

W E S T E R N S T A T E S
HORSE EXPO
Holiday Edition
AT POMONA



November 8 - 10, 2019

**EXHIBITOR
HANDBOOK**

Your Guide To A Successful Show

**Location:
FAIRPLEX
1101 W. MCKINLEY AVENUE
POMONA, CA 91768**

HORSE EXPO INC. 4970 Windplay Drive, Suite C7 • El Dorado Hills, CA 95762

PHONE: 530-672-7490 • FAX: 530-387-2298

www.horseexpoevents.com • letters@horseexpoevents.com

Rev 07/19

SHOW HOURS:

Friday, November 8	9:00am – 6:00pm
Saturday, November 9	9:00am – 6:00pm
Sunday, November 10	9:00am – 5:00pm

OFFICE HOURS:

Wednesday, November 6	12:00pm – 5:00pm
Thursday, November 7	8:00am – 9:00pm
Friday, November 8	8:00am – 6:00pm
Saturday, November 9	8:00am – 6:00pm
Sunday, November 10	8:00am – 5:00pm

EXHIBITOR INFORMATION:

Exhibitor Badges

Two exhibitor badges will be issued to each (10 x 10, outside increments of 400 square feet, 5 horse trailers/vehicles) Exhibitor. Additional exhibitor badges may be purchased from the Horse Expo Show Office for a cost of \$15.00 each (a 3-day badge). Exhibitor badges will admit badge holder onto the Fairplex grounds through exhibitor entrance and Red Gate (for Sheraton Hotel guests) one hour prior to opening each morning of the event.

An Additional Credential Request form (<https://horseexpo.com/pomona-exhibit-at-horse-expo/>) must be returned with payment to the Horse Expo office to purchase *additional* exhibitor badges. **Complete form and return by October 18, 2019. Fax to (530) 387-2298 or mail to 4970 Windplay Drive, Suite C7, El Dorado Hills, CA 95762.** Credentials will also be available for purchase at the Show Office.

**ALL EXHIBITOR BADGES WILL BE IN THE PACKET YOU RECEIVE,
UPON CHECK-IN, AT THE SHOW OFFICE.**

PARKING

Parking at Fairplex is \$12 per day.

A 3-day pass with in-and-out privileges is available for \$30.00. This pass allows the exhibitor to park in the parking lot reserved for exhibitors. Purchase from a Fairplex representative upon check-in. Parking is in Lot 9 off of White Avenue.

CALIFORNIA SELLER'S PERMIT NUMBER

POMONA TAX RATE IS 10.25%

All Exhibitors must have a California State Seller's Permit number, unless Exhibitor is not selling, while at Horse Expo. If you are not selling, Form 410-D must be on file in our office. If you do not have a California Seller's Permit you will need to complete an application for a temporary seller's permit.

The California Department of Tax and Fee Administration has implemented an online system at <https://www.cdtfa.ca.gov/services/>. Prior to any load-in or setting up, your permit number must be on file with the Horse Expo office and State Board of Equalization. More information can be found on the Exhibitor Service Center at <https://horseexpo.com/pomona-california-resale-certificates/>. The State of California will impose heavy fines AND/OR YOU WILL BE EXCUSED FROM THE SHOW without this necessary permit.

MOVE-IN SCHEDULE

For set-up, Mane Market Mall Buildings 9, outside bulk space and Horse Trailer (Dealers) Exhibitors will Enter/Exit through Gate 17 only (off of Fairplex Drive). Refer to "Grounds Map" for gate location.

Exhibitors will move in according to the following schedule:

Wednesday, November 6 12:00pm –5:00pm

Mane Market Mall Exhibitors – 4 plus booths
Outside Exhibitors – greater than 400 square feet

Thursday, November 7 8:00am – 9:00pm

Mane Market Mall Exhibitors – 1-3 Booths
Outside Exhibitors – 400 square feet or less

Load-in must be completed by Thursday, November 7, 2019 at 9:00 PM.

EXCEPTION: All booths in front of a freight door are **LIFO booths (last in – first out)**. Please do not arrive to set up until Thursday afternoon. All freight doors **MUST** be left open until 3 pm on Thursday.

