasanton • San Mateo  
Sacramento • San Jose • Pomona



# 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.**

☐ Order Harvest Festival® exhibitor discount postcards to pass out at shows, as bag stuffers and mail to your customers. The order form is available at <https://harvestfestival.com/exhibitor-info>.

☐ Market yourself and your business in the months leading up to the shows. Be sure to order your **\$2 OFF POSTCARDS**, at no cost to you.

- 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 – see Inside Back Cover for details.

☐ 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](mailto:info@harvestfestival.com). **You will not be able to exhibit without a current seller's permit. APPLY HERE [www.cdtfa.ca.gov/services/](http://www.cdtfa.ca.gov/services/)**

☐ Food Exhibitors only; complete health permit applications. Forms will be mailed to exhibitors in July for each show city. Return to Harvest Festival® with fees by August 1st or a \$25 late fee will be assessed.

☐ **NO OPEN FLAME ALLOWED.**

☐ Plan your festival attire; be sure to comply with Harvest Festival® dress code (see page 27).

☐ 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. Note cutoff dates on the show specific pages in this kit or visit [www.harvestfestival.com](http://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. Order directly from the SHOW DECORATOR and/or ELECTRICAL CONTRACTOR listed on each show specific page. Discounts apply if pre-ordered by deadline noted. See Lighting/Electrical usage on page 22.

☐ 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. Note that San Jose has extended move-in 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.**

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## 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](mailto:info@harvestfestival.com)

[www.harvestfestival.com](http://www.harvestfestival.com)

*Thank you for joining us for the 47th annual fall tour!*

# Las Vegas Information

## SEPTEMBER 6-8, 2019

World Market Center - Pavilion 1  
209 So. Grand Central Pkwy.  
Las Vegas, NV 89106

## SHOW DAY HOURS

Friday: 10am to 5pm  
Saturday: 10am to 6pm  
Sunday: 10am to 5pm

## EXHIBITOR MOVE-IN

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

## EXHIBITOR MOVE-OUT

Sunday, September 8  
5:15pm-Midnight

## SHOW DECORATOR

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: August 27, 2019 (PAID IN FULL)**

## ELECTRICAL

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: August 27, 2019 (PAID IN FULL)**

## SHOW HOTEL

**Golden Nugget**  
129 E. Fremont Street  
Las Vegas, NV 89101  
[www.goldennugget.com/lasvegas](http://www.goldennugget.com/lasvegas)  
**Reservations:** 800-331-5731  
**Exhibitor Rate:** Wed-Thurs & Sun: \$45.00,  
Fri & Sat; \$85.00  
\$20 per day resort fee, Free WiFi, Free Parking  
**Group Code:** GSHFEST  
**Cutoff Date: August 14, 2019**

## TAX RATE:

8.25% Clark County (*SUBJECT TO CHANGE*)

## SHOW OFFICE CELL PHONE

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

## FIRE MARSHAL

702-229-0366

## DIRECTIONS

**From Henderson:** Take I-515 North/U.S. 95 North/US-93 North toward Las Vegas. Take the Las Vegas Blvd exit, EXIT 75, toward Downtown Las Vegas. Turn right onto Las Vegas Blvd. North/NV-604. Take the first left onto E Bonanza Rd. Turn left onto N Main St/NV-601. Turn right onto W Ogden Ave. W Ogden ave becomes S Ground Central Pkwy. The facility is on the right.

**From Summerlin:** Take U.S. 95 South, Exit on Casino Ctr Blvd., EXIT 75B, toward Downtown LV. Merge onto N Casino Center blvd. Take the second right onto E Ogden Ave. W Ogden ave becomes S Ground Central Pkwy. The facility is on the right.

**From North Las Vegas:** Take I-15 South to U.S. 95 South. Take EXIT 44 toward Washington Ave/D Street/City Parkway. Take the D Street ramp. Turn left onto D Street. Turn slight right onto N City Pkwy. Turn right onto S Grand Central Pkwy. The facility is on the right.

## EXHIBITOR PARKING

Exhibitor parking lot is located behind Pavilion 1 and is no charge with Exhibitor badge.

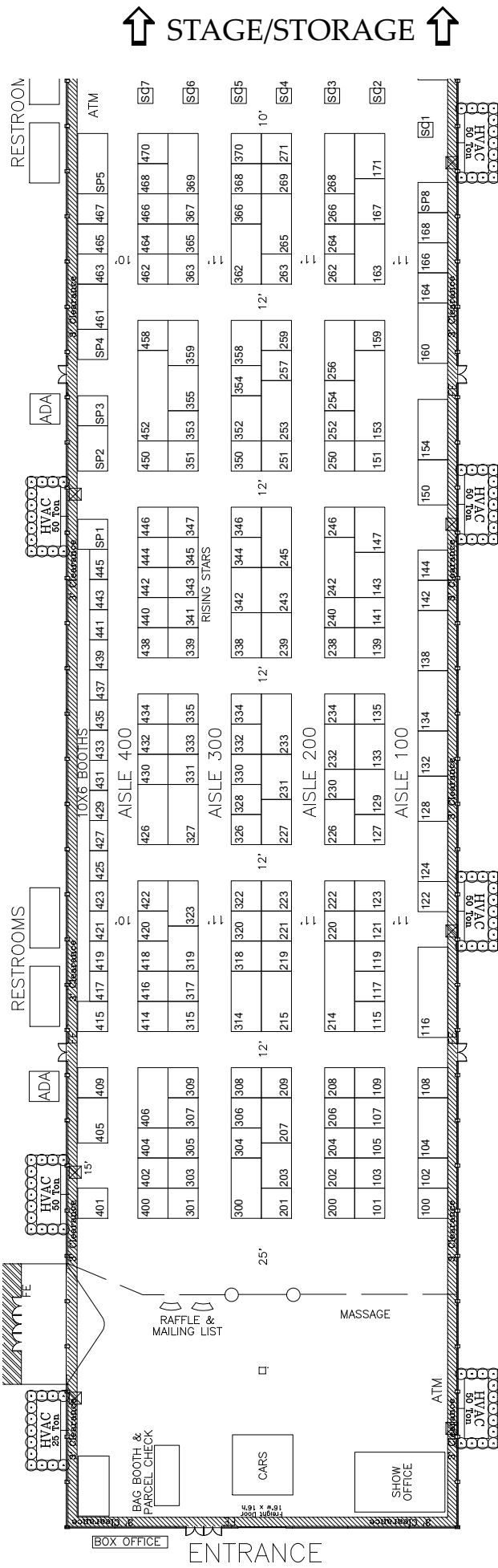
## RV CAMPING

**Las Vegas KOA at Sam's Town**  
5225 Boulder Highway  
Las Vegas, NV 89122  
800-562-7270  
<http://koa.com/campgrounds/las-vegas>

**NOTE:** Sales tax will be collected Sunday at show close prior to move-out.  
Please bring a check to make payment. Credit Cards are not accepted.  
Payment will be collected by a representative of the State of Nevada for all exhibitors.



\*Refer to [www.harvestfestival.com](http://www.harvestfestival.com) for updated floorplans.



LAS VEGAS HARVEST FESTIVAL  
SEPTEMBER 6-8, 2019  
WORLD MARKET CENTER, PAVILION 1

# Costa Mesa Information

## **SEPTEMBER 20-22, 2019**

OC Fair & Event Center  
Costa Mesa Bldg/Santa Ana Pavilion/Huntington  
Beach Bldg  
88 Fair Drive  
Costa Mesa, CA 92626

## **SHOW DAY HOURS**

Friday: 10am to 5pm  
Saturday: 10am to 6pm  
Sunday: 10am to 5pm

## **EXHIBITOR MOVE-IN**

Thursday, September 19  
8:00am-7:00pm

## **EXHIBITOR MOVE-OUT**

Sunday, September 22  
5:15pm-Midnight

## **SHOW DECORATOR**

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: September 10, 2019 (PAID IN FULL)**

## **ELECTRICAL**

OC Fair & Event Center  
Forms sent directly to Harvest Festival®.  
925-392-7300, Fax: 925-392-7303  
**Deadline: August 30, 2019 (PAID IN FULL)**

## **SHOW HOTEL**

**Double Tree by Hilton**  
201 E. MacArthur Blvd.  
Santa Ana, CA 92707  
<https://www.hilton.com/en/doubletree/>  
**Reservations:** 800-222-8733  
**Exhibitor Rate:** Tues-Wed: \$149, Thurs-Sun: \$109,  
Free WiFi  
**Parking:** \$5.00 per day  
**Group Code:** HVO  
**Cutoff Date: August 27, 2019**

## **TAX RATE:**

7.75% Orange County (*SUBJECT TO CHANGE*)

## **SHOW OFFICE CELL PHONE**

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

## **FIRE MARSHAL**

714-573-6000

## **DIRECTIONS**

**In Orange County:** The 5, 22, 73, 91 and 405 Free-ways all connect with the Newport (55) South Free-way. Exit Del Mar/Fair Drive.

**From Los Angeles:** 5 South or 405 South to 55 South. Exit Del Mar/Fair Drive.

**From Riverside:** 91 West to 55 South. Exit Del Mar/Fair Drive.

**From San Diego:** North to 405 North to 55 South. Exit Del Mar/Fair Drive.

## **EXHIBITOR PARKING**

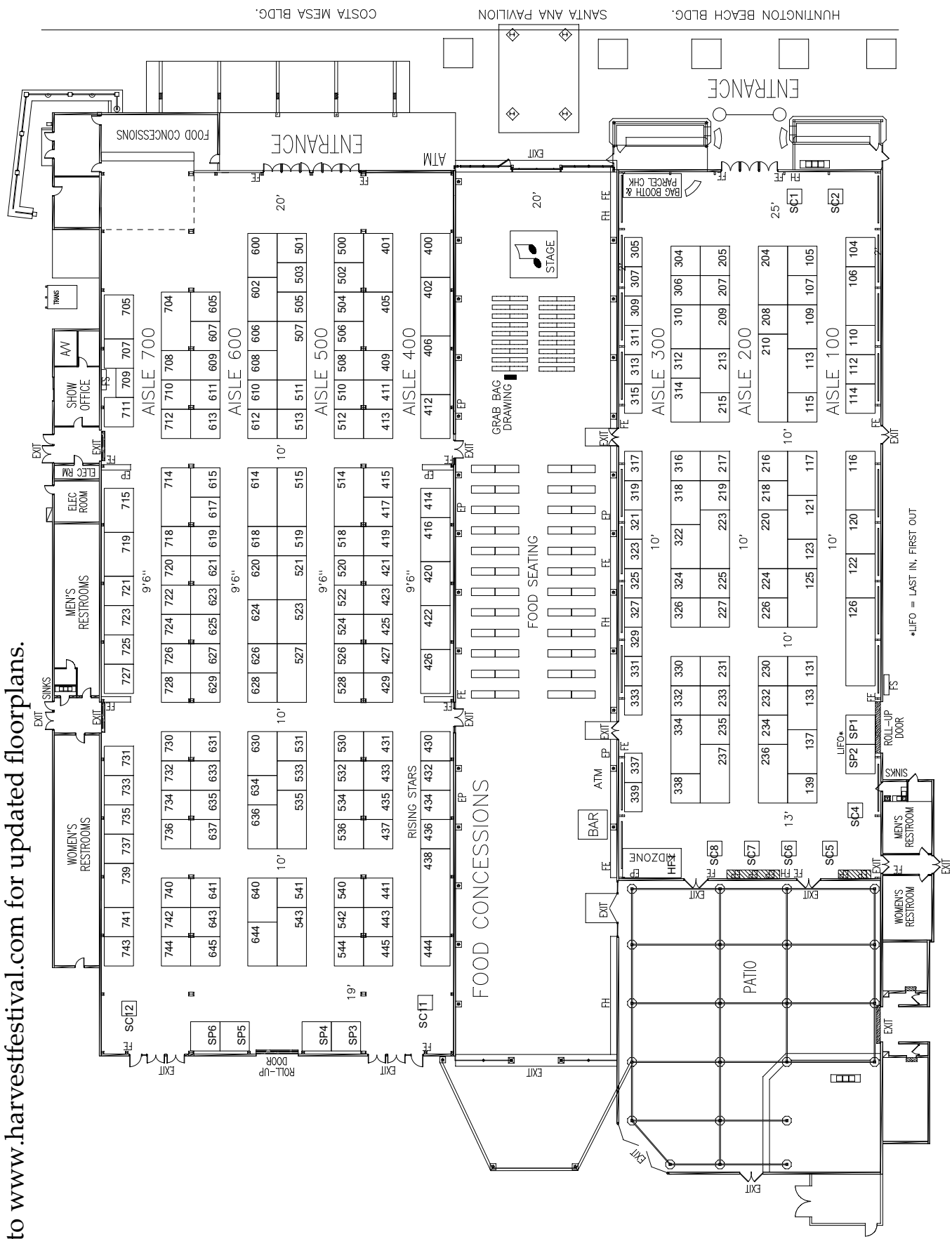
Three-day parking passes, with in/out privileges, will only be sold during move-in on Thursday for \$12. If the three-day pass is not purchased during move-in, the regular parking rate of \$9/day applies with NO in/out privileges.

## **RV CAMPING**

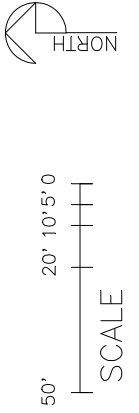
### **OC Fair & Event Center Campground**

88 Fair Drive  
Costa Mesa, CA 92626  
714-708-1940  
<https://ocfair.com/venue-rentals/area-lodging-on-site-camping/>

\*Refer to [www.harvestfestival.com](http://www.harvestfestival.com) for updated floorplans.



COSTA MESA HARVEST FESTIVAL  
SEPTEMBER 20-22, 2019  
OC FAIR & EVENT CENTER





# Ventura Information

## **OCTOBER 4-6, 2019**

Ventura County Fairgrounds  
10 W. Harbor Blvd.  
Ventura, CA 93001  
805-648-3376, Fax: 805-648-1012  
[www.venturacountyfair.org](http://www.venturacountyfair.org)

## **SHOW DAY HOURS**

Friday: 10am to 5pm  
Saturday: 10am to 6pm  
Sunday: 10am to 5pm

## **EXHIBITOR MOVE-IN**

Thursday, October 3  
8:00am-7:00pm

## **EXHIBITOR MOVE-OUT**

Sunday, October 6  
5:15pm-Midnight

## **SHOW DECORATOR**

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: September 24, 2019 (PAID IN FULL)**

## **ELECTRICAL**

Ventura County Fairgrounds  
805-648-3376, Fax: 805-648-1012  
**Deadline: September 24, 2019**

## **SHOW HOTEL**

Crown Plaza Ventura Beach  
450 East Harbor Blvd. Ventura, CA 93001  
[www.CPVentura.com](http://www.CPVentura.com)  
**Reservations:** 805-648-2100  
**Exhibitor Rate:** \$174 Single/Double  
Free WiFi/Free Parking in City of Ventura Garage  
**Group Code:** Harvest Festival Group Rate  
**Cut-off Date: September 1, 2019**

## **TAX RATE:**

7.75% Ventura County *(SUBJECT TO CHANGE)*

## **SHOW OFFICE CELL PHONE**

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

## **FIRE MARSHAL**

626-224-4168

## **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

## **SELLERS PERMIT**

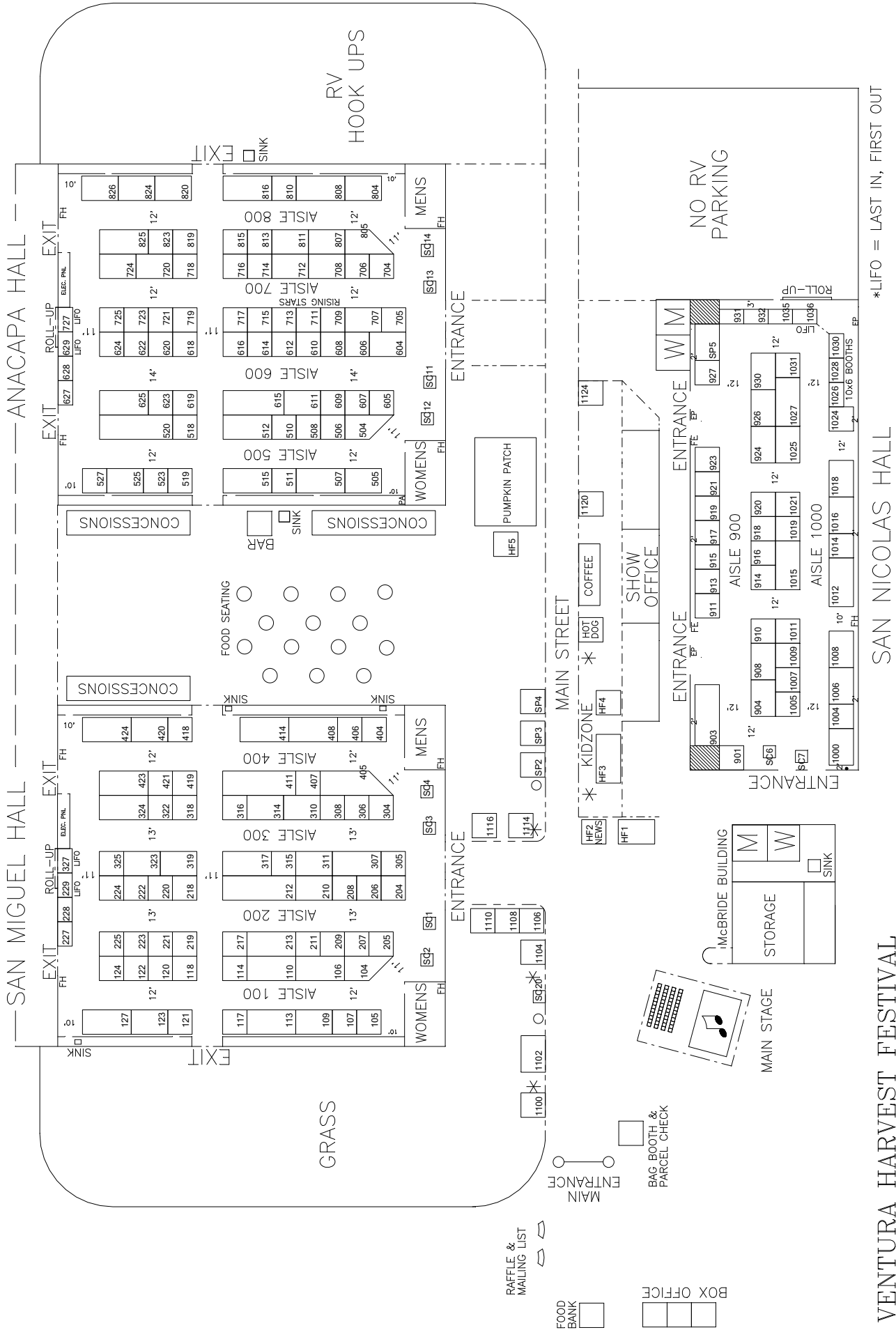
CA Resident: 800-400-7115  
Non Resident: 916-227-6600  
[www.cdtfa.ca.gov/services/](http://www.cdtfa.ca.gov/services/)

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.