This scheduled move-in was implemented to reduce traffic problems and maintain traffic flow around the buildings. We ask you to plan your move-in according to this schedule, which is based on the size and locations of your booths.

All Trailers/Vehicles can be staged in the White Avenue parking lot. Enter via Gate 9 off White Avenue. All Horses are to arrive via Gate 12 off White Avenue.

MOVE-OUT/CLOSING PROCEDURES

The show closes at 5:00pm. Those in attendance want a show until 5:00pm. Please don't kill your Sunday by breaking down early!

EXHIBITOR MOVE-OUT

Sunday, November 10 5:30 PM – 11:00 PM

Monday, November 11 8:00 AM– 12:00 PM

Exhibits must be completely dismantled and removed by 12:00 pm on Monday, November 11, 2019.

Fairplex security will be stationed at the buildings to manage traffic flow during load out on Sunday night.

GENERAL INFORMATION:

BUSINESS CENTER

A copy machine will be available in the Show Office for exhibitors to use at a nominal fee.

DECORATOR

Blaine Event Services is the official show decorator/contractor for Horse Expo 2019. Blaine will email you 3 months prior to show with ordering information. Phone: 714-522-8270 Fax: 714-522-8271

Discount deadline is October 25, 2019.

They provide:
Rental Exhibits
Booth Furnishings (Carpet, Tables, Chairs, etc.)
Electrical
Forklift Rental
Blaine Logistic Shipping to Show and Shipping Out
Advance Warehouse Freight Receiving

DELIVERIES

DO NOT ship products directly to Fairplex- they will **NOT** be accepted by Fairplex or the Horse Expo. All incoming and/or outgoing deliveries **MUST** go through the show decorator – Blaine Convention Services.

ELECTRICAL

All exhibitors need to make electrical arrangements through Blaine Electrical. Electricity is *NOT* included in your space. Blaine Electrical contact information is: phone (714) 522-8270 or fax (714) 522-8271. Building utility outlets and outdoor electrical panels are not part of your exhibit space and may not be accessed directly by any exhibitor.

Discount deadline is October 25, 2019.

EXHIBITOR SERVICE CENTER

An Exhibitor Service Center is available on our website at <https://horseexpo.com/pomona-exhibit-at-horse-expo/>. It will provide you with information and forms you NEED, including this handbook, credential request, maps, floor plans and California Department of Tax and Fee Administration information.

FOOD PERMIT

Any Exhibitor selling food or giving out edible samples (*human consumption only*) must complete the application for a valid food permit from the Los Angeles County Health Department. The Horse Expo will send the application packet to applicable exhibitors in October. The fee will be pro-rated between the food vendors. All individual candies given out in an exhibitor's booth must be wrapped – no loose candy allowed.

INACTIVE TRAILER PARKING

Inactive trailer parking is available at no charge for the duration of the Event. Location of parking will be at Gate 9 in White Avenue Lot. See grounds map on last page of Exhibitor Handbook.

INSURANCE

Exhibitors shall carry and maintain during the period in which they exhibit, including move-in and move-out days, and at his or her sole cost and expense, personal injury, and property damage coverage under a policy of general public liability insurance \$1,000,000.00 (One million). Western States Horse Expo (4970 Windplay Drive Suite C7, El Dorado Hills, CA 95672) to be named as certificate holder.

Proof of insurance must be provided by September 1, 2019.

INTERNET

For Internet service during the Horse Expo complete the Internet Order Form found online at <https://horseexpo.com/pomona-exhibit-at-horse-expo/>. Fairplex is responsible for placing internet connections. Contact information is: Barbara Martinez at (909) 865-4144 or email at bmartinez@fairplex.com.

Orders and payments must be received five (5) days prior to service date.

JANITORIAL

Horse Expo Pomona will furnish janitorial service for aisles in the buildings and areas used by the public. Use rolling bins behind or near buildings for your trash. Break down boxes and stack next to trash bins. Use large rolling bins instead of trash boxes. Trash boxes are for public use only. All garbage, boxes, materials, or non-display items must be removed, all cleaning must be completed, and all coverings must be removed at least one-half hour before the Expo is open to the public each day.