\*Refer to [www.harvestfestival.com](http://www.harvestfestival.com) for updated floorplans.

EXHIBITOR PARKING



\*LIFO = LAST IN, FIRST OUT



VENTURA HARVEST FESTIVAL  
OCTOBER 4-6, 2019  
VENTURA COUNTY FAIRGROUNDS / SEASIDE PARK  
SAN MIGUEL HALL, ANACAPA HALL, & SAN NICOLAS HALL

# Del Mar Information

## **OCTOBER 11-13, 2019**

Del Mar Fairgrounds/Bing Crosby & O'Brien Halls  
2260 Jimmy Durante Blvd.  
Del Mar, CA 92014  
(858) 755-116  
[www.sdfair.com](http://www.sdfair.com)

## **SHOW DAY HOURS**

Friday: 10am to 5pm  
Saturday: 10am to 6pm  
Sunday: 10am to 5pm

## **EXHIBITOR MOVE-IN**

Thursday, October 10  
8:00am-7:00pm

## **EXHIBITOR MOVE-OUT**

Sunday, October 13  
5:15pm-Midnight

## **SHOW DECORATOR**

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: October 1, 2019 (PAID IN FULL)**

## **ELECTRICAL**

Edlen Electrical  
[sandiego@edlen.com](mailto:sandiego@edlen.com)  
619-696-6625, Fax: 619-696-7762  
**Deadline: September 20, 2019**

## **SHOW HOTEL**

Best Western Premier Hotel Del Mar  
720 Camino Del Mar, Del Mar, CA 92014  
<https://www.bestwestern.com>  
**Reservations:** 858-755-9765  
**Exhibitor Rate:** \$99.99-\$139.99 (Ocean or Garden view, Single/Double)  
Includes Free WiFi and Free Parking  
**Group Code:** Harvest Festival Group Rate  
**Cut-off Date: September 10, 2019**

## **TAX RATE:**

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

## **SHOW OFFICE CELL PHONE**

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

## **FIRE MARSHAL:**

Liason: Michael Garcia 858-792-4215

## **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 Solona Gate

## **From San Diego**

Take I-5 North to Via de la Valle exit Exhibitors go west on Via de la Valle to Solona Gate • Enter Solona 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 is located at the end of the exhibition hall, next to Bing Crosby. 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: 619-240-0736  
Security: 858-792-4271  
<http://www.delmarfairgrounds.com/index.php?-fuse-action=facilities.rvparking>

### **Surf N Turf RV Park**

15555 Jimmy Durante Blvd Del Mar, CA 92014  
858-481-9347  
[www.surfandturfvpark.com](http://www.surfandturfvpark.com)

## **SELLERS PERMIT**

CA Resident: 800-400-7115  
Non Resident: 916-227-6600  
[www.cdtfa.ca.gov/services/](http://www.cdtfa.ca.gov/services/)

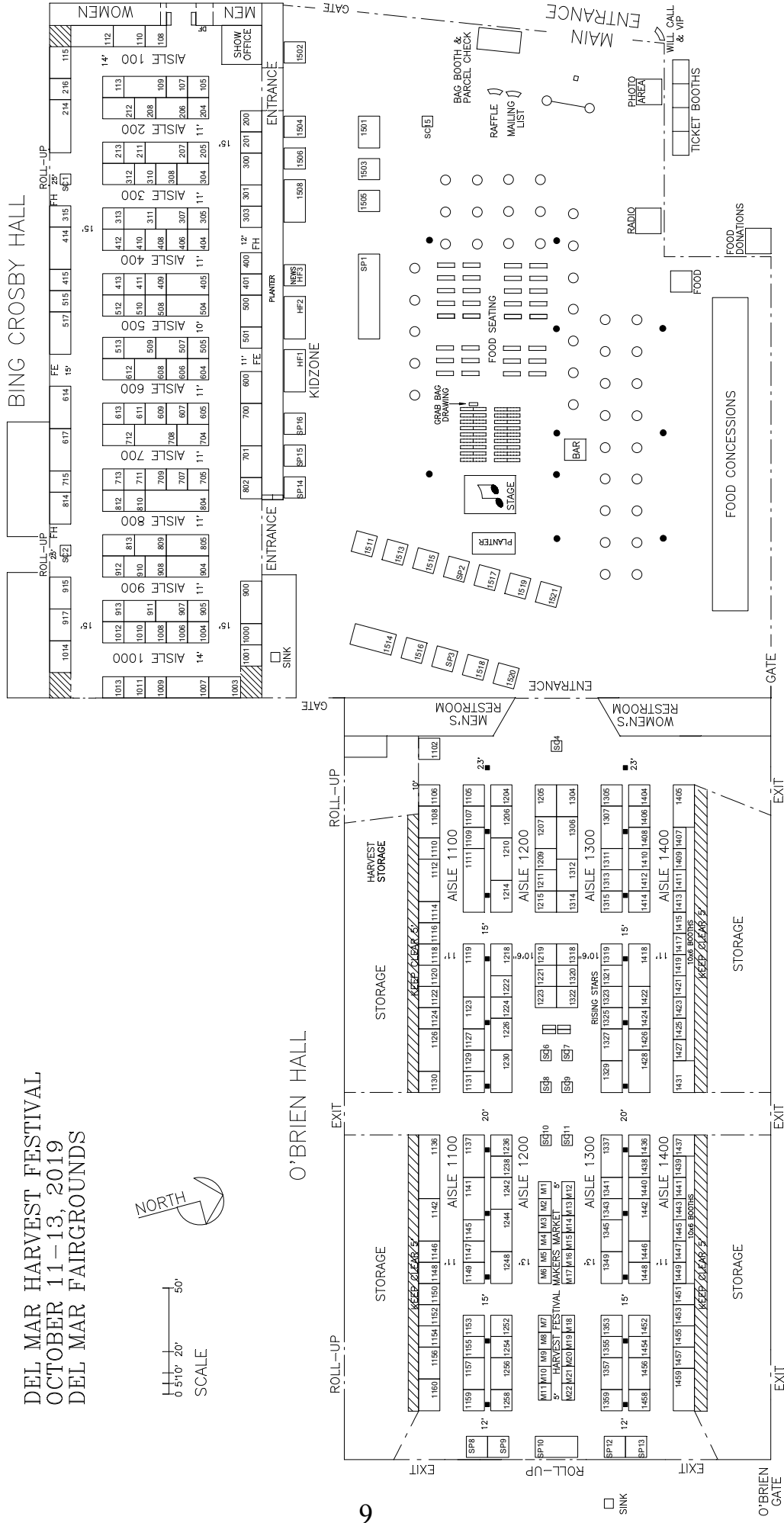
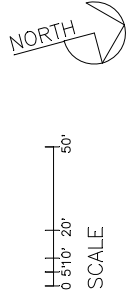
Show Office is located in the Bing Crosby Building.

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



\*Refer to [www.harvestfestival.com](http://www.harvestfestival.com) for updated floorplans.

DEL MAR HARVEST FESTIVAL  
OCTOBER 11-13, 2019  
DEL MAR FAIRGROUNDS



# Pleasanton Information

## OCTOBER 25-27, 2019

Alameda County Fairgrounds  
Young Calif. & Exhibition Hall (Bldg. A&B)  
4501 Pleasanton Ave.  
Pleasanton, CA 94566  
925-426-7600  
[www.alamedacountyfair.com](http://www.alamedacountyfair.com)

## SHOW DAY HOURS

Friday: 10am to 5pm  
Saturday: 10am to 6pm  
Sunday: 10am to 5pm

## EXHIBITOR MOVE-IN

Thursday, October 24  
8:00am-7:00pm

## EXHIBITOR MOVE-OUT

Sunday, October 27  
5:15pm-Midnight

## SHOW DECORATOR

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: October 15, 2019 (PAID IN FULL)**

## ELECTRICAL

Alameda County Fairgrounds  
925- 426-7600, Fax: 925 426-5141  
**Deadline: October 16, 2019**

## SHOW HOTEL

Double Tree by Hilton  
7050 Johnson Dr  
Pleasanton, CA 94588  
<https://www.hilton.com/en/doubletree/>  
**Reservations:** 800-Hiltons or 925-463-8000  
**Exhibitor Rate:** \$159 Wed, \$109 Thurs-Sun;  
Single or Double. Free WiFi, Free Parking.  
**Code:** Harvest Festival Group Rate  
**Cut-off Date: October 1, 2019**

## TAX RATE:

9.25% Alameda County (*SUBJECT TO CHANGE*)

## SHOW OFFICE CELL PHONE

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

## FIRE MARSHAL

510-670-5853

## 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 during move-in on Thursday for \$24. If the three-day pass is not purchased, the regular parking rate of \$10/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!**

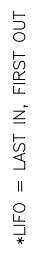
## RV CAMPING

**The Fair Park RV**  
4501 Pleasanton Avenue  
Pleasanton, CA 94566  
925-426-3340  
[www.thefairparkrv.com](http://www.thefairparkrv.com)

## SELLERS PERMIT:

CA Resident: 800-400-7115  
Non Resident: 916-227-6600  
[www.cdtfa.ca.gov/services/](http://www.cdtfa.ca.gov/services/)

The Show Office is located in Building A.