PROGRAM ADVERTISING

The Western States Horse Expo Program is published by WSHE. Programs are distributed at no cost to each attendee as they enter the grounds. This program is available to sponsor. Please inquire.

RE-STOCKING

DRIVE IN FOR RE-STOCKING IS PROHIBITED, UNLESS YOU HAVE A RE-STOCKING PASS. Re-stocking passes are available at the Show Office. If re-stocking of your booth is necessary, during show days, exhibitor can drive up to their building/location through the parking lot (Gate 9 off White Avenue) between 7:00-8:30 AM. Security will allow entry into the buildings at the center glass doors of Building 9 upon presentation of exhibitor badge and re-stocking pass. All vehicles must be away from the buildings by 8:30A.M. or you will be towed. If re-stocking is necessary during show hours, be prepared with a dolly/cart to move goods between your car/trailer to your location.

SECURITY/THEFT PROTECTION

Never leave a booth unattended at any time during operating hours. Each Exhibitor should cover all valuable items or use appropriate prevention when leaving the building after closing. Roving security guards will be on duty from closing times until the time the building is open to the general public. Valuable items in outdoor booths such as electronics, or any other portable items should be removed or properly secured and concealed after closing.

It is suggested that the Exhibitor obtain a temporary insurance policy to cover their displays for the period of the Horse Expo, as an added protection against possible losses. Horse Expo or any of its employees will not be responsible for lost, damaged or stolen merchandise or equipment.

SOUND DEVICES

Radios, television sets, microphones, public address systems, and all other sound-producing devices are subject to the approval of the Horse Expo and shall be controlled so as not to interfere with neighboring Exhibitors. If interference exists or persists, Horse Expo reserves the right to revoke that particular Exhibitor's privilege of using any sound devices at any time.

TELEPHONE

For telephone service during Horse Expo Pomona complete the Telephone Order Form found on our website at <https://horseexpo.com/pomona-exhibit-at-horse-expo/>. Fairplex is responsible for placing telephone/credit card lines. Contact information is: Pat Williams at (909) 865-4300, fax (909) 865-4330 or email at williams@fairplex.com.

Orders and payments must be received five (5) days prior to service date.

TEMPORARY PARKING PASS

Temporary parking passes are available from the Show Office for your customers to pick-up, upon presentation of a receipt, enabling them to drive through Gate 1 (off McKinley Ave) during show hours to pick up large items they have purchased from you. They will not be able to drive up to the Mane Market Mall building but will be able to drive to a meeting spot by Building 4 to meet you. You will need to carry or hand cart the item out to meet your customer. Call Park Your Packages if you need help delivering the item to your customer.

WILL CALL

Will Call service is available if you need to leave a pass for another person. Bring the pass to the Show Office, fill out a will call envelope and we will deliver to the Will Call Booth.

REGULATIONS:

MOTORIZED VEHICLES ON DISPLAY

Any motorized vehicle that is part of an Exhibitor display must be approved by Horse Expo in advance and remain in place during the entire three day run of the Expo.

The exhibition of vehicles powered by internal combustion gasoline engines inside buildings shall require the following:

- a. Gasoline must be drained from the tank allowing only enough fuel to enable the vehicle to drive in and out of the building. The gas cap shall be taped in place to deter removal.
- b. The battery or batteries must be disconnected.
- c. The battery terminals must be taped with electrical tape
- d. Vehicles must be available for inspection by the State Fire Marshall.

FIRE MARSHALL REGULATIONS

The Los Angeles County Fire Department – Area 8 Fire Prevention Bureau (LACFD-A8) has jurisdiction at the Fairplex facility. The following is provided for your convenience and is not a complete listing of all applicable State Fire Marshall regulations. LACFD-A8 may enter any portion of any exhibit space or booth on the grounds of Fairplex at any time for the purpose of inspecting the premises for fire and life-safety.