# San Mateo Information

## NOVEMBER 15-17, 2019

San Mateo County Event Center - Expo Hall  
1346 Saratoga Dr.  
San Mateo, CA 94403  
(650) 574-3247 or (800) 338-EXPO  
Fax: (650) 574-3985  
[www.sanmateoexpo.org](http://www.sanmateoexpo.org)

## SHOW DAY HOURS

Friday: 10am to 5pm  
Saturday: 10am to 6pm  
Sunday: 10am to 5pm

## EXHIBITOR MOVE-IN

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

## EXHIBITOR MOVE-OUT

Sunday, November 11  
5:15pm-Midnight

## SHOW DECORATOR

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: November 5, 2019 (PAID IN FULL)**

## ELECTRICAL

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: November 5, 2019 (PAID IN FULL)**

## SHOW HOTEL

**Pullman**  
223 Twin Dolphin Dr., Redwood City, CA 94065  
[www.pullmanhotels.com](http://www.pullmanhotels.com)  
**Reservations:** 650-598-9000  
**Exhibitor Rate:** Tues-Wed: \$259, Thurs-Sun: \$149,  
Free Internet  
**Parking:** \$28.00 per day  
**Group Code:** Harvest Festival Group Rate  
**Cut-off Date:** October 22, 2019

## TAX RATE

9.00% San Mateo County (*SUBJECT TO CHANGE*)

## SHOW OFFICE CELL PHONE

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

## FIRE MARSHAL

650-522-7940

## 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

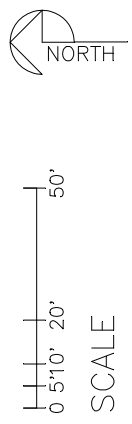
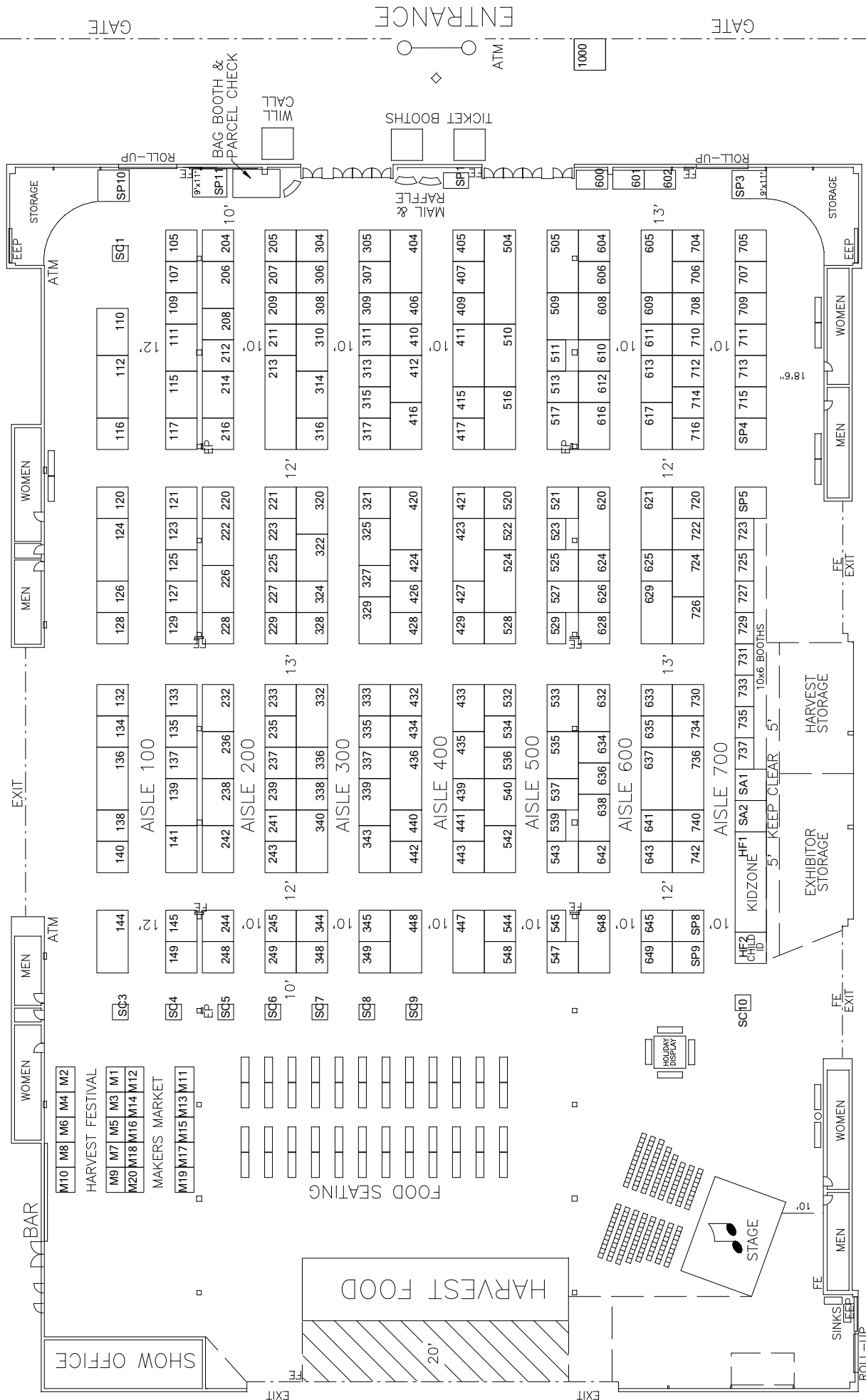
Three-day parking passes, with in/out privileges,  
will only be sold during move-in on Thursday for  
\$39. If the three-day pass is not purchased, the reg-  
ular parking rate of \$15/day applies with NO in/out  
privileges.

## RV CAMPING

**San Mateo County**  
**Event Center RV Park**  
1346 Saratoga Drive San Mateo, CA 94403  
650-574-3247, Ext 345  
email: [parking@smcec.com](mailto:parking@smcec.com)  
<http://sanmateoexpo.org/rv-home>

## SELLERS PERMIT

CA Resident: 800-400-7115  
Non Resident: 916-227-6600  
[www.cdtfa.ca.gov/services/](http://www.cdtfa.ca.gov/services/)



SAN MATEO HARVEST FESTIVAL  
NOVEMBER 15-17, 2019  
SAN MATEO EVENT CENTER, EXPO BLDG.

# Sacramento Information

## NOVEMBER 22-24, 2019

Cal Expo-Pavilion  
1600 Exposition Blvd.  
Sacramento, CA 95815  
916-263-3000 or 877-CAL-EXPO  
Fax: 916-263-3163  
[www.calexpo.com](http://www.calexpo.com)

## SHOW DAY HOURS

Friday: 10am to 5pm  
Saturday: 10am to 6pm  
Sunday: 10am to 5pm

## EXHIBITOR MOVE-IN

Thursday, November 21  
8:00am-7:00pm

## EXHIBITOR MOVE-OUT

Sunday, November 24  
5:15pm - Midnight

## SHOW DECORATOR

Lights West, Inc. 209-333-0996  
Fax: 209-333-2313

**Deadline: November 12, 2019 (PAID IN FULL)**

## ELECTRICAL

Lights West, Inc. 209-333-0996  
Fax: 209-333-2313

**Deadline: November 12, 2019 (PAID IN FULL)**

## SHOW HOTEL

Hilton Sacramento Arden West  
2200 Harvard St., Sacramento, CA 95815

**Reservations:** 800-445-8667

[www.hilton.com](http://www.hilton.com)

**Exhibitor Rate:** \$90 Single/Double - Free WiFi, \$3  
Parking per day

**Group Code:** HFE

**Cutoff Date: October 30, 2019**

## TAX RATE

8.75% Sacramento County (*SUBJECT TO CHANGE*)

## SHOW OFFICE CELL PHONE

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

## FIRE MARSHAL

916-445-8314

## 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 during move-in on Thursday 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 (INSIDE)

1600 Exposition Blvd.  
Sacramento, CA 95815  
916-263-3008  
[sfblankenship@calexpo.com](mailto:sfblankenship@calexpo.com)