- All fire lanes shall be maintained and unobstructed at all times. At no time is parking allowed in the fire lanes. Vehicles parked in fire lanes will be towed away at the owner's expense.
- Electrical equipment and installation shall be inspected and approved by a qualified person acceptable to LACFD-A8.
- No display or exhibit shall be installed or operated that will interfere in any way with access to any exit, or with the visibility of any exit sign. No display shall block access to firefighting equipment, such as fire extinguisher stations, fire hose cabinets and fire hydrants.
- No display, exhibit, booth or temporary construction shall be built of highly combustible material. Any paper or fabric used in displays or exhibits shall be fire resistive or treated with any approved fire retardant solution prior to use. All draped, hanging, curtains and all other decorative material, including decorative trees that would tend to increase the fire and panic hazard shall be made from nonflammable materials, or shall be treated and maintained in a flame-retardant condition by means of a flame-retardant solution process approved by the LACFD-A8, such as Flame-X which can be purchased from the Paint Bucket in Ontario, California.
- Location and use of portable containers of Liquefied Petroleum Gas (LPG) or other compressed gas cylinders inside buildings or tents is subject to approval by LACFD-A8.
- The use and handling of any flammable or combustible liquid shall be subject to approval by LACFD-A8. Location of such material shall be noted.
- A Commercial Exhibitor cooking may be allowed only in approved locations with approved equipment. Prior approval by LACFD-A8 is required.
- The use of any type of open flame must be approved by the LACFD-A8 prior to use.
- No tents, canopies or roof structures will be allowed in any building with sprinklers during shows and events.
- Bark dust or like material must be kept moist at all times.

TRAVEL:

HOST HOTEL – located on the show grounds

Sheraton Fairplex
601 West McKinley Avenue
Pomona, CA 91768

www.sheraton.com/fairplex

Phone reservations: 909-622-2220 (ask for the Horse Expo rate of \$177.00 per night)

Online Reservations: <https://horseexpo.com/pomona-lodging-dining/>

Group Rate Cut-off: 10/22/2019

Sheraton Fairplex offers complimentary shuttle service to/from Ontario Airport with an advanced reservation.

Please be advised: Hotels in the area do sell out. Make your reservations early.

RV PARK

Fairplex RV Park Phone: 909-865-4318

AIRPORT

Ontario International Airport – 15 minutes to Fairplex

Los Angeles International Airport – 60 minutes to Fairplex

OFF GROUND SERVICES:

Building Supplies

Home Depot	2707 S. Towne Ave.	909-364-0078
C & E Lumber & Hardware	2692 N. Towne Ave.	909-626-3591

Employment Agencies

Apple One	450 N. Mountain Ave, Ste E, Upland	909-625-7576
PeopleReady	1386 E. Foothill Blvd, Ste J, Upland	909-931-1127

Golf Cart Rental

Golf Carts & Industrial Vehicles		818-765-4102
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Hospital

Pomona Valley Hospital	1798 N. Garey Ave.	909-865-9500
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Office Supplies

Office Depot	2205 S Grove Ave, Ontario	909-947-2282
Wal Mart	80 Rio Rancho Rd.	909-620-4602

Post Office

Pomona Branch	580 W Monterey Ave	800-275-8777
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Printing/Shipping

Federal Express		800-463-3339
United Parcel Service		800-742-5877
UPS Store	101 W Mission Blvd., #110	909-620-7131

Taxi Service

Bell Cab		800-340-8294
Claremont Dial-a-Ride		909-623-0183

Wholesale/Retail Suppliers

Costco	13111 Peyton Dr., Chino Hills	909-464-2900
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HORSE EXPO CONTACT INFORMATION

Office Phone	530-672-7490
Office Fax	530-387-2298
Miki Nelsen - Producer	miki@horseexpo.com
Kala Johnson - Project Manager	kala@horseexpo.com
Sierra Smith - Sales & Sponsorships	sierra@horseexpo.com
Dana Weinhardt - Trade Show Manager	dana@horseexpo.com
General Information	letters@horseexpoevents.com

CHECK LIST:

ITEM	DUE DATE
• Final Booth Payment	9/01/19
• California Seller's Permit # or 410-D	9/01/19
• Proof of Insurance	9/01/19
• Credential Request Form	10/18/19
• Blaine Event Services/Electrical (Discount deadline)	10/25/19
• Internet	5 Days Prior to Service
• Telephone	5 Days Prior to Service

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