### Cal Expo RV Park

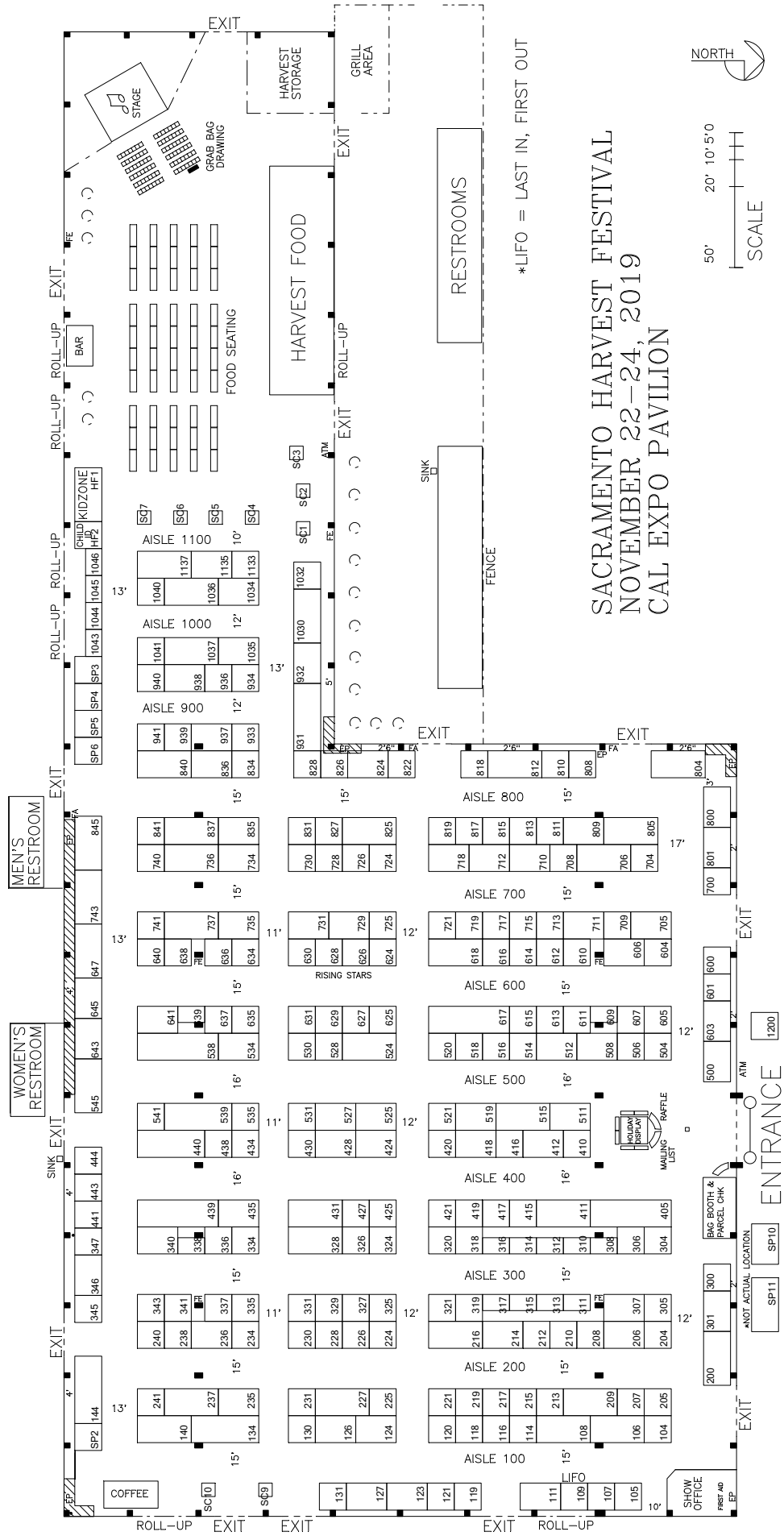
1600 Exposition Blvd.  
Sacramento, CA 95815  
916-263-3187  
<http://calexpo.com/cal-expo-rv-park/>

## SELLERS PERMIT:

CA Resident: 800-400-7115  
Non Resident: 916-227-6600  
[www.cdtfa.ca.gov/services/](http://www.cdtfa.ca.gov/services/)



\*Refer to [www.harvestfestival.com](http://www.harvestfestival.com) for updated floorplans.



# San Jose Information

## **NOV. 29 - DEC. 1, 2019**

San Jose McEnery Convention Center, Hall 2 & 3  
410 Almaden Blvd.  
San Jose, CA 95110  
408-295-9600

## **SHOW DAY HOURS**

Friday: 10am to 5pm  
Saturday: 10am-6pm  
Sunday: 10am-5pm

## **EXHIBITOR MOVE-IN (TWO DAYS)**

Wednesday, November 22 - 2pm-7pm  
Thursday, November 23 - 8am-5pm

## **EXHIBITOR MOVE-OUT**

Sunday, November 25  
5:15pm-Midnight  
Dock Pass will be issued.

## **SHOW DECORATOR**

Lights West, Inc  
209-333-0996, Fax: 209-333-2312  
**Deadline: November 19, 2019 (PAID IN FULL)**

## **ELECTRICAL**

Edlen Electrical  
650-225-0900 Fax: 650-225-0950  
SanFrancisco@edlen.com  
**Deadline: November 8, 2019**

## **SHOW HOTEL**

**Hilton Hotel**  
300 Almaden Blvd., San Jose, CA 95110  
www.hilton.com  
**Reservations:** 800-HILTONS, 408-287-2100  
**Exhibitor Rate:** \$93 Single/Double - Free WiFi  
**Parking:** \$10.00 self park - No over-size parking  
**Group Code:** HVS  
**Cut-off Date: November 5, 2019**

## **TAX RATE**

9.25% Santa Clara County (*SUBJECT TO CHANGE*)

## **FIRE MARSHAL**

408-277-4656

## **SHOW OFFICE CELL PHONE**

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

## **DIRECTIONS**

101 Southbound to Guadalupe Pkwy/87 Exit Take Park Ave/San Carlos Street exit, turn left Turn Right on Almaden, dock/parking entrance is on the left

### **Southbound 280**

Take the Almaden exit and merge onto Grant St. Turn left onto S. Almaden Blvd. Dock entrance is on the left.

### **101 Northbound to San Jose**

101 intersects with 280, take 280 North to Bird Ave exit and turn Right  
Turn Right on San Carlos Street  
Turn right on Almaden, dock entrance on left.

## **EXHIBITOR MOVE-IN**

Open Early Wed 2-7pm, NO Entry before 2pm!  
Vehicles nor children allowed in building during move-in or move-out. Move-in also on Thurs 8am-5pm. Hall will close Thursday IMMEDIATELY at 5pm for Thanksgiving.

## **SPECIAL MOVE-IN/OUT INSTRUCTIONS**

Line up at the South Hall parking lot at Balbach and South Almaden Ave. Check-in with Security for load-in pass (Wednesday only.) You must have a pass to proceed to the loading dock. Loading Dock is at 410 Almaden Blvd. Hired labor will be available to assist you on both move-in and move-out. You will also need a pass for move-out. Instructions will be mailed prior to the show.

## **EXHIBITOR STORAGE**

Storage area is now near the stage. Storage room is no longer available.

## **RV CAMPING**

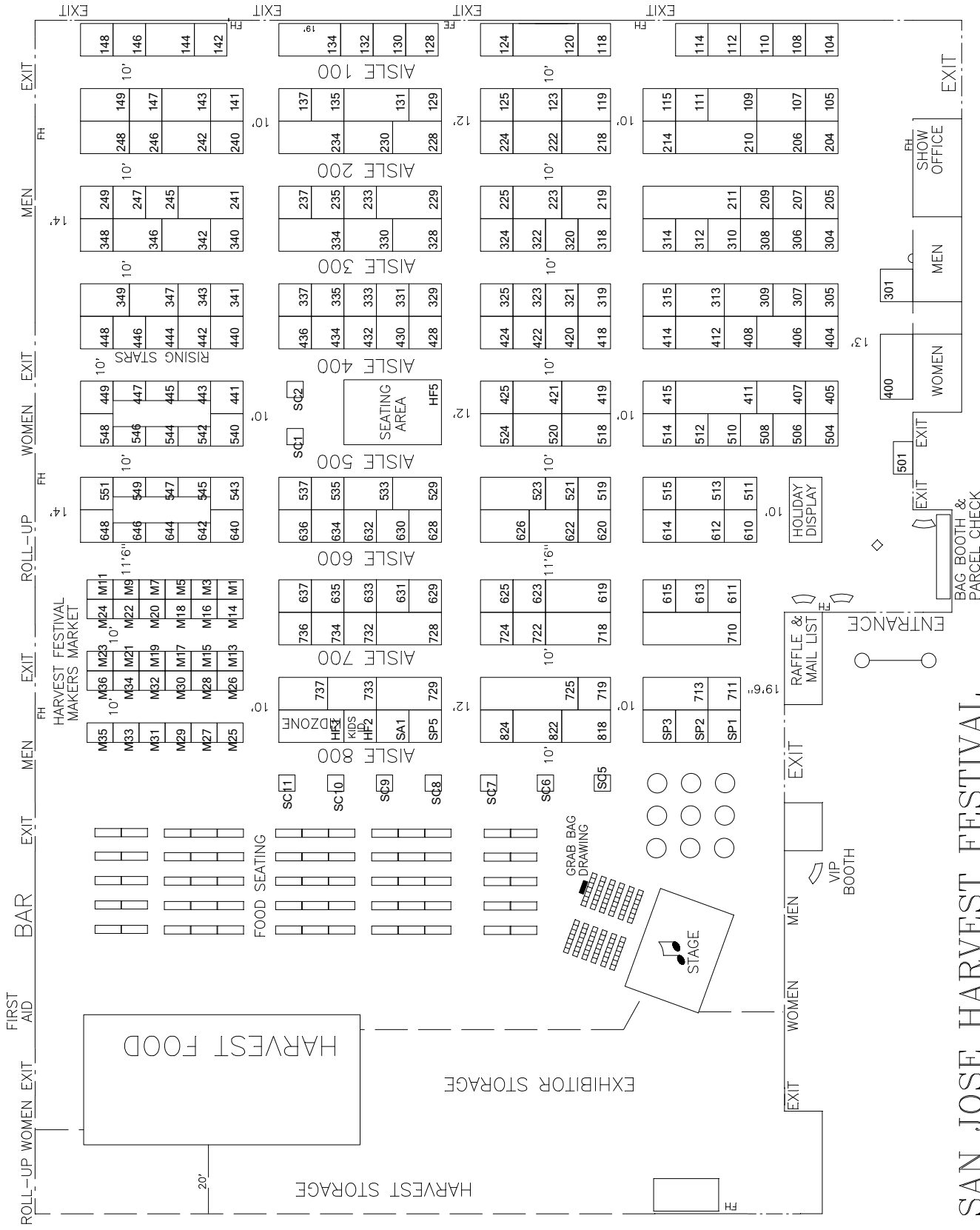
**Maple Leaf RV Park**  
15200 Monterey Rd., Morgan Hill, CA 95037  
408-776-1818 . <http://www.mapleleafrvpark.com/>

### **Coyote Valley RV Resort**

9750 Monterey Road, San Jose, CA 95037  
866-376-5500 . <http://www.coyotevalleyresort.com/>

## **SELLERS PERMIT**

CA Resident: 800-400-7115  
Non Resident: 916-227-6600  
[www.cdtfa.ca.gov/services/](http://www.cdtfa.ca.gov/services/)



SAN JOSE HARVEST FESTIVAL  
 NOV. 29 – DEC. 1, 2019  
 SAN JOSE MCENERY CONVENTION CENTER  
 HALL 2 & 3

\*Refer to [www.harvestfestival.com](http://www.harvestfestival.com) for updated floorplans.

# Pomona Information

## **DECEMBER 6-8, 2019**

Fairplex 4  
1101 W. McKinley Ave  
Pomona, CA 91768  
909-623-3111, Fax: 909-623-9599  
[www.fairplex.com](http://www.fairplex.com)

## **SHOW DAY HOURS**

Friday: 10am-6pm  
Saturday: 10am-6pm  
Sunday: 10am-5pm

## **EXHIBITOR MOVE-IN**

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

## **EXHIBITOR MOVE-OUT**

Sunday, December 8  
5:15pm - Midnight

## **SHOW DECORATOR**

Lights West - 209-333-0996  
Fax: 209-333-2313

**Deadline: November 26, 2019 (PAID IN FULL)**

## **ELECTRICAL**

Edlen Electrical  
714-985-1480, Fax: 714-985-1481  
[anaheim@edlen.com](mailto:anaheim@edlen.com)

**Deadline: November 8, 2019**

## **SHOW HOTEL**

Sheraton Suites Fairplex  
601 West McKinley Avenue, Pomona, CA 91768  
[www.starwoodhotels.com](http://www.starwoodhotels.com)

**Reservations:** 888-627-8074

**Exhibitor Rate:** \$149.00 Single/Double, Free  
WiFi, Free parking

**Group Code:** Harvest Festival Group Rate

**Cut-off Date: October 4, 2019**

## **TAX RATE**

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

## **SHOW OFFICE CELL PHONE**

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

## **FIRE MARSHAL**

(909) 620-2216

## **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 - LOS ANGELES**

### **Los Angeles/Pomona/Fairplex KOA**

2200 North White Ave. Pomona, CA 91768  
888-562-4230

<http://koa.com/campgrounds/los-angeles/>  
RESERVATIONS ACCEPTED. REQUEST  
'INSIDE FAIRPLEX PARKING',  
subject to availability.

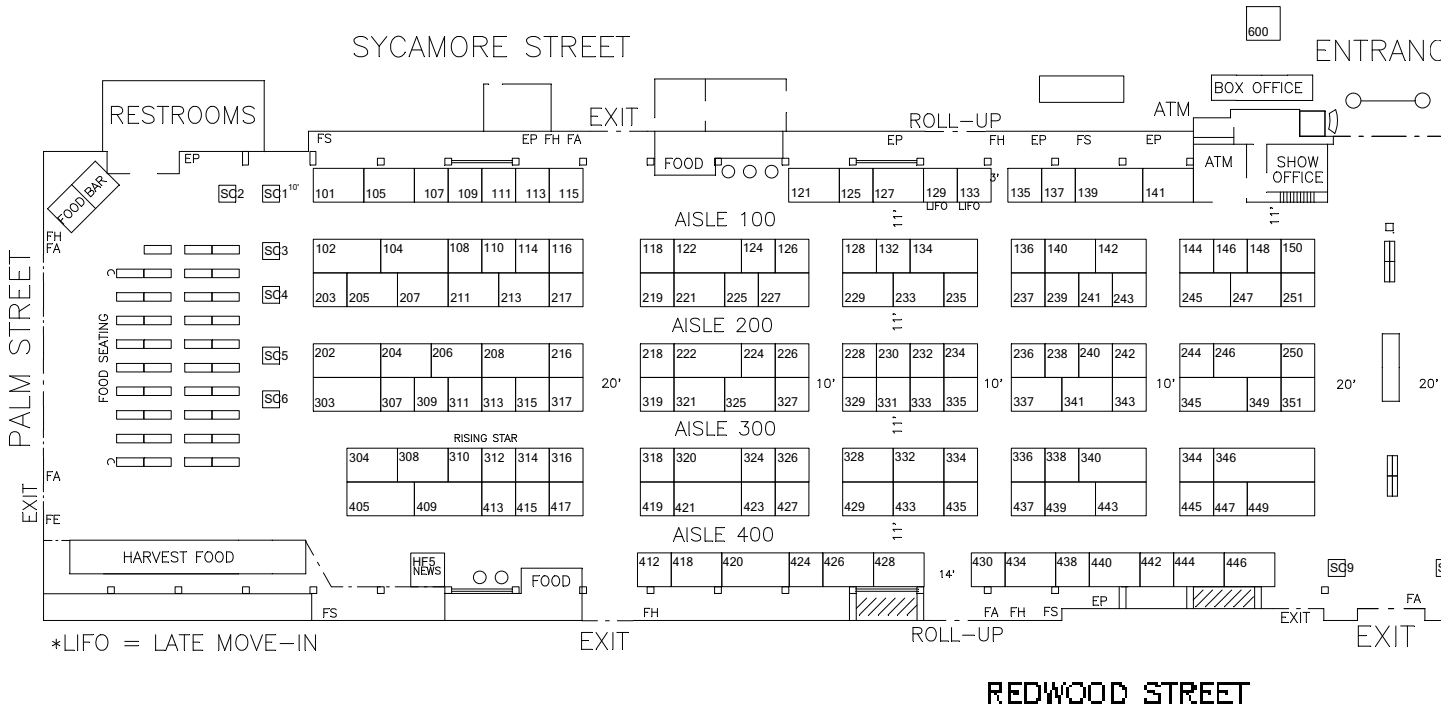
### **East Shore RV Park**

1440 Camper View Rd., San Dimas, CA 91773  
909-599-8355  
[www.eastshorervpark.com](http://www.eastshorervpark.com)

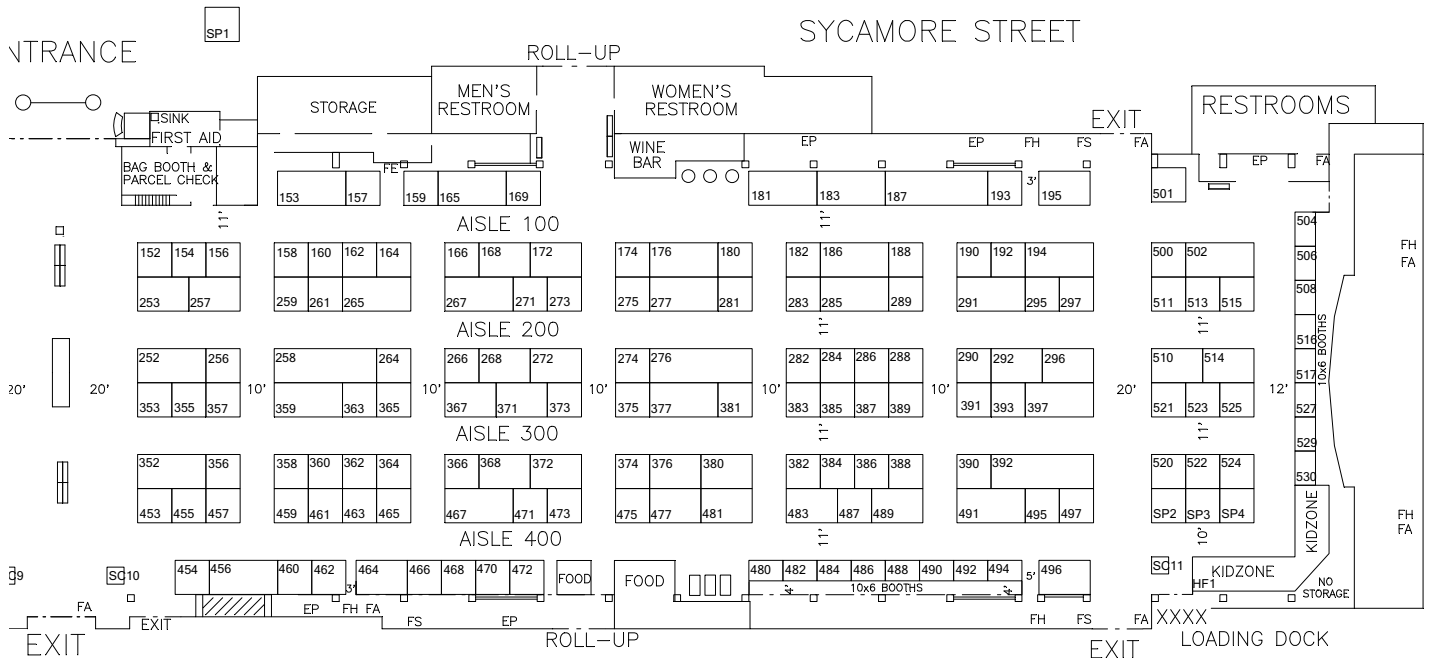
## **SELLERS PERMIT**

CA Resident: 800-400-7115  
Non Resident: 916-227-6600  
[www.cdtfa.ca.gov/services/](http://www.cdtfa.ca.gov/services/)

# POMONA SPLIT VIEW (Left Side)



# (Right Side)



POMONA HARVEST FESTIVAL  
DECEMBER 6-8, 2019  
FAIRPLEX, EXPO HALL 4

\*Refer to [www.harvestfestival.com](http://www.harvestfestival.com) for updated floorplans.

# 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 \$50 per 10x10 space or cart 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

After receipt of first invoice mail date, you will have 10 days to cancel without penalty prior to August 1st. All cancellations after August 1st will result in 100% of booth fee forfeited. An additional \$50 processing fee will be charged on **ALL** cancellations.

## 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 \$15 per pallet. See Inside Back Cover for more information.

## SHIPPING SHOW TO SHOW

Contact Steve Major to reserve space for shipping product and/or booth display between venues on the Harvest tour. Fees are: \$3.25 per cubic foot (height x width x length). Please see page 32 for form and contact information.

## 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.

**CardConnect** is a full service credit card processing company offering **wholesale pricing**, free terminals and **NO CONTRACT**. Contact them for a free rate review – they guarantee to lower your existing rate by 30%. Call 877-266-4499, Mention **Harvest Festival®** and receive an additional **10% discount**.

## 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:

<a href="http://www.turningstar.com">www.turningstar.com</a>	(718) 254-0534
<a href="http://www.flamestop.com">www.flamestop.com</a>	(877) 445-8804
<a href="http://www.coldfiredirect.com">www.coldfiredirect.com</a>	(561) 247-4027
<a href="http://www.dharmatrading.com">www.dharmatrading.com</a>	(800) 542-5227

# 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 20 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 22-23 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 22 & 23). 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](http://www.harvestfestival.com).

Forms must be submitted WITH FULL PAYMENT BEFORE THE AUGUST 1ST OR A \$25 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.



# 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](http://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, San Jose 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



# 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

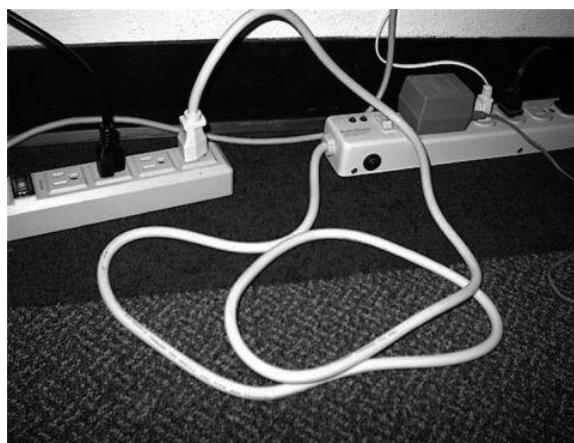
Building utility outlets are not part of booth space and are not to be used by the exhibitors unless specified otherwise.

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

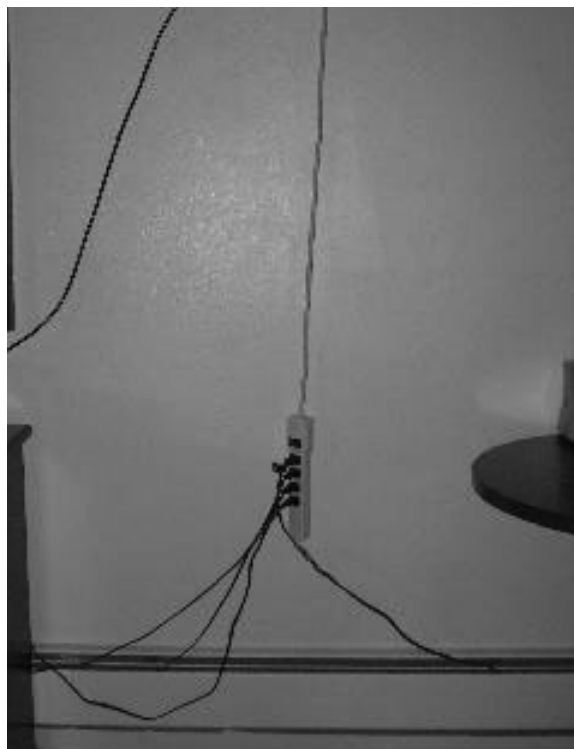
All exhibitor's equipment shall meet N.E.C. and be clearly labeled as to type of current, voltage, phase, cycle, horsepower, etc.

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.

# Electrical Discounts & Deadlines

## IT PAYS TO PRE-ORDER...

Pre-ordering extra power not only saves you money, but saves you time and confusion once you get to showsite as well. It is important to ensure you have enough power sourced to your booth to run the necessary lights and equipment you may need. Be sure to plan ahead and calculate what you need using the cheat sheet to the left. Below you will find show specific Electricians, their contact information, deadline dates and average savings by pre-ordering. Forms can be found on our website at [www.harvestfestival.com/](http://www.harvestfestival.com/)

### LAS VEGAS

Lights West, Inc  
209-333-0996, Fax: 209-333-2312

**Deadline: August 27, 2019**

**\*Pre-ordering by the above date qualifies you for a 20% discount.**

### COSTA MESA

OC Fair & Event Center  
(Forms are to be sent to Harvest Festival®)  
925-392-7300, Fax: 925-392-7303

**Deadline: August 30, 2019**

### VENTURA

Ventura County Fairgrounds  
805-648-3376, Fax: 805-648-1012

**Deadline: September 24, 2019**

**\*After September 24, prices go up 25%.**

### DEL MAR

Edlen Electrical  
[sandiego@edlen.com](mailto:sandiego@edlen.com)  
619-696-6625, Fax: 619-696-7762

**Deadline: September 20, 2019**

**\*After September 20th, prices go up by 30%**

### PLEASANTON

Alameda County Fairgrounds  
925- 426-7600, Fax: 925 426-5141

**Deadline: October 16, 2019**

**\*After October 16th, prices go up 25%.**

### SAN MATEO

Lights West, Inc  
209-333-0996, Fax: 209-333-2312

**Deadline: November 5, 2019 (PAID IN FULL)**

**\*Pre-ordering by the above listed date qualifies you for a 20% discount.**

### SACRAMENTO

Lights West, Inc. 209-333-0996  
Fax: 209-333-2313

**Deadline: November 12, 2019 (PAID IN FULL)**

**\*Pre-ordering by the above listed date qualifies you for a 20% discount.**

### SAN JOSE

Edlen Electrical  
650-225-0900 Fax: 650-225-0950  
[SanFrancisco@edlen.com](mailto:SanFrancisco@edlen.com)

**Deadline: November 8, 2019**

**\*After November 8th, prices go up 30%.**

### POMONA

Edlen Electrical  
714-985-1480, Fax: 714-985-1481  
[anaheim@edlen.com](mailto:anaheim@edlen.com)

**Deadline: November 8, 2019**

**\*After November 8th, prices go up by 30%.**

# Harvest Festival® Makers Market



## NEW TO HARVEST FESTIVAL®

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

## 2019 SHOW LOCATIONS:

Del Mar, CA	October 11-13	(Page 8)
San Mateo, CA	November 15-17	(Page 12)
San Jose, CA	Nov 29 - Dec 1	(Page 16)

## INCLUDED IN BOOTH FEE

- 6' x 8' booth space
- Pipe and drape (8' back drape/3' side drape)
- One 6 ft. table, draped black

## ELECTRICAL

Electrical is not included in your booth fee. If you need to order power, please refer to the show page of the location in which you are exhibiting to order power. Power may be needed if you will be running lights or need it to power a register, credit card machine or cell phone.

## MARKET YOURSELF:

Market yourself and your business in the months leading up to the shows. Be sure to order your **\$2 OFF POSTCARDS**, at no cost to you.

- 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/](http://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



# Postcard Order Form



## 2019 HARVEST FESTIVAL TOUR

### EXHIBITOR DISCOUNT POSTCARDS ORDER FORM

Order your free \$2.00 off Discount Postcards today.

Use postcards as bag stuffers at shows and events, or mail to your customers. Promote the Harvest Festivals you are participating in by simply printing your info on the back of the postcards. If you need cards for a show, let us know in advance so that we can meet your deadline.

Otherwise, please allow two weeks for order delivery.

-----  
PLEASE PRINT CLEARLY

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS (NO PO BOX) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

REGULAR POSTCARDS    ☐ 100    ☐ 200    ☐ 500    ☐ 1000    ☐ \_\_\_\_\_

**FAX:**

(925) 392-7303

**EMAIL:**

INFO@HARVESTFESTIVAL.COM

**MAIL:**

HARVEST FESTIVAL  
1145 SECOND STREET, SUITE A332  
BRENTWOOD, CA 94513



# 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](mailto: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 our public relations agencies describing new products, products that may be of particular interest, or are newsworthy. Agencies are listed below.

**Las Vegas:** Meehan and Associates;  
(702) 451-0344, [MAA4Events@aol.com](mailto:MAA4Events@aol.com)

**Pleasanton, San Mateo, Sacramento, San Jose:**  
Liz Rosinski; (650) 245-2667, [lizrosinski@gmail.com](mailto:lizrosinski@gmail.com)

**Costa Mesa, Ventura, Del Mar, Pomona:**  
Lisa Carey Public Relations; (818) 889-1085,  
[lisa@lisacareypr.com](mailto:lisa@lisacareypr.com)

## 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.

# 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.

**NOTE: San Jose** has limited dock space. Please be patient! You can help others by loading/unloading your vehicle and removing it from the loading/unloading area quickly.

# Important Show Information, Advisory Committee

## 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](http://www.actinspro.com)

[info@actinspro.com](mailto:info@actinspro.com)

### Lindbergh Insurance Agency

1-844-249-2684

[www.insuremyhomebiz.com](http://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/](http://www.cdtfa.ca.gov/services/)

NV: 1-775-684-2160

[http://tax.nv.gov/Boards/State\\_Board\\_of\\_Equalization\\_Forms/State\\_Board\\_of\\_Equalization/](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 no later than August 1, 2019. 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](http://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.

## THANKSGIVING DINNER, THURSDAY, NOVEMBER 28, 2019

Join Harvest Festival® staff and your fellow exhibitors for our annual traditional Thanksgiving dinner. Enjoy a buffet dinner with all the trimmings (for a minimal charge) and complimentary wines provided by the Harvest Festival® – at the Hilton Hotel.

Dinner at 6:30pm - No reception. Look for further details and pricing available in early fall.

## HARVEST FESTIVAL® EXHIBITOR ADVISORY COMMITTEE

The following exhibitors volunteer time to serve as our advisory committee. They have a wealth of Harvest Festival® exhibiting experience between them and we encourage you to share your experiences with them. We would sincerely like to thank them for their time both prior to and during the tour. They are invaluable to our progress.

## 2019 COMMITTEE MEMBERS

### Janet De Casas

De Casas Ceramics

### John Klems

Crafts by Casey

### Mel & Kris Kunihiro

MK Wares

### Justin Wilner

Danny K.

### Mitch Milicevich

Summerfield Candles

### Lena Chin-Hash

The Coconut Hut

### Michael Peyton

Old Town Baking Co.

### Marti & Frank Menacho

Olivas de Oro

## Freight / Shipping

# Steve Major dba My Trucking Co.

PO Box 129

Ocoee, TN, 37361

Phone: 423.223.8308 Fax: 559.277.2448

SMAJORCO@AOL.COM

### 2019 HARVEST FESTIVAL TOUR SIGN UP SHEET

Steve Major is providing transportation services for the 2019 Harvest Festival Tour. We will be moving crafters and exhibitors from show to show. Please fill out the form below including the credit card information and return to Steve Major.

Company Name: \_\_\_\_\_

Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Fax: \_\_\_\_\_

#### **Please mark which shows you will be attending**

- \_\_\_\_\_ Las Vegas
- \_\_\_\_\_ Costa Mesa
- \_\_\_\_\_ Ventura
- \_\_\_\_\_ Del Mar
- \_\_\_\_\_ Pleasanton
- \_\_\_\_\_ San Mateo
- \_\_\_\_\_ Sacramento
- \_\_\_\_\_ San Jose
- \_\_\_\_\_ Pomona

We are offering a forklift service at each show. For \$15.00 per pallet, we will move your product from your vehicle to your booth. The same service is also available for move out.

Base Rate: \$3.25 per cubic foot per show  
(subject to change)  
(Cubic foot = length x width x height)  
Charged for each show we move you into.  
Minimum shipping charge is \$150.00

#### **DISCOUNTS:**

Move into 1 to 4 shows, regular rate \$3.25  
Move into 5 to 7 shows, 5% off  
Move into 8 to 9 shows, 10% off

Estimated # of pieces \_\_\_\_\_

Estimated cubic feet \_\_\_\_\_

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

**Credit Card Information:**   ☐ Visa   ☐ Mastercard   ☐ American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_ CVC Code \_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Signature X \_\_\_\_\_

Card Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_ Zip: \_\_\_\_\_

Additional Information: \_\_\_\_\_

# 2019 Discount Hotel Rates

## Las Vegas, September 6 - 8

**Golden Nugget:** 129 E. Fremont St., Las Vegas, Nevada 89101

**Reservations:** [www.goldennugget.com/lasvegas](http://www.goldennugget.com/lasvegas) or 800-331-5731

**Exhibitor Rate:** \$45 Wed-Thurs & Sun; \$85 Fri-Sat, \$20/day Resort Fee, Free WiFi, Free Parking

**Group Code:** GSHFEST – **Cut-off Date:** August 14, 2019

## Costa Mesa, September 20 - 22

**DoubleTree by Hilton:** 201 E. MacArthur Blvd., Santa Ana, CA 92707

**Reservations:** <https://www.hilton.com/en/doubletree/> or 800-222-8733

**Exhibitor Rate:** \$149 Tues-Wed; \$109 Thurs-Sun, Free WiFi, Parking \$5 per day

**Group Code:** HVO – **Cut-off Date:** August 27, 2019

## Ventura, October 4 - 6

**Crowne Plaza Ventura Beach:** 450 East Harbor Blvd. Ventura, CA 93001

**Reservations:** <http://cpventura.com/> or 888-233-9527

**Exhibitor Rate:** \$174 Single/Double - Free WiFi, Free Parking

**Group Code:** Harvest Festival Group Rate – **Cut-off Date:** September 1, 2019

## Del Mar, October 11 - 13

**Best Western Premier Hotel Del Mar:** 720 Camino Del Mar, Del Mar, CA 92014

**Reservations:** <https://www.bestwestern.com> or 858-755-9765

**Exhibitor Rate:** \$99.99-\$139.99 (Ocean or Garden view, Single/Double) - Free WiFi, Free Parking

**Group Code:** Harvest Festival Group Rate – **Cut-off Date:** September 10, 2019

## Pleasanton, October 25 - 27

**DoubleTree by Hilton Pleasanton at the Club:** 7050 Johnson Drive, Pleasanton 94588

**Reservations:** <https://www.hilton.com/en/doubletree/> or 925-463-8000 or 800-445-8667

**Exhibitor Rate:** \$159 Wed; \$109 Thurs-Sun Single / Double - Free WiFi, Free Parking

**Group Code:** Harvest Festival Group Rate – **Cut-off Date:** October 1, 2019

## San Mateo, November 15 - 17

**Pullman:** 223 Twin Dolphin Dr., Redwood City, CA 94065

**Reservations:** [www.pullmanhotels.com](http://www.pullmanhotels.com) or 650-598-9000

**Exhibitor Rate:** \$259 Tues-Wed; \$149 Thurs-Sun (Single/Double) - Free Internet, Parking \$28/day

**Group Code:** Harvest Festival Group Rate - **Cut-off Date:** October 22, 2019

## Sacramento, November 22 – 24

**Hilton Sacramento Arden West:** 2200 Harvard St, Sacramento 95815

**Reservations:** [www.hilton.com](http://www.hilton.com) or 1-800-445-8667

**Exhibitor Rate:** \$90 Single / Double – Free Internet, Parking \$3/day

**Group Code:** HFE - **Cut-off Date:** October 30, 2019

## San Jose, Nov. 29 - Dec. 1

**Hilton San Jose:** 300 Almaden Blvd (connects to Convention Ctr), San Jose 95110

**Reservations:** [www.hilton.com](http://www.hilton.com) or 408-287-2100 or 1-800-HILTONS

**Exhibitor Rate:** \$93 Single / Double – No oversize parking - Parking \$10/day, Free WiFi

**Group Code:** HVS – **Cut-off Date:** November 5, 2019

## Pomona, December 6 - 8

**Sheraton Suites Fairplex:** 601 West McKinley Avenue, Pomona, CA 91768

**Reservations:** [www.starwoodhotels.com](http://www.starwoodhotels.com) or 888-627-8074

**Exhibitor Rate:** \$149 Single / Double – Free WiFi, Free parking

**Group Code:** Harvest Festival Group Rate – **Cut-off Date:** October 4, 2019



# **HARVEST FESTIVAL®**

**ORIGINAL ART & CRAFT SHOW**

## **2020 Tour Dates**

**Las Vegas**

**Ventura**

**Del Mar**

**Costa Mesa**

**Pleasanton**

**San Mateo**

**Sacramento**

**San Jose**

**Pomona**

**September 11 - 13**

**October 2 - 4**

**October 9 - 11**

**October 16 - 18**

**October 23 - 25**

**November 13 - 15**

**November 20 - 22**

**Nov 27 - Nov 29**

**Dec 4 - Dec 6**

*These dates are preliminary and are subject to change.  
Please wait for final release dates before advertising  
them or making any plans. Thank you!*